



PLANNING REPORT # 2018-10

TO: Mayor and Members of Council
FROM: Jacquie Tschekalin, Director of Planning
DATE: April 9, 2018
SUBJECT: Economic Development Committee Report

RECOMMENDATION

THAT Planning Report # 2018-10 dated April 9, 2018 regarding "Economic Development Committee Report" be received; and further

THAT the three (3) recommended activities be supported by Council.

PURPOSE/BACKGROUND

The Economic Development Committee (EDC) recently met and discussed the proprieties for actions to be undertaken by the EDC (see Appendix 'A').

ANALYSIS AND DISCUSSION

On March 14, 2018, the Economic Development Committee met to discuss projects for 2018. Several topics were discussed, and it was recommended that the following projects be started in the near future:

1. Hire two (2) students over the summer months to update the local Business Directory (approximate cost \$20,000).
2. Complete a Branding exercise (proposals will be requested prior to the project commencing; approximate cost \$50,000).
3. Order re-usable bags with Township identifiers on them (approximate cost \$1,500).

The EDC is now requesting that Council support moving forward with these recommendations.

LEGAL IMPLICATIONS

None at this time.

FINANCIAL IMPLICATIONS

The \$50,000.00 budgeted for 2017 was unspent; it is anticipated that the \$50,000.00 budgeted for 2018 will be overspent by an amount not to exceed the 2017 budget.

POLICY IMPLICATIONS

None at this time.

COMMUNITY BASED STRATEGIC PLAN IMPLEMENTATION

Economic Development (Action Items 3, 4, 7), Quality of Life (Action Item 6)

CONSULTATIONS

Economic Development Committee Members

NEXT STEPS

Pending Council's support, begin the projects.

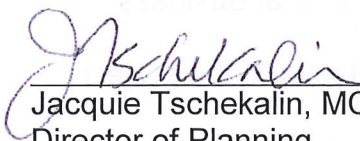
ATTACHMENTS

Appendix "A" – Draft Minutes of March 14, 2018 Economic Development Committee meeting

CONCLUSION

Staff would recommend that Council support the projects selected by the Economic Development Committee.

Prepared by:



Jacquie Tschekalin, MCIP, RPP
Director of Planning

THE CORPORATION OF THE TOWNSHIP OF ADJALA-TOSORONTIO

Economic Development Committee Meeting

WEDNESDAY, MARCH 14th, 2018

ATTENDANCE

Dave Rose
Ambrose Keenan
Scott Anderson
Geri Cale
Jaclyn Cowen
Jacquie Tschekalin

- I. Chairperson Anderson called the meeting to order.
- II. There were no additions, deletions or amendments.
- III. A motion was made by Member Keenan and seconded by Member Rose and carried that the agenda for March 14th, 2018 be adopted as printed and circulated.
- IV. There were no declarations of conflicts or pecuniary interests declared by the members.
- V. A motion was made by Member Rose, seconded by Member Keenan, and carried, that the minutes of March 2nd, 2018 be adopted as printed and circulated.
- VI. There were no reports or correspondence.
- VII. A) Jacquie Tschekalin, the Director of Planning, provided information regarding the Economic Development budget for 2018. It was determined that up to \$100,000.00 was available for use by the end of the year.

Committee agreed to make a list prioritizing items based on short and long term goals established based on the findings of the Community Based Strategic Plan, the Economic Development Strategic Plan, the Apiculture Experiences Report and resources available to complete the project.

The list of projects identified included:

- Starting up a Farmers Market
- Updating the Township business directory
- Establishing a BIA
- Establishing a Bee Museum (and other Honey events – in conjunction with the South Simcoe economic group)
- Determining what grants might be available
- Branding/re-branding the Township
- Considering policies for farm products/farm diversification opportunities
- Creating more community Events
- Increasing Tourism
- Marketing of the Township (and its businesses)

It was agreed that Geri Cale, Planner, would contact the County of Simcoe and Nottawasaga Futures staff to ask them to attend the next meeting and give more direction to Committee on how they can assist the Township.

Committee discussed ordering reusable bags with the Township logo, name and website address to hand out on Canada Day.

Committee discussed hiring two (2) students to update the local business directory, to be completed over the summer months.

Committee discussed hiring a firm to complete a branding exercise for the Township, to be completed in the fall of 2018.

Committee discussed other options that appeared less viable at this time, including the establishment of a BIA, adding more community events, and marketing opportunities. Further discussions will take in 2019.

B) It was recommended that, pending Council's consideration:

- Geri Cale, Planner, would continue to research how to set up a Farmers Market and report back to Committee at a future date.
- Jacquie Tschekalin, Director of Planning will move forward with updating the local business directory and start working on a Request for Proposals.
- Jaclyn Cowen, Planning Assistant, will obtain additional information regarding the reusable bags.

VIII. Date of Next Meeting: April 11th, 2018

IX. A motion was made by Member Rose, seconded by Member Keenan and carried, that the meeting adjourn.

The meeting adjourned at 6:40 p.m.