



## **Minutes of Economic Development and Culture**

**June 20, 2023, 8:00 a.m.**

### **Electronic and In-Person Participation - Economic Development and Culture Committee**

**The Corporation of the Town of Orangeville  
(Chair and Secretary at 200 Lakeview Court, Upper Level)  
Orangeville, Ontario**

- Members Present: Councillor Andrews  
L. Horne, Orangeville Real Estate Board  
J. Patterson, Orangeville BIA  
J. Small, Public Member  
M. Vinden, Business community
- Members Absent: Chair S. Brown, Dufferin Board of Trade  
M. Mischkot, Public Member, regrets
- Staff Present: H. Savage, Gen. Mgr., Community Services  
K. Lemire, Mgr., Economic Development & Culture  
B. Lusk, Administrative Assistant  
J. McGibbon, Mgr., Communications, Corporate Services

#### **1. Call to Order**

Vice Chair Andrews called the meeting to order at 8:05 a.m.

#### **2. Disclosures of (Direct or Indirect) Pecuniary Interest**

None.

#### **3. Adoption of Minutes of Previous Meeting**

**2023-011**

**Moved By L. Horne**

That the minutes of the following meeting are approved:

2023-05-16 Economic Development and Culture Committee Minutes

**Carried**

#### **4. Presentations**

##### **4.1 Jessie McGibbon, Manager, Communications, Corporate Services**

J. McGibbon said that the Communications Division has three staff that oversee the delivery of the Town's Communications Strategy. Currently staff create content and monitor social media platforms, build web pages, and ensure compliance on the corporate website, prepare marketing and advertising for the town-page in a weekly newspaper, and are responsible for providing communication support to all divisions and Council.

She said that staff provide a media presence at events, and emergency response support when required. They also develop a regular monthly video series to provide information about Town services and public safety.

J. McGibbon indicated that the world of information delivery is evolving, and that the strategy includes diversified ways to reach a broader audience. She said that the office is exploring digital advertising on social media, local radio opportunities, and looking at alternative low-cost avenues that will deliver the biggest impact.

#### **5. Working Group Reports**

##### **5.1 Arts & Culture**

###### **5.1.1 Event Recommendations**

J. Small said that the working group proposes a new event to recognize and support the local arts and culture community on Tuesday, September 26. Chelsea Johnson, a performer, podcaster, and artist, will lead the event and focus on creating opportunities for education and connection with the audience.

###### **5.1.2 Call for Artists selections**

J. Small presented the four art selections recommended by the working group for the 2023 Utility Box Art program. She said that there were over seventy submissions to consider for the four locations.

K. Lemire said that with the committee's endorsement of these selections that staff would proceed and expected to have installations completed by September.

**2023-012**

**Moved By** J. Small

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. Items for Discussion and Reports**

### **6.1 Business Park Signs**

K. Lemire said that Council had approved \$30,000 in the 2023 Capital budget for replacement of the business park directional signs. She said that a RFQ was issued for the replacement of the six signs. A second RFQ was issued to replace only two signs.

K. Lemire stated that both quotes were well above budget and asked members for their opinions on the value of the signs to local businesses and the general public. Committee members agreed that existing signs are unsightly and should be removed. They also said that there may be more effective ways to use the capital budget funds to benefit this community. Ideas included improving existing business park gateway signs and using the funds to support the new Community Improvement Plan programs.

The Economic Development and Culture office will contact all businesses that are using the existing six signs and determine next steps based on the Committee's input.

### **6.2 Downtown Banners**

K. Lemire said that the Economic Development and Culture office took over management of the downtown banners in 2023. She said that the Orangeville Blues and Jazz Festival and the Orangeville Northmen are two community groups that have purchased their own banners and manage their own banner installation and removal.

The office maintains the Canada Day and LoveOrangeville street pole banners. LoveOrangeville banners intentionally drive visitors to the tourism website where they can access local event information.

K. Lemire said that there are also six banners in the medians that will also feature LoveOrangeville messaging. She said that Heritage Orangeville has used the six median banners for Heritage Month in February and that these six banner locations could potentially be available to other groups.

User groups have the opportunity to be featured on loveorangeville.ca and may be able to promote events on the new digital sign at the Visitor Information Centre.

Note: Councilor Andrews asked K. Lemire to advise committee members when the new digital sign is operational.

### **6.3 Business Attraction Outreach**

Deferred to September meeting.

## **7. Correspondence**

None.

## **8. New Business**

L. Horne reported that the housing market in Orangeville has a low inventory with thirty-two houses and nine condominiums listed for sale and only eight rental listings currently available. She said that thirty-nine houses and seven condominiums sold in the last thirty days.

She said there are fifteen commercial properties for sale and twenty-nine commercial rental listings currently available.

J. Patterson stated that the BIA revisited ongoing concerns regarding the Broadway median and they plan to continue dedicating resources to make it look as good as it can. He said that the BIA requested that the Town fix the clock tower. Councillor Andrews reported that Council approved funds for the clock repair.

J. Patterson said the BIA would like to trademark the new Downtown Orangeville branding.

Councillor Andrews announced that David Smith will be the new CAO for the Town.

He reported that the expected completion date for the Hanson bridge is at the end of 2023, and that Orangeville Transit will look at new servicing options.

**9. Date of Next Meeting**

Tuesday, September 19, 2023 at 8:00 a.m.

**10. Adjournment**

The meeting adjourned at 9:32 a.m.