

Economic Development Advisory Committee and Tourism Advisory Committee

Thursday, September 21, 2016 – 8:30 a.m.

Tasting Room at Georgina Hills Vineyards, 496350 Grey County Rd 2, Clarksburg , Ontario

- 1. Welcome and Call to Order**
- 2. Adoption of the Agenda**
- 3. Declaration of Pecuniary Interest**
- 4. Business Arising from the Minutes**
 - a) Minutes of Economic Development Advisory Committee meeting dated June 23, 2016 adopted as presented by the Planning and Community Development Committee on July 14, 2016, and by County Council on August 2, 2016.
[Economic Development Advisory Committee Minutes June 23, 2016](#)
 - b) Minutes of Tourism Advisory Committee meeting dated August 9, 2016
[Tourism Advisory Committee Minutes August 9, 2016](#)
- 5. Tourism Destination Development Action Plan – Bryan Plumstead**
- 6. Let's Talk Tourism – September 20, 2016**
- 7. Planning Advisory Committee Draft Terms of Reference – Randy Scherzer**
- 8. Staff Updates:**
 - a. Ag 4.0: The Next Big Thing – Philly Markowitz
 - b. Saints and Sinners – Philly Markowiz
- 9. Other Business**

10. Select Upcoming Meeting Dates

- a. Economic Development Advisory Committee: Either prior to December 6, 2016, or after January 20, 2017
- b. Tourism Advisory Committee: Either prior to December 6, 2016, or after January 20, 2017

11. Adjournment

A short tour of Georgian Hills Vineyards will follow the meeting if you are able to stay.



Committee Minutes

Economic Development Advisory Committee

June 23, 2016 – 7:30 AM

The Economic Development Advisory Committee met on the above date at Grey County Administration Building with the following members in attendance:

Present: Warden Barfoot; Lynda Bumstead; Councillor Clumpus; Brian Davenport; Karen Ferri; Don Lewis; Marion Lougas; and Councillor McQueen

Regrets: Ashley Chapman; Lance Thurston

Staff Present: Bryan Plumstead, Manager of Economic Development and Tourism; Philly Markowitz, Economic Development Officer and Recording Secretary; Kim Wingrove, Chief Administrative Officer; Sharon Vokes, County Clerk/Director of Council Services; Randy Scherzer, Director of Planning, Geoff Hogan, Director of Information Technology; and Ashleigh Weeden, Project Lead, Connected County Initiative

Others Present: Councillor Ardiel; Councillor Fosbrooke; and Tobiah Abrahamson (student)

Call to Order

Chair Lewis called the meeting to order at 7:33 AM.

Adoption of the Agenda

Moved by: Councillor McQueen

Seconded by: Councillor Clumpus

THAT the Economic Development Advisory Committee agenda dated June 23, 2016 be adopted as presented.

Carried

Declaration of Pecuniary Interest

There was none.

Business Arising from the Minutes

Minutes of the Economic Development Advisory Committee dated April 7, 2016

These minutes are for information only as they were adopted by Grey County Council on May 3, 2016.

Official Plan Update – Recolour Grey

Randy Scherzer, Director of Planning for Grey County engaged the group in discussions surrounding the Recolour Grey County Official Plan Update. Grey County is currently reviewing its Official Plan, as is required at least every five years at the County level. The new County Plan is to be completed in 2017. While an Official Plan is not a law, it does lead to enforceable by-laws. Municipalities have official plans for settlement areas, but often leave rural areas to the County's Official Plan.

The County looks at many sources for input on its direction when making changes to its Official Plan. One of those sources is the Economic Development Strategic Plan.

Discussions took place on several topics including small lot diversified use, ensuring the County's Official Plan is in line with the provincial guidelines, ensuring community engagement in the plan, and the challenges in being business friendly to both small niche local food operations and large scale farming operations,

Ms. Wingrove spoke about the Countryside Mayors Alliance that was created in the Halton-Peel area for urban-rural tensions and funded by the province. She will follow up with more information on this alliance at the next Committee meeting.

Planning Advisory Committee Discussion

On July 31, 2016 Bill 73 will come into effect. One new requirement is the establishment of a mandatory Planning Advisory Committee to provide high level oversight at the County level. This Committee was asked to consider filling this role rather than forming a whole new advisory group. There was no opposition to this idea and Mr. Scherzer will prepare a revised draft Terms of Reference for the next meeting so that workload requirements are understood. Other municipalities are considering planning subcommittee meetings taking place two to four times annually.

Business Retention & Expansion Overview (BR&E)

Ms. Wingrove led the discussion on the provincial BR&E review of surveys from rural areas across Ontario. Conclusions show that in rural Ontario the vast majority of businesses are locally owned and owner operated, have a single location with between one and five employees. Their markets are primarily local and regional. County efforts should be made to engage with local businesses that as the foundation of the local economy and then focus on helping these businesses expand from local to regional and beyond in scope.

Mr. Plumstead gave a review of local BR&E projects along with shared findings, which largely mirrored provincial findings. Feedback from local economic development officers on where the County's efforts could support local BR&E initiatives was brought forward and discussed for direction purposes. Youth retention was a common thread in the resulting discussions including school board programs, dual credit programs, transportation, housing, culture and lifestyle. Ms. Wingrove spoke to a Community Investment Readiness Self-Assessment checklist as a useful tool for identifying gaps and effectiveness of existing processes. It was suggested this tool be taken to the Economic Development Working Group for further work on investment readiness.

Staff Update

A report has been accepted by the Planning and Community Development Committee on a proposed change to the vacant Economic Development Office position and new projects person position. The report looks at changing these two positions into one position of a Manager specifically for Economic Development. Tourism staff will continue to work under the guidance of the Tourism Manager.

Mr. Hogan spoke about the recent work at various levels of government undertaken for the South Western Integrated Fibre Technology (SWIFT) project.

Grey County is launching a new document system next week called Alfresco to replace Grey Docs.

Ashleigh Weeden and Kim Wingrove spoke about the recent Intelligent Community Summit and the insight that Grey County is experiencing the same obstacles in internet provider sharing as other areas in this Country and around the World.

Philly Markowitz updated the Committee on recent Saints and Sinners events, Regional Economic Development Funding for a local food strategy, and the Ag 4.0 conference planned for this fall.

Next Meeting Dates

It was suggested that the September meeting become a joint meeting with the Tourism Advisory Committee. A poll will be sent out to Committee members to establish the best meeting date and time.

On motion by Councillor McQueen, the meeting adjourned at 9:30 AM.

Don Lewis, Chair

Tourism Advisory Committee

August 9, 2016 – 9:30 a.m.

The Tourism Advisory Committee met on the above date at Grey Roots Museum and Archives with the following members in attendance:

Present: Chair Gary Gingras, Vice Chair Philip Allanson, Councillor Gail Ardiel, Councillor Barb Clumpus, Jim Halliday, Peter Majewsky and Andrew Siegart

Staff

Present: Kim Wingrove, CAO; Bryan Plumstead, Manager of Economic Development and Tourism; Heather Aljoe, Tourism Specialist; and Mary Jane Hills, Recording Secretary

Also

Present: Councillor Paul McQueen

Call to Order

Chair Gingras called the meeting to order.

Adoption of the Agenda

Two additional agenda items will be added to the agenda under Other Business; taxation changes to private campgrounds, and selecting a representative to attend an upcoming Regional Tourism Organization 7 meeting in August.

Moved by: Philip Allanson

Seconded by: Councillor Clumpus

THAT the Agenda for August 9, 2016 Tourism Advisory Committee be adopted as amended.

Carried

Declaration of Pecuniary Interest

There was none.

Minutes of Meetings

The minutes from the March 3, 2016 Tourism Advisory Committee are for information only as they were adopted by the Planning and Community Development Committee on March 10, 2016 and by Grey County Council on April 5, 2016.

Business Arising from the Minutes

At the last meeting, it had been suggested that a second brochure swap be held in the southwestern portion of the County since the Grey Bruce brochure swap was being held in Wiarton. Since that time Grey Highlands hosted a tourism industry speed dating night that was well attended and filled this need.

Action Plan Updates

The Action Plan was approved by Grey County Council in early July and staff is busy working on priorities identified in that plan.

Mr. Plumstead spoke about the Action Plan work priorities that were originally aligned under three full-time and one part-time staff position. Since that time staff changes have been made and these priorities will now be shared between three full-time staff positions. A draft task list was distributed that showed staff leads for each Action Plan Recommendation.

A priority calendar is in draft form that identifies a timeline for work on the plan to be undertaken during each quarter of the next four years. In addition to the calendar, a scorecard will be used to track outcomes of each action identified in the plan.

Mrs. Aljoe spoke about the draft marketing plan that has just been received. It was the result of a two day workshop facilitated by Bannikin in June, and will provide direction for marketing campaigns and embracing the brand. The summer marketing campaign is currently underway and the fall marketing plan will start two weeks from now.

The summer campaign has focused on the family market using social media channels. It has been very successful with a large increase in Facebook likes and downloads of specially created marketing pieces for the campaign. In order to bring more awareness

to Grey County's Colour it Your Way tag line, all social media posts are being tagged with #colourityourway.

A plan is in place for a fall marketing campaign that identifies Grey County as "Ontario's Best". The target market is empty nesters and couples, and will focus heavily on social media with some print ads, and guest blogs. During this time, Grey County will host several media personalities this fall who will experience "Ontario's Best" and write about it for immediate on-line social media impact.

Discussions took place and some promotion ideas were identified for staff to pursue.

The importance of marketing to the Visiting Friends and Relatives market was discussed.

Other Action Plan priority items were discussed including the clean-up of the stakeholder database which is well underway. Also the department will host an industry outreach event on September 20. Invitations will be sent out next week. An industry Facebook group is being planned, with more on that being announced at the meeting.

September 20 Outreach Meeting Planning

Industry Workshops

Mr. Plumstead summarized some industry survey comments provided as part of the research behind the new Action Plan. These comments will help with planning the ongoing industry outreach meetings taking place over the next few years. It is important to understand the needs of industry members and for tourism staff to provide assistance where it is most needed.

The meeting is expected to attract many participants, from business, municipalities, and local destination marketing organizations. The agenda will be a mix of providing helpful information to participants, and learning where Grey County Tourism can best help business, be that through industry training opportunities, workshops, etc.

It was determined that after the first meeting it would be helpful to hold separate meetings for business and municipal participants. The municipal meetings could then focus on items such as setting out roles and responsibilities for the various tourism groups to better serve business, and signage and infrastructure needs.

Signage was also discussed, with the integration of mobile wayfinding identified as an area needing improvement.

Philip Allanson and Peter Majewski left the meeting at 11:30 a.m..

Business Survey Metrics and Measurement

One of the goals of the first outreach meeting is to identify what information business and municipal stakeholders want Grey County to collect, tabulate and return to them, and at what frequency (e.g. monthly, seasonally, annually). These statistics could include occupancy rates, length of stays, visitor hometowns, ethnicity, age, interests, average spend per sale, etc. The recommended approach is to provide open access to the results, and to distribute a value-added analysis to those businesses who provide the information.

Depending on the audience at the meeting, it may be helpful to explain why certain metrics could be helpful for their business especially if they are planning to expand, sell, or when making changes to their business offering.

Other Business

Taxation Changes to Private Campgrounds

A letter from the City of Quinte West regarding newly imposed tax changes by the Canadian Revenue Agency adversely affecting small campgrounds was distributed to the committee. The changes are making a large impact on privately owned campgrounds and it is not understood why the changes have been imposed. It is being seen as an attack on small business. It was discussed that this topic will be brought forward at the upcoming Association of Municipalities Ontario (AMO) conference.

Regional Tourism Organization 7 Meeting Representation

Regional Tourism Organization 7 is seeking input from Grey County Tourism at its August 31, 2016 meeting being held at Cranberry Resort for the development of their 2017/2018 Business Plan. Mr. Gingras will check his availability to attend the meeting on behalf of the Committee.

Other

A free breakfast meeting sponsored by the County of Grey is being held on September 14th with the topic Renew Meaford. Stephen Murray the Economic Development Officer for the Municipality of Meaford will speak about recent successes with its downtown improvement initiative. It is a great opportunity to learn and network.

Ontario Small Urban Municipalities (OSUM) conference is coming to Blue Mountain May 3 - 5, 2017. Grey County Economic Development and Tourism should consider hosting an information table at this conference.

Next Meeting Dates

The next Tourism Advisory Committee meeting will be held in conjunction with the Grey County Economic Development Committee meeting at a local business on September 21, 2016 at 8:30 a.m. The location of that meeting will be advised in the near future.

A motion to adjourn the meeting was made by Jim Halliday at 12:15 p.m.

Gary Gingras, Chair

Grey County Economic Development and Planning Advisory Committee

Purpose:

To support the County of Grey's Goal 1 in its Corporate Strategic Plan of "expanding the prosperity base" and specifically to assist in implementation of "Made in Grey" Economic Development Strategy and to provide a planning advisory role regarding planning policies and special studies.

Scope of Responsibility:

- To progressively move towards Grey County's Economic Development Vision: "Grey County is Open for Business."
- To represent both County Council and the broader interests of private and public sectors involved in supporting the economic development process, namely $\text{People} \times \text{Process} = \text{Economic Development Success}$;
- To review and monitor progress in implementation of the Economic Development Action Plan in order to fulfill the Economic Development Strategy;
- To ensure alignment of the Economic Development Strategy and Grey County's Corporate Strategic Plan;
- To provide a planning advisory role by providing feedback and recommendations on the Grey County Official Plan and any County-initiated amendments to the Official Plan (e.g. Official Plan Update);
- To provide a strategic perspective to the planning department on Provincial, local or procedural matters affecting Grey County residents, visitors, and businesses,
- To receive updates on and review any long term planning related studies such as Growth Management Study, Aggregate Resource Master Plan, Natural Heritage Systems Study, Development Charges, etc. Any other planning matters referred by Grey County to the Economic Development and Planning Advisory Committee.

Voting Membership:

- Warden

- **Two members of County Council**
- Seven members to represent the broader economic interests/sectors and geography of Grey County, with one member to represent the agriculture industry, one member to represent Grey Bruce Health Services, one member to represent Georgian College, one member to represent Healthy Communities (Grey Bruce Health Unit) and three members from Business and Industry sectors. The term of appointment shall be concurrent with the term of council.

Chair and Vice Chair:

The Chair and Vice Chair shall be elected from the voting members.

Meetings:

Meetings occur at the call of the Chair or as determined by the Committee (approximately six meetings per year.)

Quorum:

A quorum shall consist of more than 50% of the membership of the Committee.

Statutory Authority:

The Committee is guided by the County's Procedural By-law as well as Provincial Acts and regulations such as the Municipal Act.

Reporting Relationship:

The Economic Development and Planning Advisory Committee reports directly to the Planning and Community Development Committee with recommendations being finalized by County Council.

Resources:

- CAO
- Director of Planning and Development
- Clerk/Director of Council Services
- Director of Information Technology
- Director of Social Services
- Director of Housing
- **Manager of Economic Development**
- **Manager of Tourism**
- Economic Development Officers

Purchasing Staff and Finance Staff, when required.
External agencies will be approached when required.

Committee Coordination

The Economic Development Department and Planning Department will provide staff support and coordination.

Financial Support

Committee expenses and implementation of The Economic Development Strategy are contained within the annual Economic Development Department budget.
Individual Departments will absorb any of their staff costs relating to the committee or Economic Development Strategy.