



Minutes of Economic Development and Culture Committee Meeting

November 12, 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: Chair Councillor Andrews
Vice Chair J. Patterson, Orangeville BIA
D. Morris, Dufferin Board of Trade
L. Horne, Orangeville Real Estate Board
J. Small, Public member

Members Absent: S. Waqar, Public member, regrets

Staff Present: K. Lemire, Mgr., Economic Development & Culture
B. Lusk, Administrative Assistant

1. Call to Order

Councillor Andrews called the meeting to order at 8:03 a.m. Justin Large attended as a member of the public joining by telephone.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Land Acknowledgement

Chair 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

2024-010

Moved by J. Small

That the minutes of the following meeting are approved:

2024-09-10 Economic Development and Culture Committee

Carried

5. Working Group Reports

5.1 Arts & Culture

There were no current activities to report.

Councillor Andrews said that he has received many positive comments about the two newest public art installations and congratulated the working group for the selections that were made.

5.2 Business Outreach

K. Lemire said that the Economic Development and Culture Strategy will be presented to Council on November 18. She said that the strategy includes specific actions for business outreach activities and proposes a new first point of contact with the Economic Development and Culture office for overall town services. She said that background preparations for the business outreach action are being completed by staff.

Councillor Andrews said that he and Vice Chair J. Patterson look forward to connecting with business owners in several ways as soon as Council adopts the strategy.

D. Morris said that the Dufferin Board of Trade will share information about business openings with the Economic Development and Culture office to avoid duplicating services in support of business outreach actions.

J. Small said that in addition to the services that businesses request through a first point of contact platform, that they will also learn of other support services available by the Town of Orangeville.

6. Items for Discussion and Reports

6.1 Economic Development and Culture Activity Report, November 2024

Councillor Andrews congratulated the Economic Development and Culture team for the successful Job Fair held in October and the Business at Breakfast event in November.

K. Lemire said that the Visitor Information Centre will close in December and will save \$35K. she said some of the funds will be redirected in other ways to deliver visitor information services.

K. Lemire said that the town released a new Digital Guide using a web-based Mapme subscription which will provide informative interactive maps to tourism visitor. K. Lemire said that Mill Street Library staff will provide information.

K. Lemire and L. Horne will host a free Real Estate Roundtable event on November 26. Attendees will have an opportunity to interact with town staff from the Planning, Building and Economic Development and Culture Divisions. L. Horne reported that fifty-four people have already registered.

K. Lemire said that the Hallmark filming of Trading Up Christmas drew mixed responses from the downtown merchants. She said that lessons learned will be used to negotiate and determine any growth for this industry in Orangeville. J. Small offered to share policy building information that Brampton developed to deal with the same growing pains.

6.2 2024 Achievements and 2025 Work Plan

K. Lemire presented the annual report and reviewed the achievements of the Economic Development and Culture office in 2024.

She said that the items included in the 2025 EDCC Workplan are tied to the Economic Development Strategy. She added that the draft workplan items are dependent on Council adopting the new Economic Development and Culture Strategy. Both the 2024 annual report and the 2025 EDCC Workplan will be presented to Council on December 2.

2024-011

Moved by J. Patterson

That the committee approves the 2025 Economic Development and Culture Committee Workplan.

Carried

6.3 Meeting Schedule for 2025

Councillor Andrews shared the EDCC Terms of Reference. The committee expressed support of continued bi-monthly meeting dates in 2025 (third Tuesday).

The following dates proposed are January 21, March 18, June 17, September 16 and November 18, 2025.

2024-012

Moved by L. Horne

That the Economic Development and Culture Committee regular meetings will be held on January 21, March 18, June 17, September 16 and November 18, 2025.

Carried

7. Correspondence

None.

8. Announcements

8.1 Member Sectorial Update

Councillor Andrews said that Council supported Ontario's Big City Mayors Solve the Crisis Campaign with an appeal that was sent to the Federal and Provincial government.

Councillor Andrews said that town staff have proposed a lean 2025 draft budget for Council consideration, however property tax increases are to be expected.

He said that nominal increases to licensing fees are under review, and that the introduction of a pilot project for a snow removal rebate is under consideration.

Councillor Andrews said that capital costs for future housing developments have put the municipality at a crossroads where charging higher development charges to offset municipal servicing costs will have an even bigger impact on housing prices for buyers.

He explained why the motion to open the Hansen Boulevard extension was defeated.

Councillor Andrews said that the predicted increased costs to build the new firehall presents further challenge for Council. He said that Council

has obligations to the Skilled Development Fund Agreement and will explore alternative options to lower the costs of building.

He said that the CBC news recently profiled Orangeville's Fare Free Transit Program. The program which will extend until 2027 has demonstrated significant increased transit ridership since its inception in 2023.

D. Morris, Dufferin Board of Trade said that the Dream Career event on October 8th was attended by approximately 1,200 grades seven through twelve students. The event was hosted in partnership with the Career Education Council, and both the Upper Grand and Dufferin Peel District School Boards.

She said that the DBOT will offer the final Level Up Dufferin training session on November 27th. She said that thirty-five registrants attended the first five sessions. DBOT has created a second program focusing on Community & Business Leaders Building Positive Change training.

D. Morris said that they presented a new podcast series in October called "The Good Business Dufferin."

She said the first event in 2025 will be their annual Advocacy Breakfast, connecting local political leaders with the business community.

J. Patterson said the upcoming Joy and Lights Weekend activities will kick off the holiday season on November 15. In addition to the traditional Tree Lighting and Starlight Shopping, and the annual Santa Claus Parade, there will be a Joy and Lights Holiday Gift Market on Second Street.

L. Horne said that currently there are one-hundred and eighteen freehold housing listings, sixteen condominium listings and eighteen commercial listings available. She said that since September 1, 2024 there have been sixty-five freehold, eight condominiums and five commercial properties sold.

L. Horne said that freehold listings range in price from \$599K to \$2,999K. She said freehold housing properties sold ranged in selling price between \$509K and \$1,334K. She said that condominiums are priced between \$480K and \$639K.

She said variety and pricing availability with seventy-four listings falling under \$1,000,000 still means buyers are spending over 30% of their income for housing.

J. Small said that current building codes along with the costs of building permits and building materials impact the ability to create additional dwelling units for more affordable housing options.

9. Date of Next Meeting

The next meeting will be on Tuesday, January 21, 2025 at 8:00 a.m.

10. Adjournment

The meeting adjourned at 9:19 a.m.