



Electronic Participation

The Corporation of the Town of Orangeville
Chair and Committee Secretary participated remotely

Minutes of an Electronic Meeting Of the Business and Economic Development Advisory Committee Held on Tuesday, September 22, 2020 at 8:30 a.m.

Please note that all attendees participated electronically.

Members Present

Councillor Joe Andrews, Chair
Pete Renshaw, Vice Chair
Diana Morris, Dufferin Board of Trade
Shokheen Singh, Orangeville BIA
Wendy Edwards, Public Member
Paul Cervený, Public Member

Regrets

Linda Horne, Orangeville Real Estate Board
Buddy Pitt, Greater Dufferin Home Builders' Association

Staff

Ruth Phillips, Staff Liaison, Economic Development & Culture
Katrina Lemire, Economic Development & Culture

Guests

Rob Koekkoek, Orangeville Hydro
Terrilyn Kunopaski, Bannikin Travel and Tourism

1 Call to Order

Councillor Andrews called the meeting to order at 8:36 a.m.

Councillor Andrews advised that due to efforts to contain the spread of COVID-19, the Business and Economic Development Advisory Committee (BEDAC) will continue to meet electronically until further notice.

Councillor Andrews asked if any public comments had been received prior to the meeting by the recording secretary. None were received.

Councillor Andrews asked all committee members in attendance to identify themselves for the virtual meeting. Councillor Andrews welcomed guests Rob Koekkoek and Terrilyn Kunopaski and introduced new BEDAC member Paul Cervený.

2 Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3 Agenda

Recommendation 2020-005

Moved by Shokheen Signh.

That the agenda for the September 22, 2020 BEDAC meeting be approved.

Carried.

4 Adoption of Minutes of Previous Meeting

Recommendation 2020-006

Moved by Diana Morris.

That the minutes for the June 23, 2020 BEDAC meeting be approved.

Carried.

5 Delegation and Presentation

Councillor Andrews welcomed Terrilyn Kunopaski, Director and Trade Development, Bannikin Travel and Tourism, who presented a progress report on the Town of Orangeville Tourism Strategy and Action Plan (TSAP) currently under development.

Terrilyn Kunopaski described the three phase process that began in May 2020 with extensive background research. She said that the TSAP was being developed concurrently with a tourism plan for Dufferin County to eliminate duplication of efforts and enhance success through collaboration.

She said the second phase of the process had focused on engagement with community members and stakeholders through interviews, surveys and a public information session.

Terrilyn Kunopaski identified the major themes that had surfaced under four strategic areas - Organizational/structural development; Product, infrastructure and investments; Regional/environmental; and Destination development. She presented the strengths, weaknesses, opportunities, and threats (SWOT) for each theme area, identified a proposed vision for the future, and defined potential target markets for tourism in Orangeville.

She said the final draft of the strategy and action plan would include priorities, timelines and specific actions for implementation and indicated that the Strategy was expected to be completed for presentation to Council in January.

Terrilyn Kunopaski said additional human resources and the development of a tourism brand would be key initial recommendations of the plan. She described branding as the process of building awareness of the community before visitors come, and advised that branding would enhance Orangeville as a destination, establish expectations of visitors and provide consistent messaging to target markets.

Shokheen Singh said Orangeville has many undiscovered tourism gems which she was not aware of when she was new to town. She asked if the TSAP would engage other municipalities in the GTA to lead visitors to this area.

Ruth Phillips said the Economic Development office had adopted an aggressive marketing campaign to support visitation to the community through the pandemic and outlined efforts to date, including promotion of the community to local and GTA area day trippers.

Paul Cervený asked about strategies for reaching out to travellers passing by Orangeville on their way somewhere else versus travellers to Orangeville as their targeted destination. He inquired whether stats were available to differentiate those two markets. Terrilyn Kunopaski said that there were some statistics available and that she would include them within the final report.

Diana Morris inquired about future hotel development and whether accommodation taxes would be examined. Ruth Phillips replied that there is interest from a hotel chain to develop in Orangeville and that they own the land required to develop, but that they did not have immediate development intentions. She advised that an accommodation tax had been considered several years ago through Headwaters Tourism but that the required buy-in at a regional level had not been obtained. She advised that the introduction of additional tourism taxes was not a goal of the office at the current time given the existing and anticipated recovery climate and due to the negative publicity that tourism related taxes have generated in other communities.

6 Covid Recovery Update

Ruth Phillips advised that a recent movie shoot in the downtown, Ice Wine Christmas, had provided economic benefits to local merchants and the BIA. In addition to leasing storefronts and a downtown parking lot, approximately 40 cast and crew stayed locally for approximately one week, shopping and dining at Orangeville venues.

She said that the office was successful in an application for funding to deliver a second Digital Main Street program to support local entrepreneurs in the digitalization of their businesses. One staff person was hired on contract until February 28, 2021.

Ruth Phillips indicated that the Town launched a new website in September. She said that the division's business and tourism websites were now integrated into the Town's main site but that the pre-existing addresses orangevillebusiness.ca and orangevilletourism.ca would continue to be used. She advised that these significant components of the Orangeville site will continue to be managed by the Economic Development and Culture division and that as new tourism branding is developed, it will be integrated to the tourism section.

She said the office had adapted to online delivery of workshops and for the first time, the Economic Outlook Breakfast would be presented virtually on October 27. Ruth Phillips invited BEDAC members to attend, and stated that registrations would include a voucher to use at one of four local coffee shops in lieu of the traditional breakfast provided at this event.

Ruth Phillips said that Council had approved the Terms of Reference for BEDAC at its July meeting.

She thanked members who were able to assist the office with the completion of forty-one business recovery surveys between mid-August and mid-September. She provided a summary of the preliminary results and said that a full report would be made to Council in October.

Wendy Edwards commented that efforts to promote local needed to be extended to the service industry.

Ruth Phillips highlighted that implementation of the recovery plan had led to Council granting an extension and expansion of outdoor patios and display of merchandise until November 30 and that these adaptations to the by-laws had been well received by businesses.

Ruth Phillips advised of a virtual public meeting on September 22 with respect to design and development options for 82, 86-90 Broadway.

She said that a request to renew the Community Improvement Plan has been added to the capital budget for 2021 for consideration by Council.

7 Open Discussion

Diana Morris, Dufferin Board of Trade, said sixty “Open for Business” kits were distributed during their campaign and that photos of the faces behind the businesses were posted on social media. She said the Business Excellence Awards had been revised to a drive-in movie style celebration on October 21 at Rotary Park in Orangeville. Diana Morris said there were 50-60 nominees for the awards.

Wendy Edwards spoke on behalf of the real estate sector in Linda Horne’s absence. She said that the housing market was a seller’s market, with realtors handling multiple offers on deals going sometimes 17–18% over the asking price.

Shokheen Singh had no updates from the BIA.

Paul Cervený provided a manufacturer’s perspective. He commented that global supply is experiencing many challenges, but that there could be opportunities for local markets due to increased spending on home improvements instead of travel. He further commented that opportunities to funnel unspent income into the Broadway commerce area should not be overlooked.

Councillor Andrews said that there continued to be daily discussions regarding protocols in the education field. He indicated that communication improvements such as the Wightman investment in the Town were important for virtual learning and to keep students connected to their schools, teachers and peers.

8 Other Business

Rob Koekkoek, Orangeville Hydro, reminded members that the Province offers a small business emergency program to assist with utility bills. He said that he would forward the program details to Ruth Phillips. (This information was subsequently posted to the Town’s Business recovery page).

Rob Koekkoek said that off-peak rates for electricity would end on October 31 and that new options would be made available for customers to choose either time of use rates or tiered rates.

9 Date of next meeting

December 1, 2020

10 Adjournment

Recommendation 2020-007

Moved by Diana Morris

That the meeting adjourn at 10:15 a.m.

Carried.