



Minutes of Economic Development and Culture Committee Meeting

April 15, 2025, 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 Town Hall - 87 Broadway)
Orangeville, Ontario**

Members Present: Chair Councillor Andrews
Vice Chair J. Patterson, Orangeville BIA
D. Morris, Dufferin Board of Trade
J. Large, Business Community Representative
J. Small, Public Member

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

Staff Present: K. Lemire, Manager, Economic Development & Culture
J. Bryan, Business Services Assistant

1. Call to Order

The meeting was called to order at 8 a.m.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Land Acknowledgment

The Chair acknowledged the treaty lands and territory of the Williams Treaty Nations and the Mississaugas of the Credit First Nation. The Chair also recognized that Dufferin County is the traditional territory of the Wendat and the Haudenosaunee, and is home to many Indigenous people today.

4. Minutes of Previous Meeting

2025-004

Moved by J. Patterson

That the minutes of the following meeting are received for information:

4.1 2025-02-18 - Economic Development and Culture Committee - Minutes

5. Working Group Reports

5.1 Arts & Culture

The 2025 Call for Artists is now open and will include up to four new installations. The submission deadline is May 15. As in past years, an Arts and Culture working group will select artwork to be installed. J. Andrews, J. Small, and J. Large offered to be part of the working group. A meeting will be scheduled for the week of May 26.

J. Andrews highlighted the value of the program, emphasizing its positive impact on the Town's curb appeal and overall beautification. He noted that such initiatives can enhance the attractiveness of the area, potentially increasing interest in local property investment.

5.2 Business Outreach

J. Andrews spoke about the importance of continued business outreach, noting that building relationships with local business owners helps the committee better understand challenges and opportunities. He shared that through outreach, he has gained valuable insights about the local business community.

K. Lemire distributed the revised Business Connections postcards, which include QR codes linking to the online business connection form and the orangevillebusiness.ca website that outlines available programs and support services.

K. Lemire mentioned that the new ceremonial large scissors and "Love Orangeville" branded ribbon have both been well received by new businesses during grand opening celebrations.

K. Lemire has been actively reaching out to larger local employers in the area to offer opportunities for discussion and support.

6. Items for Discussion and Reports

6.1 Economic Development and Culture Activity Report, April 2025

K. Lemire invited committee members to contact the EDC division should they have any questions or require further details.

6.2 Tariff Resources and Discussion

K. Lemire outlined the five key priorities that the EDC division will be focusing on to support the local business community as it navigates through the ongoing tariff situation. These include promoting “buy local”, connecting businesses with resources, reinforcing support for tourism and the arts, monitoring workforce impacts, and nurturing productivity, particularly with small businesses and entrepreneurs. Committee members shared insights about the current challenges they are observing within their respective sectors. The discussion centered around the evolving tariff issues, with members noting that tariffs are often misunderstood. It was collectively acknowledged that due to frequent changes, it remains difficult to assess their long-term impact on local businesses.

7. Correspondence

8. Announcements

8.1 Member Sectorial Updates

J. Andrews provided an update on the Strong Mayor Powers, effective May 1, 2025, emphasizing Mayor Post’s commitment to continued collaboration with Council and staff to support good governance. J. Andrews also discussed a recent Council presentation from J.L. Richards on the East–West Corridor Study, focusing on enhancing the streetscape and connectivity between Orangeville’s east and west entrances and its downtown core. J. Andrews spoke about the Dufferin Federation of Agriculture’s efforts to highlight the agri-food sector’s economic and employment contributions to the region. The Affordable Housing Task Force is planning a Community Open House to gather input on Additional Dwelling and Residential Units as part of its 2025 workplan. Additionally, the County of Dufferin has established a new Equity Events Working Group to support and promote cultural events across the region, with further updates expected in the spring.

D. Morris provided an update on several upcoming events. She informed the committee that the Dufferin–Caledon Federal Election Debate would take place on April 15th at the Town of Orangeville’s Opera House. She

also shared details regarding the Business Excellence Awards Gala, scheduled for May 29 at the Best Western. This year's gala will feature a red and white theme to celebrate both Canada and the local business community, with seven uniquely handcrafted awards created by a local artist.

In addition, D. Morris announced her attendance at the Ontario Chamber of Commerce's 2025 Annual General Meeting in Windsor. She also noted that renovations due to the recent ice storms at the Biz Hub are nearing completion, with the final stages currently underway.

J. Patterson discussed the OBIA's Annual General Meeting, during which members were invited to provide feedback to help identify key issues. Based on the suggestions received, the OBIA is developing a work plan that includes a list of priorities to address within the current year, as well as a separate list of action items to be reviewed in the future.

J. Large informed the committee that his business is continuing to monitor the impacts of tariffs. He also noted that there were no current updates from the CIP Committee and that a meeting was scheduled for 12 p.m. on April 15.

9. Date of Next Meeting

The next meeting is scheduled for Tuesday, June 17, 2025, at 8 a.m.

10. Adjournment

The meeting adjourned at 9:42 a.m.