



Date:	26/05/2021
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Copies to:	

## Brock Economic Development Advisory Committee

Due to the current COVID-19 Pandemic and the need to implement social distancing, the Municipal Administration Building is closed to the public and no residents will be permitted to attend this meeting in person. Members of the Township of Brock Economic Development Advisory Committee will be participating electronically in the meeting. Those wishing to view the meeting via virtual means, or those wishing to participate as a delegate, may register in advance of the meeting by noon on the business day prior to the date of the meeting by emailing [clerks@townshipofbrock.ca](mailto:clerks@townshipofbrock.ca). Those wishing to submit written correspondence with respect to the items on the agenda may do so by emailing [clerks@townshipofbrock.ca](mailto:clerks@townshipofbrock.ca).

**Date:** Tuesday, April 20, 2021

**Time:** 6:30 p.m.

**Location:** Electronic Meeting via Microsoft Teams

### Minutes

**Present:** Chair Colleen Davidson, Brian McGregor, Jordan Mount, Jane Trollope, Peter Prust, David Rhead, Rebecca Jeschke, Regional Councillor Ted Smith

**Absent:** Carole Roberts

**Staff:** Glen Macfarlane - Rural Economic Development Specialist, Durham Region, Stacey Jibb - Manager, Agriculture & Rural Economic Development, Durham Region, Carolyn 'Puterbough - OMAFRA, Ingrid Svelnis – C.A.O, Stefanie Stickwood – Administrative Assistant to the CAO (recording the minutes)

#### 1. Call to Order

Chair Davidson called the meeting to order at 6:39 p.m.

#### 2. Confirmation of Minutes

It was noted the chair was voted in at the end of the meeting and not at the beginning as the Minutes indicated.

Moved by David Rhead that the minutes of the March 16, 2021 meeting be approved.

MOTION CARRIED.

#### 3. Hearing of Deputations

There were no deputations.

#### **4. Business Arising out of the Minutes**

##### **(a) Tri-EDAC Meeting**

Ms. Jibb was hopeful to have a joint topic that was to be discussed amongst the North Durham Municipalities. One suggestion was to bring forward a discussion about the Region's Official Plan review with the possibility of having a presentation from one of the Regional Planners.

It was also suggested the topic of Broadband be discussed at the meeting.

The Committee's preference of discussion was of the Region's Official Plan and to incorporate a brief summary of the topic of Broadband as a way of being aware of any current updates from the Region.

Ms. Jibb reiterated the Committee's request to base the meeting on the Official Plan Review that would incorporate information on limitations and a brief presentation on Broadband.

#### **5. General Items**

##### **a) First Impressions Community Exchange (FICE):**

Ms. Puterbough provided a brief overview of the program. The program saw communities matched and participants were to secretly visit each other. It was noted that each participant was given a specific role to play, an example being; looking for housing in the community.

Brock Township last participated in the program in 2018, where Beaverton and Ennismore/Bridgenorth were paired. The intent of the program was to provide Township's with a visitor's point of view and constructive criticism for improvements. Once the visit is completed a report was then presented to the Township.

Councillor Smith had participated in the exchange and noted participants were asked to visit every street of the community. It was noted that the other community did not see everything in Beaverton and had missed out on several opportunities.

Ms. Jibb shared from the report some of the opportunities that were suggested for Beaverton:

- Go Transit
- Further utilization of the Fairgrounds
- Update the Chamber of Commerce website – at that time when you Googled Beaverton, ON this was the first to appear but has now been changed.
- A way to make Beaverton easier to find on Google
- Better signage
- Park to Pier trail improvements
- Remarks and questions of the harbor garden and the orange benches as they were unclear as to what they were.

It was suggested that any of the above items could be considered in the work plan.

b) Rural Economic Development Program

Ms. Puterbough provided an overview of the program noting that it was a cost share program that supports economic development activities within rural communities. She advised that some of the criteria would require benefitting rural Ontario, needs to have a tangible outcome and would need to reach more than one community. There were two streams within the program through economic development.

The first stream deals with economic diversification with a 50% cost share and could include entrepreneurship, business retention/expansion and attraction of workforce.

The second stream is the strategic economic infrastructure stream with a 30% cost share and could include rehabilitating existing tourism and culture assets, beautification and streetscaping.

It was noted there were two intakes for the program. One had occurred in February 2021. The second intake was to occur this coming fall. The cap for the funding was set at \$150,000 and was a very competitive process.

Ms. Puterbough advised she works with communities by assisting with developing a strong application. A panel makes the decision as to who receives funding.

It was noted through a previous discussion the Township had delayed in applying for the grant and any potential projects discussed for the program were not eligible.

It was advised there were some changes to the criteria which now required the project to be tangible and would be completed soon after the deadline. No funding would be provided for the planning process as in past years.

The government was looking for projects pertaining to economic development. This would include any jobs and/or business created or retained, and Regional collaborations amongst other communities.

Ms. Svelnis advised the first impressions document could be used as a foundation for a project and that a meeting would be set up with the Region to go over the amount of funding available for a project and was hopefully the Region would help with writing the application.

Ms. Jibb suggested the community tourism plan may be beneficial to review and implement a project from a tourism perspective.

Ms. Puterbough would share a webinar on how to prepare a good application.

c) Workplan Review

A sub-committee made up of Mr. Rhead and Mr. Prust, had created a workplan document that was then discussed.

i. Shop Brock Local Program

It was suggested that Mr. McGregor take the lead on the project, however Mr. McGregor made the Committee aware that it would no longer be a Brock Board of Trade initiative.

It was asked if the project could still be successful without the backing of Brock Board of Trade. Mr. McGregor asked if the original Shop Brock Program be investigated, revised and reinstated.

It was felt that the initiative was important and should be encouraged to aid small businesses throughout the Township.

Ms. Puterbough suggested working through the previous revitalization plans as there may be potential action items within that could be used for a future RED application.

Mr. Macfarlane added the Region has been putting together Shop Local Campaigns through Downtowns of Durham and Shop Durham Region Online Marketplace. He noted there were no specific campaigns to Brock Township however, there were options in the more Region wide approach where Brock could become more involved in.

Mr. McGregor would be willing to assist with the initiative. Both Ms. Jibb and Mr. Macfarlane were able to provide staff support to those willing to lead the program.

Ms. Svelnis was to get the document to see what was still relevant from the original plan. The plan would be sent out to the rest of the Committee.

ii. Retail Online Development.

Chair Davidson asked if the group would support her being the lead on this project. The initiative would provide online coaching and training, luncheons and seminars and reaching out to local business.

This was supported by the group.

iii. Post COVID Strategy Development.

It was suggested that Mr. Macfarlane and South Lake Futures take the lead on the project.

Mr. Macfarlane accepted and would look to the Committee for added instruction.

iv. Park Bench Campaign

It was suggested that Ms. Roberts take the lead on this initiative. The Committee had no issues and this was to be discussed further with Ms. Roberts as she was not present at the meeting.

v. Signage and Banners

It was suggested that Mr. Mount take the lead with the assistance from the Township.

Mr. Mount agreed to take the lead. Ms. Trollope advised through the Tourism Committee they had been advised that some wayfinding signs had been made. The intent was to locate the signs and have them installed.

vi. Transit Awareness and Effectiveness

It was suggested that Ms. Trollope take the lead on this with the support of Mr. Macfarlane. This was agreed to by both.

Mr. Macfarlane provided an update of an on-demand program offered by Durham Transit. He had spoken with the marketing staff and was supplied with posters that could be put in businesses, libraries and legions.

It was agreed that messaging needed to be relayed to residents, so they are aware of the service and how it operates.

vii. Develop and Implement a Lobbying Plan

Mr. Prust was to take the lead on the initiative.

Ms. Svelnis commented that the list was long. She suggested looking to see if any of the initiatives have already begun as lobbying is a long process and to see what the most important initiative is to consider lobbying for.

viii. Advocating for Small Businesses in Brock

Mr. Rhead was to take the lead on the initiative. It was asked for support from Brock staff. Mr. Rhead was looking to create one-page awareness sheets that could be on different websites.

ix. Supporting Tourism Infrastructure and Development

Ms. Trollope was to take the lead on this initiative.

D) Next Steps

It was asked if the intent of the actions discussed was to have the lead develop an action plan.

One of the suggestions was to have a couple members working on each initiative together. It was recommended to have a lead for each of the initiatives and then a sub-committee formed to work on the specifics for each item and to create a timeline/target dates and to identify the next steps.

It was asked if the Committee wished to continue using a shared work document for members to collaborate on a work plan.

The Committee agreed to this approach.

Ms. Jibb reminded the Committee the terms of reference states that the Committee was to provide an annual report to Council or as requested. It was asked for clarification from the Clerks Department of what this would entail.

Mr. Macfarlane would update the shared document, circulate to the group for review and then it could be presented to Council.

## **6. Updates**

### **a) Brock Board of Trade**

Mr. McGregor advised that the Brock Board of Trade had created a new strategic plan. Noting one of the initiatives was to increase membership as it has significantly decreased during the pandemic.

### **b) Tourism Advisory Committee**

Ms. Trollope advised the Tourism Committee had created a workplan with the main priority being a tourism-based website. The Committee was looking to Township staff to assist with the creation and maintenance of the website. It was added that washroom availability and parking were two other items of focus for the Committee.

### **c) South Lake Community Futures**

Mr. McGregor and Mr. Rhead both sit on the board. It was communicated that the Federal Government was to release additional funds of emergency relief to existing clients.

### **d) Township of Brock**

Ms. Svelnis asked for the Committee to advise of what resources would be needed from the Township. It was reiterated the number of vacant positions currently at the Township which could affect the capabilities of Township staff.

### **e) OMAFRA**

Ms. Puterbough noted there was a focus on migrant workers with funding being provided to the agri-food industry to aid in the purchase of personal protective equipment and other COVID expenses incurred during the pandemic.

### **f) Region of Durham**

Mr. Macfarlane advised of the Durham Region Business Count being reinstated and updated. It had a one-year break because of the pandemic. The intent was to have it in place this summer and would see a different format. Surveyors were to call businesses instead of visiting in-person. An awareness campaign was to be run to inform businesses of the legitimacy of the program.

Shop Durham Region Online Marketplace place was beginning a marketing campaign. The campaign was to encourage businesses to showcase their top products as a way of sending traffic to their business website's and help with exposure. It was noted to be a part of the site was free and the only cost would be if your existing business website that is being linked has its own subscription fee.

Further information was to be sent to the group.

It was advised of a new small business grant coming soon that would be targeting tourism businesses. However, a lot of the details have not been released.

Ms. Jibb advised the local food directory was being updated with local food operators within Durham and a downloadable farmers market was being developed.

She communicated that the Official Plan Review had a big focus of farm diversification that could be beneficial to the agriculture businesses within Brock.

## **7. Other Matters**

No further items were discussed.

## **8. Next Meeting Date**

May 18, 2021 at 6:30 p.m.

## **9. Adjournment**

Moved by Peter Prust that the meeting adjourn at 8:25 p.m.

MOTION CARRIED.