

**Economic Development and Business Committee
Meeting Minutes
Monday, March 22, 2021 at 6:00 p.m.
Township of Selwyn
Zoom meeting**

Present: Andy Mitchell, Mayor for Selwyn Township
Sherry Senis, Deputy Mayor for Selwyn Township
Pat Smith, Paluski Boats & Adventure Outfitters
Erin McLean, McLean Berry Farms
Rick Hickson, R&J Machine
Troy Percy, Napa Auto Parts
Donna Rork, Cottage Toys
Diana Carter, Style Boutique
Fred Koster, Bridgenorth Business Association
Dave Cavanagh, Homestead Creative Solutions

Regrets: Gabi Dragomir, PKED, Rural Economic Development Officer

Staff: Leisha Newton, Economic Development Coordinator (Acting)
Angela Chittick, Manager of Community & Corporate Services

Guests: Rhonda Keenan, PKED, President & CEO
Steven Tripp, PKED, Business Retention & Expansion Officer

Chair, Andy Mitchell called the meeting to order at 6:04PM.

Declaration of Pecuniary Interest

None.

1. Deputations and/or Invited Persons

a) Rhonda Keenan, PKED

- Rhonda shared that Peterborough & the Kawartha's Economic Development (PKED) is the Regional Economic Development agency, and their focus is promoting the City and County of Peterborough as a "Great Place to do Business". This is done through local partnerships to strengthen local businesses.
- In January 2020, PKED was launching a new Strategic Plan and was forecasting that growth would be the first challenge. Then Covid-19 happened,

and everything shifted. The Mayor/Warden Covid Recovery Task Force was created, and with weekly meetings consisting of 40 decision makers from throughout the City and County, many of the same key challenges emerged. However, as time went on, more local regional challenges were identified.

- There were four main objectives that have been identified for PKED over the last year: workforce & available jobs; available land; broadband; and tourism.
- Workforce/ Available Jobs:
 - In the Peterborough area, we have an unusual situation because we have one of the highest unemployment rates, and a low participation rate in the employment market, which is coupled with a high number of job postings. This would suggest that there are skill gaps in the area for the kinds of jobs that are available.
 - PKED is working with Junior Achievement to create an education system to support the type of programming and experience required to fill the jobs in our area.
 - PKED is also working with Ontario East and Workforce Development Board (WDB) to do a deeper dive to understand the statistics and trends.
 - WDB will analyze to determine how many of the job postings are offering above the living wage and what sectors are represented (and vice versa). How many are goods producing, or service based businesses?
 - They will also benchmark against other similar communities/markets
- Available Land & Buildings:
 - PKED maintains an inventory of available properties, and regularly receive inquiries so it is important to provide as much information about vacant and available properties.
 - This is a project that is maintained by Steven Tripp in the PKED office
- Broadband:
 - Available broadband is such an important resource and requirement in the rural areas, and we have seen a much greater shift over the last year with an even larger need for remotely working/ learning from home.
 - Having a greater network for broadband allows for more flexibility for employment, hiring, and working options.
- Tourism:
 - PKED is a destination marketing organization. They market the region, not individual businesses. The goal is to get people to come to the Peterborough area, and to stay longer. The summer season is a very busy time for this area, so the goal is to focus on the winter and shoulder seasons to extend the business opportunities, and work with operators to ensure that they are prepared.
 - Last year, PKED worked on building culinary tourism through a Culinary Tourism Alliance with 3 other communities throughout Ontario, creating a 3 year strategy.

- Post Covid-19:
 - PKED is supporting a safe return to work for all businesses and the community
 - Last year Peterborough Public Health hosted some webinars for businesses that were very well received and it has been suggested that more are offered this coming year, so PKED is working with the BIA and Chambers to coordinate that.
 - The Tourism Resiliency Fund was a great help for 54 businesses through a partnership with Community Futures Peterborough
 - PKED also has the ongoing programs that are offered through the Small Business Support Centre, which is offering small business support, Starter Company Plus, Summer Company, webinars and e-learning.
- Discussion:
 - Is there any assistance that can be provided for getting the right people for website development & online ordering? There are many programs that have been offered. There is a Digital Advisor available at PKED that may be able to assist with identifying programs.
 - The Business Count looks at if the business space is being used efficient
 - How to address housing gap that has been created by the real estate market? This is driven by supply & demand.
 - There was discussion that soft skills need to be supported e.g. being prompt, following through on tasks...
 - There is a misconception that younger workers are traditionally not willing to work. Business owners need to shift their approach. Younger workers have a different perspective on work/life balance. They want quality of life and enjoy what they are doing. That is a very different approach to work than the older generation, and is difficult to understand when people have a different approach to work and life.

b) Steven Tripp, PKED

- Steven presented about the 2020 Business Count survey that was conducted in the summer of 2020 in the City and County of Peterborough.
- In Selwyn, there were 244 included in the count and 95 businesses responded to the survey.
- 78 of the 95 businesses asked to be put in the business directory
- 4 businesses were planning to expand their business over the next 12 months
- There will be another Business Count conducted in the summer of 2021, and Steven requested our support to try to get more participation in the survey.

2. Minutes

The minutes of February 22, 2021 were reviewed for information purposes.
The minutes of March 5, 2021 were reviewed for information purposes.

Moved by: Erin McLean; Seconded by: Pat Smith
That the EDBC minutes of February 22, 2021 and March 5, 2021 be received for information.

Carried.

3. Question Period

None.

4. Correspondence for Discussion and/or Decision

Information Items

The following information items were received for information purposes:

- a) EORN Submits Proposal for Ultra-Fast Gig Internet Project
- b) Determination of "at capacity" for the lakes in the County
 - How "at capacity" is determined
 - List of lakes that are "at capacity"
- c) Depave Paradise is coming to Selwyn Township
 - There is a much greener product for parking lots can could be used example is "Ecoraster". It has just been installed at Trent University in a new parking lot.
 - It was suggested that the Selwyn Building department could offer more green options in their information package to property owners
- d) WDB Local Labour Market Planning Report
- e) County Council Update on the Official Plan
 - Report OP Update – Focus on Public Safety

5. Reports

6. Other, New and Unfinished Business

a) PKED Update - Gabi Dragomir (Leisha provided the update for Gabi)

i. Kawartha Choice

- A new improved website to be launched March 24, 2021

ii. RED Project: Food Producers Market

- Expansion and Scaling up Readiness is coming to an end

b) Business Updates

Sherry noted the following:

- Lilacs Development in Lakefield – expecting a building permit application very soon for the 1st of 3 apartment complexes planned at the development. Each apartment complex will include 20 units
- 2 Plans of Subdivision are expected to be filed soon – both in Lakefield. One Plan will include 966 units (combination of SFD/Townhouses and mixed use lower commercial/upper residential) and the other plan is for 16 units (Townhouse type) – full details to be shared once the plans are complete
- Robyn Jenkins, owner of Lakefield Flowers & Gifts on Queen Street has offered to buy the 160-year-old stone house on Bridge Street for conversion into a combined flower shop, plant store and garden centre. Robyn made a conditional offer on the property that was accepted by the vendor, Habitat for Humanity.
- The hybrid sports site at the old Rona location on Chemong is moving along with their construction and it looks very good.
- Lakefield Bakery is opening a new location in Bobcaygeon, not in Selwyn but an expansion of one of our businesses
- Harley G's opened on Chemong Road, with Seymour & Seymour Accounting located next door
- There is a new 224 bed long term care facility being built at Trent University at Woodland and Lakefield Rd. It will support Selwyn.

c) Business Reopening Program

The first phase helped 109 businesses with \$ 206,341.53 in funding
The second phase helped 24 businesses with \$43,658.47 in funding
There are 6 businesses on the wait list now as we squeezed a few into the program at the last minute.
It was mostly food related businesses that were helped and second was service industry, then retail and tourism.

d) CIP Update

- i. Overstock Liquidators
Covid-19 Pilot Grant \$3,272.50
Installation of air purification system
Expected Investment \$11,243.50
- ii. Sullivan's General Store
Façade Improvement Grant \$4,413.89
Ground Sign Improvement Grant \$2,500.00
Total \$6,913.89
New sign on Front & side of the Building as well as out front along the road
New automatic door and windows
Expected Investment \$13,538.86
- iii. Sunblockers
Covid-19 Pilot Grant \$4,157.34
Installation of Accessible Front Door Mechanism, HEPA filtration system & sensor lights in change rooms
Expected Investment \$6,711.14
- iv. Young's Point Personal Fitness
Façade Improvement Grant \$18,284.00
Installation of new windows and siding
Expected Investment \$52,104.30

e) Welcome Package for Businesses

- Leisha is working on creating a welcome package for new businesses with information that would be helpful for them when they are starting out in our township.
- Leisha would like to add this topic to our next agenda to discuss what information would be helpful to a new business starting out. The committee agreed to discuss this topic at our next meeting.

f) Invitation for Guests – Verbal update

- It was suggested that we invite WDB to attend our next meeting to discuss their most recent report and any other workforce related issues.
- High school co-op is a great program. Invite to a future meeting to learn how we can better support the program.

g) Other Business

- It was requested that at a future meeting we discuss Development Charges fees and how they are used to support municipal infrastructure investments

7. Adjournment and Next Meeting

Moved by: Donna Rork; Second by: Rick Hickson

- That the meeting of March 22, 2021 be adjourned.

Carried.

Next Meeting

- The next EDBC meeting will be held on **Monday, April 26, 2021** at **6:00 p.m.** using the zoom platform.

The Committee meeting adjourned at 7:30 p.m.