



## ECONOMIC DEVELOPMENT STEERING COMMITTEE MINUTES

Thursday, May 4, 2017, 9:00 a.m. to 12:00 p.m.  
55 Zina Street, Orangeville – Sutton Room (2<sup>nd</sup> Floor)

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**Members Present:** Chair Darren White, Warden of Dufferin County  
Tammy McQueen, Grand Valley Economic Development Committee  
Joe Andrews, Director of Humber College Orangeville  
Guy Gardhouse, Mayor of East Garafraxa  
Michele Harris, Executive Director, Headwaters Tourism  
Jane Aultman, Dufferin Board of Trade  
Gail Little, Dufferin Federation of Agriculture  
Ken Topping, Dufferin Arts Council  
Bob Mitchell  
Nancy Tuckett, Director of Economic Development, Planning and Innovation, Town of Orangeville  
Diana Morris, General Manager, Dufferin Board of Trade  
Wade Mills, Chair of Shelburne Economic Development Committee  
John Telfer, Chief Administrative Officer, Town of Shelburne  
Keith Lowry, Councillor, Township of Mulmur  
MaryAnn Lowry, Mulmur Economic Development Task Force  
Mark Ostrowski, Amaranth Economic Development Committee  
Ruth Phillips, Manager of Economic Development, Town of Orangeville

**County Staff:** Sonya Pritchard, Chief Administrative Officer  
Pam Hillock, Clerk/Director of Corporate Services  
Aimee Raves, Deputy Treasurer

**Others Present:** Gerry Hurst, OMAFRA

**Consulting Team:** Global Investment Attraction Group  
John Tennant  
Kelly O'Brien  
Bill Elliot

1. **ECONOMIC DEVELOPMENT – May 4, 2017– ITEM #1**  
Previous Minutes

Review of previous minutes from March 8, 2017 meeting. Pete Renshaw inquired about the Dufferin Board of Trade's relationship with the County of Dufferin and the Economic Development Report.

**2. ECONOMIC DEVELOPMENT – May 4, 2017– ITEM #2**  
Stakeholder Consultation Session

Review of notes from stakeholder consultation sessions held in Shelburne, Mono, and Grand Valley. Handouts were provided to the committee on the results.

The stakeholder sessions were well attended. The key takeaways from the consultants and comments from the committee are:

- Location is important
- Natural amenities are important
- Orangeville has a large amount of amenities
- Broadband is a top issue for local businesses
- Need to advocate for interests here, i.e. with the Province
- There is a desire for an economic development strategy to move forward but not every community wants the same level and kind of development
- Economic development activity is very important but still need natural gas, broadband, etc.
- Some people don't want any change.
- Need a definition of what economic development is - Community wants a vibrant strong community

**3. ECONOMIC DEVELOPMENT – May 4, 2017– ITEM #3**  
Survey Results - Stakeholder Consultation Session

A handout was provided to the committee with the results of the survey. There were 168 responses. 65% were operators or workers of farms/business. Most lived in Dufferin County.

The key weaknesses identify by respondents are:

- cost of living
- transportation
- labour availability in Orangeville
- bringing entrepreneurs to rural area

The drivers for growth are:

- tourism
- agriculture
- arts, entertainment and recreation

Major strengths:

- mix of urban/rural,
- high quality of life
- less crime
- room to grow
- 18% stated that housing affordability is a strength

4. ECONOMIC DEVELOPMENT – May 4, 2017– ITEM #4  
Preliminary Draft Economic Development Strategic Plan

The committee reviewed the preliminary draft Economic Development Strategic Plan.

It was noted that the census of agricultural data occurs every five years. The updated information will be available in the next week.

There was a question of whether the word “excellent” should be used to describe the transportation system.

Section C - Opportunities and Constraints

- Recognize the need for strategy
- Nancy Tuckett stated that there is currently not enough vacant buildings in Orangeville for industrial/employment uses which is a key difficulty in Orangeville. The consultants reported that they will revisit those numbers.
- Municipally-owned industrial land in Orangeville is no longer available
- Prospective employers do not have one source within the County to seek information. They prefer one stop shopping.
- Natural Gas expansion may not happen for rural areas. Gerry Hurst suggested that Dufferin join other communities lobbying for natural gas expansion.
- John Telfer asked if the numbers in Exhibit 3 for property tax included the Education and the Upper Tier. He suggested that they be included to show the disadvantage from Brampton and Mississauga.
- Clean Energy and New Technologies – Need to increase and encourage awareness that these developments can bring opportunities to a community.
- Mark Ostrowski suggested that focus be on water and sewage treatment which are the key issues to adding value to food processing in agricultural areas.
- Innovation – nurturing the growth of new firms – entrepreneur and small business
- Relationship with Innovation Guelph
- Progressive communities have a developers’ handbook of the planning process. A flow chart also works well.

Section D – Principal Economic Development Roles

- Need to make references to the other levels of approval required such as the Niagara Escarpment Commission, the Conservation Authorities, etc.
- Website work is important
- Available grants and programs
- Need a resource to talk people through. May need a model of a call centre.
- Mark Ostrowski suggested that a person could deal with these tactical issues and the committee should focus on bigger picture issues.

Section E – Sector of Focus

- Sectors of Focus – areas that have potential for growth and expansion
- Need to develop an infrastructure that is flexible to work with any of the sectors that want to establish a business in the County
- Use rural land for bio mass
- Need for broadband initiative to move forward

#### Section F – Resource Implications

- No discussion about what envelopes are available and realistic

#### Section G – Implementation Plan

- Need to have an approach to implementation plan, i.e. promotion

Sonya Pritchard asked the committee members to think about the Vision for Economic Development in Dufferin County and provide her with the words that come to mind.

There being no further business, the meeting adjourned at 11:36 a.m.

**Next Meeting:** TBD