

**TOWNSHIP OF RIDEAU LAKES
ECONOMIC DEVELOPMENT COMMITTEE**

Monday, September 9, 2019 - 9:00 a.m.

AGENDA

- 1. Roll Call**
- 2. Adoption of the Agenda**
- 3. Declaration of Pecuniary Interest and the General Nature Thereof**
- 4. Adoption of the Minutes – August 12, 2019**
- 5. Guest Speaker – none planned**
- 6. Business Arising**
 - 6.1 BR+E Report**
 - 6.1.1 Report back from Leeds Grenville BR+E Task Force Session**
 - 6.1.2 Discussion re: Rideau Lakes Agricultural Survey data**
- 7. New Business**
 - 7.1 Branding Vision Project Plan**
 - 7.2 Development Charges By-Law**
 - 7.3 Canada Post Community Mail Boxes**
- 8. Action Listing**
- 9. Closed Session**
 - 9.1 Closed Session Meeting Minutes: Economic Development Committee, August 12, 2019**
 - 9.2 Section 239 (2)(i) a trade secret or scientific, technical, commercial/ financial or labour relations information, supplied in confidence to the municipality or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization**
- 10. Correspondence/Information**
 - 10.1 Response from UCDSB Chair John McAllister**
- 11. Next Meeting Agenda Items**
- 12. Items for Ec Dev Meeting Brief**
- 13. Announcements**
- 14. Adjournment**

ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES
Monday, August 12, 2019

The Township of Rideau Lakes Economic Development Committee held a meeting on Monday, August 12, 2019 at the Municipal Office in Chantry, Ontario.

Chair Claire Gunnewiek called the meeting to order at 9:02 a.m.

1. ROLL CALL

The following Committee members were in attendance: Chair Claire Gunnewiek, Mayor Arie Hoogenboom, Councillors Bob Lavoie, Cathy Livingston and Marcia Maxwell. Staff CAO Mike Dwyer and Meg McCallum, Development and Emergency Management Coordinator were also in attendance. Public Representatives Sharen Symondson and Jennifer Campbell were absent with prior notice.

2. ADOPTION OF THE AGENDA:

RECOMMENDATION #1

Moved By: Marcia Maxwell

Seconded By: Arie Hoogenboom

That this Committee adopt the Agenda as submitted.

Carried.

3. DECLARATION OF PECUNIARY INTEREST & GENERAL NATURE THEREOF:

Chair Gunnewiek asked if anyone had a pecuniary interest and the general nature thereof and none were declared.

4. ADOPTION OF THE MINUTES:

Minutes of the June 10, 2019 Economic Development Committee Meeting were distributed to the Committee. Chair Gunnewiek asked for any errors, omissions or questions.

RECOMMENDATION #2

Moved By: Cathy Livingston

Seconded By: Bob Lavoie

That this Committee approve the Economic Development Committee Meeting Minutes of June 10, 2019 as submitted.

Carried.

5. BR+E REPORT PRESENTATION:

Ann Weir, Economic Development Manager, United Counties of Leeds and Grenville and Jim Sutton, Business Development Officer, presented on the results of the BR+E survey, identified priorities and draft action plan. Committee members and members of the public in attendance asked questions and provided comments.

After discussion, the following recommendation was moved and seconded.

RECOMMENDATION #3

Moved By: Arie Hoogenboom

Seconded By: Marcia Maxwell

That the Economic Development Committee receive the BR+E Report and thank Ann Weir and the volunteers and staff from the Economic Development office of the United Counties of Leeds and Grenville as well as the participating businesses.

Further the Economic Development Committee recommend to the Council of the Corporation of the Township of Rideau Lakes that the Report be posted to the Township website and that Open Houses be held to receive feedback and validate priority actions.

And further, that staff be directed to develop a draft Economic Development Strategy and Action Plan once these Open Houses are complete.

And that staff prepare a media release on the BR+E Report.

Carried.

6. BUSINESS ARISING

6.1. CULTURAL ASSET STRATEGIC PLAN SCOPE: Mike reported that after clarifying issues around eligibility he has been asked to submit a new grant application and hopes to receive a positive response and move forward with the project this fall.

RECOMMENDATION #4

Moved By: Cathy Livingston

Seconded By: Bob Lavoie

That the Economic Development Committee acknowledge the discussion on the Cultural Asset Strategic Plan.

Carried.

6.2. PORTLAND WELCOME TO LE BOAT: Meg reported that the project went live at the beginning of July. Roughly half of the 50 welcome kits have been given out. Anecdotal feedback from staff is that Le Boaters are appreciative, but that many don't speak English, meaning that the pamphlets on Portland, Newboro and Chaffey's Locks might not be helping to draw visitors into the communities.

6.3. WEBSITE: Meg presented the changes made to the website to showcase economic development information.

6.4. TRAILS STRATEGY REPORT: Mike presented the revised draft strategy, incorporating comments received since the initial presentation in the spring.

RECOMMENDATION #5

Moved By: Marcia Maxwell

Seconded By: Cathy Livingston

That the Economic Development Committee recommend to Council that the Trail Strategy as developed be approved and adopted.

Further that a media event be organized to launch the strategy in conjunction with the Cataraqui Trail Crabtree Foundation funding/ partnership

Carried.

7. NEW BUSINESS:

7.1. BUDGET TO ACTUAL REPORT – JANUARY TO END OF JUNE 2019: The committee received and reviewed the report.

8. ACTION LISTING: The Action Listing was reviewed.

9. CLOSED SESSION

RECOMMENDATION #6

Moved By: Arie Hoogenboom

Seconded By: Cathy Livingston

That the Economic Development Committee move into Closed Session at 10:25 am to discuss matters as per Section 239(2) of the Municipal Act:

- i) A trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization
- k) A position, plan, procedure, criteria or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board.

Carried.

RECOMMENDATION #7

Moved By: Arie Hoogenboom

Seconded By: Marcia Maxwell

That the Economic Development Committee reconvene the Regular meeting at 11:08 am.

Carried.

RECOMMENDATION #8

Moved By: Marcia Maxwell

Seconded By: Cathy Livingston

That the Economic Development Committee approves and adopts the Minutes of the Closed Session of the Economic Development Committee held on June 10, 2019

And that the Economic Development Committee provided direction to staff and authorizes staff to follow through on matters as discussed in Closed Session as per Section 239(2) of the Municipal Act.

Carried.

10. CORRESPONDENCE/ INFORMATION: Links to upcoming events were attached to the agenda.

11. NEXT MEETING AGENDA ITEMS: None noted.

12. ITEMS FOR EC DEV MEETING BRIEF: The following items were noted: BR+E report results, Trails Strategy, new public GIS mapping, updated economic development information on the website.

13. ANNOUNCEMENTS: None noted.

14. ADJOURNMENT:

The Chair declared the Economic Development Committee Meeting adjourned at 11:13 a.m., until the next Regular Meeting.

Claire Gunnewiek
Chairperson

Michael Dwyer
Secretary

Report to the Economic Development Committee
September 9, 2019
Branding Vision Project Plan

Economic Development
Meg McCallum
Development and Emergency Management Coordinator



RECOMMENDATION:

THAT the Economic Development Committee acknowledge the Branding Vision report and approve the revised project description and activities as outlined in the report.

BACKGROUND:

In March the Economic Development Committee approved conducting a visioning session with Council to assist in moving forward with a branding and marketing strategy. This report proposes a revised project description, a framework of activities and proposed next steps.

DISCUSSION:

The BR+E report provides a first look at feedback from stakeholders on their impressions of Rideau Lakes and the role of the Township in supporting its success. The revised project plan includes consultation with other identified stakeholder groups to engage the public in developing the brand vision for Rideau Lakes.

FINANCIAL IMPLICATIONS:

Visioning session: None
Consultant: Visual Identity, Branding Guide and Marketing Strategy - TBD
Updating branded collateral - TBD

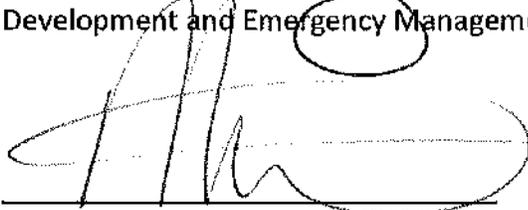
ATTACHMENTS:

Branding Vision Project Plan
Rideau Lakes Community Questions – BR+E survey



Meg McCallum
Development and Emergency Management Coordinator

5 Sep 2019
DATE



Mike Dwyer
CAO

SEP 6 2019
DATE

Project Plan:
Branding Vision

Description (approved by Ec Dev Committee in March): A day-long visioning session with all of Council and Economic Development Committee and key staff.

Proposed Revised Description: Consult with Rideau Lakes stakeholders to develop the branding vision for future branding and marketing strategies.

Goals:

- Define our values
- Define our voice
- Define target audiences
- Define current audience perceptions
- Define unique selling propositions

In Scope:

1. **Visioning session.** Invitees:
 - a. all members of Council
 - b. Ec Dev Committee public members
 - c. Key staff from Township
 - d. Key external Ec Dev contacts
2. **Consultation sessions** with key stakeholder groups using the Community Questions from the BR+E survey modified to each groups’ interests.
 - a. Business Community (completed through BR+E)
 - b. AAC
 - c. CECs
 - d. MHAC
 - e. RLLAAC
3. **Report** confirming values, voice, audiences and big picture marketing goals
4. **RFP** for consultant services to develop visual identity, branding guide and marketing strategy

Out of scope:

- Define marketing activities, slogans, brands, taglines, etc.

Major Milestones:

Item	Timeframe
Confirm project scope	September 9
Host visioning session	October 8
Attend stakeholder meetings	Month of October
Report	November
RFP	Early 2020

WF9. Are there any training programs/topics that would be beneficial to you and your employees? (ie: Health and safety, computer skills, sales management, human resources, recruitment, etc.)

- Yes (If yes please specify) No

WF10.a) What changes or employment positions will emerge over the next 2-5 years that will require skills your current workforce does not have?

b) What is your company doing, if anything to address this concern?

RIDEAU LAKES COMMUNITY QUESTIONS

CQ1. The Township of Rideau Lakes supports several local festivals and community events. Are they of benefit to your business?

- Yes Not Applicable
 No

If "Yes", do you contribute to any of the following local festivals and community events? (Read list. Select those which apply)

- Delta's Celebrating the Season
- Delta Fair
- Delta Maple Syrup Festival
- Delta Harvest Festival
- Elgin Days
- Lombardy Agricultural Fair
- Portland Skate the Lake
- Canada Day Celebrations
 - For which community _____
- Other: _____

Please describe your contribution

If "No", why do you not contribute to any of the festivals and community events?

CQ2. What are some significant, positive actions the Township of Rideau Lakes could take to enhance, improve and support business development and business growth in general, in the Township of Rideau Lakes?

CQ3. What should the municipality be focusing on over the next five (5) years? (Please select 3-5 answers from the list)

- | | |
|---|---|
| <input type="radio"/> Accommodation Attraction | <input type="radio"/> Housing development |
| <input type="radio"/> Broadband internet connectivity | <input type="radio"/> Improved traffic flow |
| <input type="radio"/> Business attraction | <input type="radio"/> Infrastructure |
| <input type="radio"/> Business incentives | <input type="radio"/> Population growth |
| <input type="radio"/> Commercial development | <input type="radio"/> Tourism development |
| <input type="radio"/> Environmental Opportunities | <input type="radio"/> Doctor recruitment |
| <input type="radio"/> Education sector | <input type="radio"/> Youth retention |
| <input type="radio"/> Transit | <input type="radio"/> Other: _____ |
| <input type="radio"/> Village / Hamlet Revitalization | <input type="radio"/> Other: _____ |

CQ4. What is your vision for the business community in the Township of Rideau Lakes over the next 5 – 10 years?

BUSINESS ATTRACTION (Community Development)

CD1. a) Do you know of a business that may have an interest in locating in this community (region)?

- Yes
- No (Go to question CD2)

b) Would you be willing to contact this business on behalf of our community (region) or provide the contact information for this business?

Contact business directly

- Yes
- No

Provide the contact information for this business

- Yes (if yes, please specify)
- No

CD2. What are the community's (municipality and region) top three advantages as a place to do business?

1. _____
2. _____
3. _____

CD3. What are the community's (municipality and region) top three disadvantages as a place to do business?

1. _____
2. _____
3. _____

(Interviewer notes)

CD4. In terms of overall impact on this community (municipality and region) as a place to do business what is the most significant change you would like to see in the next five years?

CD5. What is your vision for the business community in the Leeds Grenville region?

CD6. Do you have any other comments?

Closing statements

Would you like to be kept informed of the Business Retention and Expansion project as it moves forward?

Yes

No

Thank You, we greatly appreciate the time you have taken to participate in this business survey, and the comments you have provided.

(Interviewer notes)

ECONOMIC DEVELOPMENT COMMITTEE ACTION LISTING UPDATE September 9, 2019

PROJECT/ GOAL	DETAILS	ASSIGNED TO	STATUS
BIKE RACKS	That bike racks at key municipal properties be budgeted for in 2019 and future years and that community committees be circulated as to locations.	Mike Dwyer	Referred to Public Works. Bring forward to 2020 budget cycle.
PROPERTY STANDARDS IN VILLAGES AND HAMLETS	Staff to review the by-law and bring forward to MSC an update with proposed changes to address any needed amendments. Further, that the website be updated with information on making complaints and basic standards and that this work be done in 2019	Brittany Mulhe	In progress
PORTLAND STREETScape	committee to provide input into the streetscape, in collaboration with Public Works.	Mike Dwyer	Consultant selected for Portland Visioning and steering committee struck.



August 1, 2019

Arie Hoogenboom, Mayor
Township of Rideau Lakes
1439 County Road 8
Delta, ON K0E 1G0
mayor@rideaulakes.ca

Dear Mayor Hoogenboom,

Re: Trades Training in Rideau Lakes Schools

I wish to acknowledge receipt of your correspondence of 10 June 2019 regarding trades training in Rideau Lakes schools. I am pleased to learn that the local trustee, Jamie Schoular, was able to attend your recent committee meeting on Economic Development.

At the November 2018 Leeds and Grenville Economic Summit, our school board confirmed that municipalities and the Upper Canada District School Board have a shared interest in a robust local economy. At that session, our Director of Education provided a focus on some broad-based commitments that our schools and school system have committed to, to prepare our students for future employability in the local economy.

I have attached the link of this presentation for your review, as it offers a comprehensive overview of our current efforts to address the agenda of student employability, as part of our Board's larger mission in preparing all students for a successful life.

Link: <https://www.youtube.com/watch?v=sUGu1IQGalw&feature=youtu.be>

We would of course be interested in learning more about the recent business retention and expansion project (BR+E) and so, to that end, would welcome information related to this undertaking that may inform how our school district approaches program planning for the future. Please know that I would also be interested in continuing the dialogue that you have initiated with Trustee Schoular later this fall, at your request.

Yours sincerely,

A handwritten signature in black ink that reads 'John McAllister'.

John McAllister
Chair, Upper Canada District School Board

Cc: Trustee Jamie Schoular, UCDSB;
Stephen Sliwa, Director of Education

