



Minutes of Economic Development and Culture Committee Meeting

February 13, 2024, 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, virtual
Chair S. Brown, Dufferin Board of Trade, virtual
J. Patterson, Orangeville BIA, virtual
J. Small, Public member, virtual
M. Vinden, Business community, virtual

Members Absent: L. Horne, Orangeville Real Estate Board, regrets
S. Waqar, Public member, regrets

Staff Present: K. Lemire, Mgr., Economic Development & Culture
B. Lusk, Administrative Assistant
V. Sword, Tourism and Culture Officer

1. Call to Order

The virtual meeting was called to order by Councillor Andrews at 8:02 a.m.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Land Acknowledgement

Councillor Andrews acknowledged 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. Adoption of Minutes of Previous Meeting

2024-001

Moved by J. Patterson

That the minutes of the following meeting are approved:

2023-12-12 Economic Development and Culture Committee Minutes

Carried

5. Presentations

5.1 Tourism Strategy Update

V. Sword provided a brief background on the development of the Tourism Strategy & Action Plan which was adopted by Council in January 2021. She said that the plan identifies six foundational tourism drivers in Orangeville and that there are four strategic priorities. She noted that the priorities led to twenty recommendations and seventy specific actions to guide tourism development.

V. Sword said that the impact of the pandemic on tourism was an important consideration in the plan, and that the Town quickly responded by hiring a dedicated Tourism and Culture Officer in 2021 to oversee tourism development and the launch of the Love,Orangeville brand in March 2022

V. Sword said that the Tourism Strategy is now in its fourth year of a five-year plan, and she reviewed the key milestones for each priority in detail. Her progress report included visitor statistics that compared 2023 verses 2022 and indicated increased visitor attraction and spending.

She said that the Love,Orangeville branding has been used in all forms of communications on a new dedicated website, newsletters and social media platforms which have shown increased engagement successes in 2023 versus 2022.

V. Sword highlighted tourism efforts that will be the focus in 2024. She introduced the new Love,Orangeville campaign launching February 14 and invited everyone to participate by taking a photo with the LOVE installation at Town Hall.

6. Working Group Reports

6.1 Arts & Culture

6.1.1 Working group member vacancy

K. Lemire reported that the working group will be involved in the Call for Artists which will be launched by March. The working group will meet in May to make art selections for the 2024 Utility Box Art applications.

K. Lemire said that there is a vacant position on the Arts and Culture Working Group due to a previous member resigning from the Economic Development and Culture Committee.

Councillor Andrews expressed his interest in joining the working group.

J. Small said she would like to remain as well. Staff will contact L. Horne to enquire if she will remain on the working group.

2024-002

Moved by M. Vinden

That Councillor Andrews has been appointed to the Arts & Culture Working Group and that J. Small will continue her role.

Carried

6.2 Business Outreach

S. Brown reported that the working group is exploring ways to communicate with businesses. He said that a schedule of intended outreach activities with various industry sectors will be presented at the April 9 meeting.

K. Lemire said outreach activities targeting key sectors will be included as part of the development of the Economic Development Strategy and suggested avoiding duplicate contact with business owners.

M. Vinden said that she has not heard of anything from the CIP (Community Improvement Plan) review committee. K. Lemire confirmed that one meeting was held in December 2023. Future meetings will be held when completed applications are confirmed and reviewed by the Planning team.

K. Lemire encouraged members to direct any interested business or property owners to the CIP web page - www.orangeville.ca/CIP and to the Planning Division for application assistance. She mentioned that business locations that had benefitted from the former facade improvement grant program were eligible for the new Comprehensive Facade Improvement grant in the current CIP.

K. Lemire reported that participation in Doors Open has an annual fee of \$1500. She said that EDCC could seek collaboration with Heritage Orangeville to explore potential participation in the 2025 event.

7. Items for Discussion and Reports

7.1 EDC Activity Report

K. Lemire said the activity report was intended to inform committee members about the EDC office's initiatives and resources and provide an opportunity to ask questions.

8. Correspondence

None.

9. Announcements

9.1 Member Sectorial Update

Councillor Andrews highlighted recent Council activities providing updates on properties having proposed new housing developments. He said that the Town entered a revised overstrength agreement to offset additional operating costs at the water pollution control plant with two food manufacturers. Council also approved new building permit fees.

Chair S. Brown commented that as a realtor, potential home buyers are cautious when buying non-permitted secondary units as there is no record of proper construction behind the walls. With the affordable housing crisis, he suggested that incentives and elimination of some barriers be offered by the Town.

Chair S. Brown reported that tickets are still available for the Industry Lunch on February 20 featuring Mark Cohon. The event is co-hosted by DBOT (Dufferin Board of Trade), Dufferin Home Builders Association and the Rotary Club of Orangeville.

He said that the DBOT collaborates with the County of Dufferin to promote businesses through networking, events, and a business directory.

J. Patterson said that at the BIA's Annual General Meeting the 2024 budget was approved with a 4.5% increase.

M. Vinden reported that her business clients seek advice on managing cashflow and debt as they emerge from the pandemic, and others are seeking succession planning. She commented that SBEC support services are highly valuable and encourages people to make enquiries. K. Lemire stated that the SBEC offers workshops and connections to local experts to anyone requiring assistance.

B. Lusk delivered a real estate update provided by L. Horne, dated February 13. The report said that 61 For Sale listings for freehold properties ranged in price from \$670K to \$2,299K. Ten condominiums For Sale listings ranged in price from \$370 to \$750K. Fourteen commercial properties listed For Sale have two conditional offers.

The report also said that to-date in 2024 there were 36 freehold properties sold ranging in price from \$555K to \$1,450K, seven condominiums sold ranging in price of \$362K to \$599K, and two commercial properties sold.

Seventeen rental properties currently listed range between \$1,400 to \$3,400 for monthly leases. There were only seven properties leased during the first 44 days of 2024.

10. Date of Next Meeting

The next meeting will be held on Tuesday, April 9, 2024, at 8 a.m.

11. Adjournment

The meeting adjourned at 9:27 a.m.