



Agenda
Council - Public Meeting

Monday, April 28, 2025, 7:00 p.m.

Electronic and In-Person Participation - Council

The Corporation of the Town of Orangeville

(Mayor and Clerk at Town Hall - 87 Broadway)

Orangeville, Ontario

NOTICE

Members of the public who have an interest in a matter listed on the agenda will have an opportunity to provide comments to Council either in person in Council Chambers, located at Town Hall, 87 Broadway, Orangeville; or by calling 1-289-801-5774 and entering Conference ID: 818 661 57# All members of the public are permitted to speak to statutory public meeting agenda items, however only residents, taxpayers, service providers or members speaking on behalf of an association or organization that serves the Town of Orangeville are permitted to speak to non-statutory public meeting items.

All members of the public are welcome to submit correspondence to any item on the agenda which will be considered public information and entered into the public record.

The Council meeting will also be livestreamed, for members of the public that wish to view the meeting online, please visit: <https://www.youtube.com/c/OrangevilleCouncil>. If the livestream is interrupted, members of the public are requested to call in to the number indicated above.

Accessibility Accommodations

If you require access to information in an alternate format, please contact the Clerk's division by phone at 519-941-0440 x 2242 or via email at clerksdept@orangeville.ca

Pages

1. Call To Order

2. Approval of Agenda

Recommendations:

That the agenda for the April 28, 2025, Council-Public Meeting, be approved.

3. Disclosure of (Direct and Indirect) Pecuniary Interest

4. Singing of National Anthem

5. Land Acknowledgement

We would like to acknowledge the treaty lands and territory of the Williams Treaty Nations and the Mississaugas of the Credit First Nation. We also recognize that Dufferin County is the traditional territory of the Wendat and the Haudenosaunee, and is home to many Indigenous people today.

6. Announcements by Chair

This meeting is being aired on public television and/or streamed live and may be taped for later public broadcast or webcast. Your name is part of the public record and will be included in the minutes of this meeting.

Any member of the public connecting via telephone is reminded to press *6 to mute and unmute. Please remain muted until the Chair requests comments or questions from the public.

7. Public Meeting - Retail Business Holiday Exemption By-law

7.1 Presentation by James Bramley, Licensing and By-law Enforcement Supervisor - Retail Business Holiday Exemption By-law 3 - 17
In-Person

7.2 Proposed Amendment to Retail Business Holiday Exemption By-law, PM-2025-003 18 - 21

Recommendations:

That Report PM-2025-003, Proposed Amendment to Retail Business Holiday Exemption By-law, be received for information.

8. By-Laws

Recommendations:

That the by-laws listed below be read three times and finally passed:

8.1 A by-law to confirm the proceedings of the Council of The Corporation of the Town of Orangeville at its Council-Public Meeting held on April 28, 2025 22 - 22

9. Adjournment

Recommendations:

That the meeting be adjourned.

Retail Business Holiday Exemption By-law

Public Meeting Presentation

April 28, 2025

Timeline

January 10, 2011, request received from a retail business owner seeking exemption from the RBHA

March 21, 2011, a Public Meeting was held to present details of the new proposed bylaw

July 15, 2013, an amendment was made to remove size restriction

January 14, 2011, Report CL-2011-01 was received at Council Meeting to provide information on the RBHA and request direction to develop a new by-law

April 4, 2011, the new Retail Business Holiday Exemption By-law 25-2011 was passed

In May 2024, OBIA passed a motion to include further dates to the By-law

Background – Initial Request

- On January 10, 2011, Orangeville Town Council received a formal request from the Business owner of Orangeville Home Hardware Building Center
- They sought an exemption from the Retail Business Holiday Act (R.S.O. 1990) to allow businesses in Orangeville to operate on statutory holidays
- The rationale was to enable local retailers to remain competitive with businesses in nearby municipal areas, such as Shelburne and Alliston, where such exemptions were already in place.

Background – Staff Report CL-2011-01

- In response to their request, municipal staff prepared Report CL-2011-01, authored by the Town Clerk, dated January 14, 2011
- The report outlines the legislative framework and procedural steps required for a municipality to grant an exemption under the Retail Business Holiday Act (RBHA)
- It also detailed the tourism criteria that must be satisfied to justify such an exemption

Background – Municipal Authority

Options for Exemption Implementation

- Under the Act, municipalities have the Authority to
 - Pass an exemption by-law applicable to the entire municipality or specific areas/businesses
 - Define what holidays the exemption applies to and set specific hours of operation
- Such by-laws must be justified by a tourism rationale, ensuring that the exemption supports the development or maintenance of tourism in the area

Background – Public Consultation

Engaging the Community

- Before passing an exemption by-law, the Act requires the municipality to:
 - Hold a public meeting to discuss the proposed by-law
 - Publish notice of the public meeting in a manner determined by the council
 - Allow any person who attends the public meeting the opportunity to make representations regarding the proposed by-law

Analysis/Current Situation – OBIA Resolution

Orangeville BIA Motion Regarding the existing By-law – May 2024

“Retail Business Holiday Exemption Bylaw 25-2011 & Amendment 67-2013

Moved by M. Beattie, B. Luhar

Carried.

That, due to the increasingly diverse population and business ownership in Orangeville and Dufferin County as well as the increase in numbers and diversity of the people who are visiting Downtown Orangeville, the OBIA Board supports a review and reconsideration of the Town of Orangeville’s Business Holiday Exemption Bylaw (2011-025 & 2013-023) and specifically its mandatory closure requirements for retailers on Good Friday & Easter Sunday with further consideration for Christmas Day. And that staff be directed to draft correspondence requesting that the Town review and reconsider the Bylaw accordingly.”

After conducting research and Collingwood’s by-law seems to offer a more business-friendly approach. It simply states that retail business establishments can be open on certain holidays “should they wish to be open.

Analysis/Current Situation – Comparative Examples

Other Municipalities' Approaches

- Peel Region: Passed By-law 34-2018 allowing retail businesses in designated areas to open on specific holidays to support tourism
- Niagara Region: offers tourism exemption by-laws for specific areas, allowing certain retail businesses to operate on holidays
- Collingwood: Has implemented a by-law that facilitates retail operations on all holidays

Strategic Vision and Priorities

- In January 2021, Orangeville adopted a comprehensive five-year Tourism Strategy & Action Plan to guide local tourism development
- The strategy envisions Orangeville as a burgeoning tourism destination by 2026, celebrated for its unique blend of progressive community values and small-town charm
 - Four strategic priorities were established to achieve this vision:
 - Administration and Operations
 - Branding and Marketing
 - Tourism Asset and Experience Development
- Infrastructure and Investments
- The plan emphasizes leveraging arts, culture and outdoor experiences to attract visitors year-round

Analysis/Current Situation – Economic Development & Culture Strategy

Integrating Tourism and Culture into Economic Growth

- Adopted in November 2024, Orangeville's Economic Development and Culture Strategy outlines a five-year plan to bolster the town's economic resilience.
- Three priority focus areas guide the strategy:
 - Developing a Resilient Business Community
 - Supporting Small Business
 - Fostering Tourism and Culture
- The strategy recognizes that tourism and culture are intertwined, with cultural assets acting as foundational tourism drivers that attract visitors, support local businesses, and create jobs in creative industries

Analysis/Current Situation – Economic Demographic Shifts and Business Diversity

Evolving Community and Economic Landscape

- Orangeville's demographic landscape has evolved, with an increasingly diverse population and business ownership.
- This diversity is reflected in the variety of cultural events, festivals, and businesses that cater to a wide range of communities.
- The Economic Development and Culture Strategy emphasizes the importance of supporting small businesses, which are the heart of Orangeville, providing most of the jobs across diverse sectors, including retail and the creative industry.

Analysis/Current Situation – Downtown as a Tourism Hub

Leveraging Central Assets for Visitor Engagement

- Orangeville's downtown area, with its unique selection of independently-owned businesses and creative assets, serves as a central hub for tourism.
- The Town's central location and proximity to the Greater Toronto Area make it an appealing destination for a diverse group of visitors.
- The downtown's vibrant arts scene, cultural festivals, and historic charm contribute significantly to the town's tourism appeal.

Conclusion – By-law Review

Responding to Evolving Community Dynamics

Community Evolution:

- Orangeville has experienced notable growth in tourism, driven by its rich cultural offerings and natural attractions.
- The town's demographic landscape has become increasingly diverse, influencing consumer needs and business operations.

OBIA Resolution:

- The Orangeville Business Improvement Area (OBIA) Board has passed a resolution advocating for a review of the Town's Retail Business Holiday Exemption By-law (By-law 25-2011, as amended by By-law 67-2013), reflecting the interests of a broad range of local businesses.

Comparative Insight:

- Municipalities such as Collingwood permit retailers to open on all statutory holidays, offering a more flexible approach that aligns with local business needs.

Conclusion – Options for council Consideration

Potential Amendments to Retail Business Holiday Exemption By-law

- **Option 1:** Amend the current by-law to permit retail businesses to open on Good Friday, Easter Sunday, and Christmas Day.
- **Option 2:** Amend the by-law to allow retailers to open on all statutory holidays, effectively removing mandatory closure dates.
- **Option 3:** Maintain the current by-law as is, with mandatory closures on Good Friday, Easter Sunday, Christmas Day, and New Year's Day.

Questions and Feedback

Thank you



Public Meeting Cover Sheet

Subject: **Proposed Amendment to Retail Business Holiday Exemption By-law**

Department: **Corporate Services**

Report #: **PM-2025-003**

Public Meeting Date: **2025-04-28**

Council Direction

On December 2, 2024, through Resolution Number 2024-252, Council unanimously passed the following:

That staff be directed to continue with the review and completion of the following by-laws in 2025 – Retail Business Holiday Exemption

Overview

The Town of Orangeville first enacted its Retail Business Holiday Exemption By-law in 2011 to support economic competitiveness and respond to local business concerns regarding holiday closures. Originally focused on larger retailers, the bylaw was later amended in 2013 to extend eligibility to all retail businesses that meet tourism criteria. Over time, Orangeville's demographics, tourism sector, and business landscape have evolved considerably, with increasing cultural diversity and a growing emphasis on year-round tourism. These changes, coupled with recent input from the Orangeville Business Improvement Area (OBIA), have prompted renewed discussion around the bylaw's relevance, particularly the mandatory closures on Good Friday, Easter Sunday, and Christmas Day.

The OBIA has acknowledged these demographic and economic shifts. In May 2025, the OBIA Board passed the following resolution:

****Retail Business Holiday Exemption Bylaw 25-2011 & Amendment 67-2013****

Moved by M. Beattie, B. Luhar — Carried.

That, due to the increasingly diverse population and business ownership in Orangeville and Dufferin County as well as the increase in numbers and diversity of the people who are visiting Downtown Orangeville, the OBIA Board supports a review and reconsideration of the Town of Orangeville's Business Holiday Exemption Bylaw (2011-025 & 2013-023) and specifically its mandatory closure requirements for retailers on

Good Friday & Easter Sunday with further consideration for Christmas Day. And that staff be directed to draft correspondence requesting that the Town review and reconsider the Bylaw accordingly.

Retail Business Holiday Exemption By-law

A Retail Business Holiday Exemption By-law is a municipal regulation enacted under Ontario's *Retail Business Holidays Act* (RBHA) that permits certain retail businesses to operate on statutory holidays. The RBHA generally mandates retail closures on specific holidays, including New Year's Day, Good Friday, Easter Sunday, Victoria Day, Canada Day, Labour Day, Thanksgiving Day, and Christmas Day.

However, municipalities can pass exemption by-laws allowing retail operations on these holidays, primarily to support tourism or address local economic needs. To enact such a by-law, a municipality must:

- Hold a public meeting with adequate notice to gather community input.
- Ensure the exemption aligns with tourism development or other specified criteria.
- Define the scope, including which businesses are affected and the specific holidays covered.

For example, the City of Windsor enacted a by-law granting a blanket exemption from holiday closures, except for Christmas Day, to support local businesses and tourism.

These by-laws aim to balance the economic interests of businesses with community values and the traditional observance of holidays.

Respectfully submitted,

Antonietta Minichillo
General Manager, Corporate Services

Reviewed by:

Jordyn Lavecchia-Smith
Deputy Clerk, Corporate Services

Prepared by:

James Bramley
Supervisor, Licensing and By-law Enforcement

Link to Access Previous Council Report:

[CL-2011-001A](#)

[CL-2011-001](#)

[CL-2013-008](#)

Attachment(s):

1. Notice of Public Meeting Retail Business Holiday Exemption By- law – 2025.docx

Corporate Services

**Notice of public meeting:
Retail Business Holiday Exemption bylaw**

Take notice that a public meeting will be held to provide the public with the opportunity to comment and provide input regarding the **Retail Business Holiday Exemption By-law No. 25-2011**, on:

April 28, 2025, at 7 p.m.

Town Hall – 87 Broadway

Public participation: Questions and comments from the audience will be permitted following the mobile food vendor presentation. Residents, taxpayers, service providers, or those speaking on behalf of an association or organization serving the Town of Orangeville are invited to participate.

Ask a question virtually: Call 1-289-801-5774 and enter conference ID 818 661 57#

View the meeting online: [orangeville.ca/YouTube](https://www.orangeville.ca/YouTube)

Submitted correspondence or comments/questions made during the meeting will be considered public information and entered into the public record.

Read the proposed bylaw: The proposed Retail Business Holiday Exemption bylaw will be available as part of the meeting agenda posted online on Thursday, April 24 at [orangeville.ca/Meetings](https://www.orangeville.ca/Meetings).

For more information: Contact the Clerks division at **519-941-0440** or clerksdept@orangeville.ca during normal business hours.



The Corporation of the Town of Orangeville

By-law Number 2025-

A by-law to confirm the proceedings of the Council of The Corporation of the Town of Orangeville at its Council - Public Meeting held on April 28, 2025

Whereas Section 5 (1) of the Municipal Act, 2001, as amended, provides that the powers of a municipal corporation shall be exercised by its council; and

Whereas Section 5 (3) of the Municipal Act, 2001, as amended, provides that municipal powers shall be exercised by by-law; and

Be it therefore enacted by the municipal Council of The Corporation of the Town of Orangeville as follows:

1. That all actions of the Council of The Corporation of the Town of Orangeville at its Council – Public Meeting held on April 28, 2025, with respect to every report, motion, by-law, or other action passed and taken by the Council, including the exercise of natural person powers, are hereby adopted, ratified and confirmed as if all such proceedings were expressly embodied in this or a separate by-law.
2. That the Mayor and Clerk are authorized and directed to do all the things necessary to give effect to the action of the Council of The Corporation of the Town of Orangeville referred to in the preceding section.
3. That the Mayor and the Clerk are authorized and directed to execute all documents necessary in that behalf and to affix thereto the seal of The Corporation of the Town of Orangeville.

Read three times and finally passed this 28th day of April, 2025.

Lisa Post, Mayor

Lindsay Raftis, Deputy Clerk