



Minutes of Economic Development and Culture Committee Meeting

June 17, 2025, 8:00 a.m.

Electronic and In-Person Participation - Access Orangeville

The Corporation of the Town of Orangeville

(Chair and Secretary at Town Hall - 87 Broadway)

Orangeville, Ontario

Members Present: Chair Councillor Andrews
L. Horne, Orangeville Real Estate Board
Vice Chair J. Patterson, Orangeville BIA
J. Small, Public Member
J. Large, Business Community Representative
D. Morris, Dufferin Board of Trade

Members Absent: S. Waqar, Public Member

Staff Present: K. Lemire, Manager, Economic Development & Culture
J. Bryan, Business Services Assistant

1. Call to Order

The meeting was called to order at 8 a.m.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Land Acknowledgment

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.

4. Minutes of Previous Meeting

2025-005

Moved by J. Patterson

That the minutes of the following meeting are received for information:

4.1 2025-04-15 Economic Development and Culture Committee Meeting Minutes

5. Presentations

5.1 East/West Broadway Corridor Planning Study - J.L. Richards & Associates Ltd

J.L. Richards & Associates Ltd. (JLR) presented an update on the East and West Broadway Corridor Study.

The presentation was delivered by Alison Bucking and Marilyn Cameron of JLR, with support from Brandon Ward, Manager of Planning, Infrastructure Services. Staff and board directors of the Orangeville Business Improvement Area were in attendance including A. Scheel, R. Hough, S. Koroscil, and J. Emanuele.

JLR presented a background review of the project and completed work. A summary of existing conditions in the areas was also provided. B. Ward emphasized that the recommendations for the study areas are intended to complement, not compete with the existing downtown area and will aim to contribute to the vibrancy of the area as a whole.

The proposed vision for the East Broadway Corridor focuses on establishing a welcoming gateway into the community. The plan emphasizes a shift toward a multimodal approach, aimed at enhancing accessibility for pedestrians, cyclists, and other modes of transportation. Proposed features include the addition of street banners, enhanced street furniture, strategic tree placement, and potentially wider sidewalks to improve the overall pedestrian experience.

The proposed vision for the West Broadway Corridor prioritizes connectivity to the downtown core. This includes adding greenery, creating spaces that showcase local arts and culture, and improving connections to the rail trail. The proposal also includes pedestrian-scale lighting and increased seating options, particularly at bus stops, to promote comfort and accessibility.

Comments provided by those in the attendance indicated the need to find ways to connect the two areas and create cohesiveness with assets,

businesses, and properties in the existing downtown area. Infrastructure improvements, specifically the existing hydro poles, were noted. It was also recommended to include targeted business uses in the areas to help guide business attraction efforts, enhance service to residents, support existing business uses in the downtown area, and inform design recommendations for potential commercial development in the areas.

An Open House on Thursday, June 26 invites the community and all stakeholders to learn more about the study and provide more comments.

6. Working Group Reports

6.1 Arts & Culture

6.1.1 Call for Artists Selections

The Arts and Culture Working Group met on May 30 to review the 61 submissions received for four proposed locations. The group was composed of J. Andrews, J. Large, and J. Small. After thoughtful deliberation, the group selected artwork for all four designated locations. J. Andrews remarked on the tremendous talent within the community and expressed how pleased the group was with the quality of submissions. Notably, all selected artists are new to the collection.

2025-006

Moved by J. Patterson

That the artist selections recommended by the Arts and Culture working group for the Utility Box Art installations be adopted, and staff proceed with installations.

Carried

6.2 Business Outreach

K. Lemire provided an update on ongoing business outreach efforts. She noted that the conversations she has been having with local businesses have been both beneficial and informative. Ongoing outreach is an important part of the EDC team's work to connect with the business community.

K. Lemire also highlighted the positive feedback and enthusiasm surrounding the ceremonial ribbon and scissors used during grand openings, noting the energy they bring to these events.

7. Items for Discussion and Reports

7.1 Economic Development and Culture Activity Report, June 2025

K. Lemire summarized the written report and invited committee members to contact the EDC division should they have any questions or require further details.

7.2 2024 Economic Development and Culture Annual Report

K. Lemire provided a summary of the 2024 economic indicators for Orangeville's business community. She noted that despite continued economic pressures, the number of businesses operating in Orangeville grew by 240, an 8% increase over 2023. Entrepreneurial ventures represented 94% of the growth. Total employment grew by 1%, matching growth in both Dufferin and Ontario. Jobs in health care, education, professional services, and manufacturing increased while the construction, retail trade, and whole trade sectors experienced slight declines. Construction values were modest in 2024 and housing activity was comparable to 2023.

She welcomed any questions or requests for more information and directed committee members to contact the EDC division as needed.

8. Correspondence

9. Announcements

9.1 Member Sectorial Updates

Councillor Andrews provided a Council update, highlighting several key items. J. Andrews discussed the recent conversation regarding the Strong Mayor Powers and noted that Mayor Post had presented her intention to rescind those powers, with the full support of Council. He also highlighted Council's recent unanimous decision to reject the proposed development at 11A York Street. Additionally, Councillor Andrews noted that the Affordable Housing Task Force will host a community information Open House on Wednesday, June 18 at Tony Rose Memorial Sports Centre. He also discussed the new Town logo.

J. Patterson shared that the OBIA supported the successful 2025 Orangeville Blues & Jazz Festival. The OBIA is working on its own 2025 events and planning for 2026 has also begun.

D. Morris reported that two representatives from the Dufferin Board of Trade (DBOT) attended the Ontario Chamber of Commerce's 2025 Annual General Meeting in Windsor, where they received two awards: one for innovation and another recognizing a DBOT board member for their volunteer contributions. She also spoke about the success of the Business Excellence Awards Gala, held on May 29 at the Best Western. Additionally, D. Morris informed the Council of the upcoming Dream Career event, scheduled for October 15th at the Orangeville Fairgrounds.

L. Horne provided an update on the current real estate statistics, noting that there are currently 156 homes, 22 condominiums, and 24 commercial properties listed for sale in Orangeville. Over the past 90 days, 76 residential homes, 17 condos, and two commercial properties have been sold. Additionally, there are 33 properties available for lease in Orangeville.

J. Large spoke about the ongoing impact of tariffs on his business and others in the community. He also informed the committee that the Community Improvement Plan (CIP) Committee has approved two new grants, one for The Scented Drawer and another for Healthwise Physiotherapy Inc.

10. Date of Next Meeting

The next meeting is scheduled for Tuesday, September 16, 2025, at 8 a.m.

11. Adjournment

The meeting adjourned at 9:52 a.m.