



Minutes of Business and Economic Development Committee

June 14, 2022, 8:30 a.m.

Chair and Secretary Participating Remotely
The Corporation of the Town of Orangeville

Members Present: Councillor Joe Andrews
D. Morris, Dufferin Board of Trade
L. Horne, Orangeville Real Estate Board
T. Brett, Orangeville BIA
B. Pitt, Public Member (left mtg. at 9:28)
W. Edwards, Public Member (left mtg. at 10:17)

Members Absent: P. Cervený, Public Member

Staff Present: R. Phillips, Manager, Economic Development & Culture
B. Lusk, Administrative Assistant

1. Call to Order

Councillor Andrews called the meeting to order at 8:30 a.m.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Adoption of Minutes of Previous Meeting

3.1 2022-03-22 Business and Economic Development Advisory Committee Minutes

Moved by B. Pitt

That minutes of the following meeting are approved:

2022-03-22 Business and Economic Development Advisory Committee

Carried

4. Presentations

4.1 Ms. Ruth Phillips, Manager, Economic Development and Culture - Activity Report December 2021 - May 2022

Ruth Phillips provided an overview of the major activities that the Economic Development & Culture office had undertaken over the past six months.

She said that a decision to permanently move the annual Bridges to Better Business event to Spring meant that Donald Burns, The Restaurant Coach, delivered a virtual event focused on the hard-hit hospitality

industry on May 4. The event, 'Thriving in the Post-Pandemic Economy', had more than one hundred views on the Council YouTube Channel.

Ruth Phillips said that the Transfer Payment Agreement with the Province for the operation of the SBEC office had received Council approval in May. The 2022-2024 agreement will provide \$156K annually over the next two years for the delivery of the SBEC services.

Ruth Phillips reported that implementation of the year two recommendations in the Tourism Strategy was progressing well. She said that the 'Love, Orangeville' branding was now in use and being applied to all advertising and promotions. The new website, loveorangeville.ca, launched in January, and the new Visitor Guide was released in time for the Blues & Jazz Festival.

The third digitalization program funded by the Province of Ontario through the My Main Street program wrapped up in February, helped 64 entrepreneurs, and resulted in a total contribution of \$160K in grant funding to local entrepreneurs.

Ruth Phillips said that the office had successfully obtained a \$57,500 grant through My Main Street to run the Local Business Accelerator Program for a one-year term. She advised that the program would provide 10 downtown area entrepreneurs with grants of up to \$10,000 each to help establish or grow their businesses.

Staff issued an RFP and awarded a contract for the installation of a digital sign at the Visitor Centre. Ruth Phillips advised that once completed, the new sign would create staffing efficiencies and offer improved appeal to north and south bound traffic in promoting the Town's tourism events.

Ruth Phillips said that the Economic Development & Culture office was spearheading the development of a new Strategic Plan for the Corporation. In May, the project was awarded to Deloitte LLP and is expected to be completed by March 2023.

4.2 Ms. Ruth Phillips, Manager, Economic Development and Culture - Town of Orangeville Draft Community Improvement Plan

Ruth Phillips said that the Economic Development & Culture office, in partnership with the Planning division, had led in the development of a new Community Improvement Plan (CIP).

She said that the existing Community Improvement Plan was created in 1990 and had limited efficacy after 30 years. She indicated that the draft CIP identified the Employment Lands in the Centennial Road to C Line area and the Downtown area of the BIA, including an extension along First Street to Bredin Parkway, as focus areas for improvement and select incentives that would enhance revitalization of those areas of the community.

Ruth Phillips presented the proposed incentives developed for the draft CIP and answered member questions. She said that upon approval by Council, staff would then request a budget for the execution of incentives commencing in 2023.

4.3 Ms. Stacey Kovios, Canada-Ontario Job Grant Specialist, and Ms. Julie Moore, Employment Services Consultant, Career & Community Employment Services, Georgian College - Programs, Incentives and Resources for Employers (9:30 a.m.)

Stacey Kovios provided an overview of numerous services and programs delivered by the college at the Edelbrock Resource Centre. She supplied details about the Canada-Ontario Job Grant program available to eligible employers. She explained that the Canada-Ontario Job Grant covers training costs that help to upgrade employee job related skills.

Julie Moore said that the resource centre offers a broad range of free services funded by the Ontario Government to support both job seekers and potential employers. She outlined some employment services offered by their organization including two youth programs that provide training and job placement experience, as well as the newcomer resources for occupational language training.

Stacey Kovios said employers benefit from both the financial incentives of various programs and the connections they make with job seekers.

5. Items for Discussion and Reports

5.1 Official Plan Steering Committee Update, Ms. Wendy Edwards

Wendy Edwards reported that the steering committee was meeting monthly to educate members and discuss the key elements in the Official Plan Review. She said that contributions by the committee members would help staff with the creation of proposed guidelines for the Official Plan.

5.2 Member Updates

Linda Horne provided an overview of the current business and residential market in Orangeville, advising that housing prices had decreased by 17% over the past six months but remained 10% higher than in May 2021.

Linda Horne said that nine commercial properties/businesses were currently on the market in Orangeville.

Diana Morris said that a successful Dufferin Days Campaign had wrapped up in March. She advised that the Dufferin Tourism Trails project would begin in July to support businesses through social media and directory listings.

She said that the DBOT had held an Election Forum in May for the local candidates in the Provincial election and would hold a Forum for municipal candidates in the Fall.

Diana Morris said that DBOT had opened a permanent office available for rent in addition to the casual workspaces offered. She said that the seasonal outdoor meeting space was also available.

She said that DBOT distributed 44,240 rapid tests kits and that an inventory existed for businesses.

Troy Brett provided an update of BIA activities. He advised that the Farmers' Market had resumed operations at its normal location and that both attendance and vendor sales had increased over last year.

He said that the Blues & Jazz Festival created a welcome bustle to the downtown and that he expected that the Celebrate Your Awesome and Taste of Orangeville events would attract more visitors to the downtown as well.

Troy Brett said that the BIA had hired Aubs & Mugg Consulting for a Downtown Re-branding Project.

6. Correspondence

None.

7. New Business

None.

8. Date of Next Meeting

Councillor Andrews announced that this would be the last BEDAC meeting held during the current term of Council. He thanked each of the members for their contributions to the committee.

9. Adjournment

Meeting adjourned at 10:30 a.m.