

**Economic Development and Business Committee  
Meeting Minutes  
Monday, April 26, 2021 at 6:00 p.m.  
Township of Selwyn  
Zoom meeting**

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**Present:** Andy Mitchell, Mayor for Selwyn Township  
Sherry Senis, Deputy Mayor for Selwyn Township  
Pat Smith, Paluski Boats & Adventure Outfitters  
Rick Hickson, R&J Machine  
Donna Rork, Cottage Toys  
Diana Carter, Style Boutique  
Fred Koster, Bridgenorth Business Association

**Regrets:** Gabi Dragomir, PKED, Rural Economic Development Officer  
Troy Percy, Napa Auto Parts  
Dave Cavanagh, Homestead Creative Solutions  
Erin McLean, McLean Berry Farms

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

**Guests:** Sean Dooley, Workforce Development Board (WDB)  
Anand Desai, Monteith Brown Planning Consultants  
Sabrina Mayer, Monteith Brown Planning Consultants  
Kent McVittie, Monteith Brown Planning Consultants

Chair, Andy Mitchell called the meeting to order at 6:00PM.

**Declaration of Pecuniary Interest**

None.

**1. Deputations and/or Invited Persons**

a) Sean Dooley, WDB

- Sean presented on the 2021 Local Labour Market Plan
- Provided a summary of local labour market in Peterborough, including Selwyn
- The report was compiled from data sources as well as a community driven input session with an action plan

- Unemployment rate was higher in Muskoka/Kawarthas (Peterborough, Kawartha Lakes, Muskoka, Northumberland, Haliburton) compared to the rest of Ontario in 2021
- Falling participation rate in Peterborough. A lower participation rate is expected to be lower in Peterborough because of the higher median age of the population. The sharp decline during the last part of 2021, during the pandemic is concerning. Unemployment rates only includes the population that is actively seeking employment, but does not include those that are not looking for employment due to other factors such as health concerns, care of family members or working part time or reduced hours.
- Employment insurance data can provide some insight into the reasons. Use of CERB was a factor that distorted some of the data in 2021. It was found that there was a higher proportion of women that are currently claiming employment insurance than would be expected. This trend will be monitored moving forward.
- When looking at the age groups, it is the youth (15-24) and older (55+) age groups that have seen a disproportionate number of job losses, 3 times as many.
- Looking at data regarding business openings and closures in 2020, it is not surprising to see an increase in closures in April and May 2020, but there were more business openings in the last 6 months of 2020, which was surprising. Despite this data, the Peterborough area is at 150 net negative businesses than what we had in January 2020.
- WDB is tracking online job postings on the online job hub, and the data has seen an increase in job postings that correlates with the end of a lockdown
- There is a mismatch of the skills available that are needed by the jobs available and the skills that are available in the labour force.
- Workforce Actions from the Report: upskilling and reskilling the labour force, focus on skilled trades, reinforcing the connection between post secondary and local employers to ensure that the education offers what employers needed
- Education and Training actions: identifying existing resources, addressing soft skills, investments in digital literacy
- Social Actions: Mental Health aspect for workplaces, access to diversity and inclusion training, substance abuse supports.
- WDB offers help desk services as well
- Questions and comments from the committee:
  - With regards to upskilling & reskilling, what kinds of improvements, growth areas are expected by the employers? There are opportunities such as PSWs, ECE are in demand, kitchen staff and cooks are difficult to recruit. The use of micro-credentialing is a tool that can be used to help with this too.
  - Keeping up with a website can be challenging too.

- Mental Health support for businesses, why would you say there is a lack of support? WDB has partnered with CMHA to run sessions, but employers find it can be difficult to implement the programs when they get back to the workplace.
- In the action plan, there is a phrase “decent work”, what does that mean? It refers to paying a living wage (\$17.70/hour in Peterborough), and good scheduling practices
- In the action plan, there is a phrase “workforce culture “, what does that mean? It refers to communication between employers and staff (day to day activities)

b) Anand Desai, Monteith Brown Planning Consultants

- Anand met with the committee to discuss the Lakefield Campground Utilization Study that is being undertaken to determine the next steps for the Lakefield Campground after the 2021 season.
- An overview of the planning process was provided so that the consultant could conduct a discussion with the committee
- Once a decision is made on how to proceed with an operation model, additional planning will be required for the implementation.
- There are 4 options for the property, with the Township always retaining ownership of the property:
  1. Competitive Bid: Issue a RFP to seek private operator for the campground, at a lower cost to the Township
  2. ORCA: outsource the management of the campground to a third party. ORCA examples are Warsaw caves campgrounds or Beavermead campground
  3. Township-operated: Township would assume the day-to-day operations under the Parks & Recreation Department
  4. Cease Operations: The Township would no longer wishes to operate the Lakefield Campground and repurposes it to parkland
- Feedback and discussion with the committee included:
  - Note: The Mayor and Deputy Mayor did not participate in the discussion as they will need to make a decision as a member of Council at a later date
  - An example of ORCA managed properties would be the Warsaw caves (ORCA owned) and Beavermead (Peterborough owned) campgrounds
  - This is a hidden gem property, and it was suggested that it should not be managed by an organization outside of the township
  - The income to the township from the property (\$53-63,000/year) assists to subsidize park operations to manage green spaces. If there is a loss of that revenue, the Township would need to make up that revenue with an approximate 1% tax increase.
  - There was a Chamber of Commerce “CAUSE Study” that was conducted in the early 90’s that contained some interesting

suggestions for what to do with the campground. **Action:** Ange/ Leisha will provide that document to the consultant for review

- There are opportunities to have synergies with other municipal services to leverage a destination
- Would there be options to have more docking available to the public? There are currently waiting lists for people looking for docking in the area.
- **Action:** Ange will provide the amount per capita of parkland in the Township to the committee
- The consultant asked if there was one of the four options that would not work at all?
  - If there was a decision to cease operations, it was suggested that we could consider that waterfront development be considered for this property as well
  - Because it is located beside wetlands, it may not be possible

## 2. Minutes

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

Moved by: Pat Smith; Seconded by: Donna Rork

That the EDBC minutes of March 22, 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) EOWC Establishes 2021 Priorities
- b) Responses to the Ontario Budget (March 24, 2021)
  - EORN response to the Ontario Budget
  - TIAO response to the Ontario Budget
- c) Community Futures - Business Reopening Program
- d) EDCO Report: 101 Rural EcDev Module Development

- e) COVID-19 Rural Economic Development in Canada Presentations
  - Canadian Rural Revitalization Foundation study
    - i. Impacts & Responses
    - ii. Insights for Recovery
  - Case Studies:
    - i. Cape Breton, NS
    - ii. Canmore, AB
    - iii. Smith Falls, ON
- f) Level UP Program
  - Level UP for employers
  - How to create a level up project
  - Project Library: see examples of projects posted by other organizations
- g) Nominations for Kawartha Chamber of Commerce Business Excellence Awards now Open – Deadline May 12, 2021

## Discussion Items

- h) Welcome Package for New Businesses – Leisha to lead discussion
  - The committee reviewed the draft information that was provided that would be provided in a welcome package email to new businesses.
  - **Action:** Leisha will make some adjustments and additions and send a revised version to the committee for review.
- i) Trent Severn Waterway Celebrating 101 Years
  - RTO8 is reaching out to all food & beverage producers and providers within Kawartha Lakes, Peterborough City and County and Northumberland County to get creative and showcase a culinary product created to commemorate the 101st anniversary of through navigation on the Trent-Severn Waterway National Historic Site of Canada. RTO8 is pleased to partner with Parks Canada for this year of commemoration and they would love to feature businesses as part of the campaign.
  - This is a promotion that will run throughout the Trent Severn season in 2021 and participating businesses will be listed on the RTO8 site and highlighted through the program
  - #TasteoftheTSW Promotion, more information will be shared over the next few weeks
- j) Business Map on the Selwyn Township website – Leisha to lead discussion

- We have removed the business map from the website, because the YLM directory is not being maintained and many businesses are not listing their businesses on the directory so the map is not accurately populated.
- There was a mention that we should consider some way to promote or list the businesses in our township, however any resource that is chosen will need to consider the ability to manage the resource efficiently and effectively.

## 5. Reports

### a) Selwyn Building Department Statistics

- 2021 1st Quarter Building Department Statistics
- Key Performance Indicators (KPI) – Building Permit Approvals - Quarterly Statistics
  - i. **Action:** Request that we include the ORCA KPI to this report as well
  - ii. Building Fees – planned to be calculated based on a square footage calculation rather than building value.

## 6. Other, New and Unfinished Business Reports

### a) PKED Report – Verbal Update - Gabi Dragomir

- Gabi was unable to attend, so no update was provided.

### b) Business News/Updates – All Committee Members

- Donna:
  - The Lakefield Flower Shop & Gifts has started to work at the Old Stone Mill property and they are working on getting it cleaned up. Very excited to see what they do with the property.
- Andy
  - In the Rural Economic Development of Canada presentation, only 5.6% of municipalities increased their investment in economic development initiatives. Selwyn invested close to \$700,000 into economic development initiatives at the height of the pandemic, the enhanced CIP being one of them.
  - 22% of businesses have seen significant increase in their business over the last year.
  - Both the Provincial and Federal governments have tabled their budgets that have introduced some additional Small Business

Grants (\$10,000 to \$20,000), Events Grants, and extension of the wage programs until September 2021.

c) CIP/Township Report – Verbal update – Leisha

- Leisha attended the 'COVID-19 & Rural Economic Development in Canada' webinar hosted by the University of Waterloo on March 24, 2021.
  - Materials were included in section 4 of the agenda
  - It was attended by Economic Developers from across Canada
  - They started by presented the results of a study by the University of Waterloo that looked at the impacts of Covid-19, and the reaction from an Economic Development perspective regionally across Canada
  - Followed by three case studies of how some communities/economic development agencies supported their businesses and communities throughout the last year.
    - Smiths Falls
    - Cape Breton, NS
    - Canmore, AB
- Leisha also attended the 'Virtual Resilient Economic Development 101 for Rural Communities' webinar on April 14, 2021.
  - It was hosted by EDCO as part of the New Normal webinar series.
  - It was a presentation about the new approach to economic development during the pandemic. Looking at how to move forward beyond the pandemic, and after covid-19. The approaches to rural economic development are changing, and the tools have shifted.
- CIP Update
  - Lakefield Bakery  
**Covid-19 Pilot Grant & Façade Improvement Grant** \$2,744.00  
Installation of an automatic take out window, and repair eavestroughs  
Expected Investment \$4,429.60
  - Hayley's Hidden Treasures  
**Façade Improvement Grant** \$681.47  
New sign on Front of the building  
Expected Investment \$1,100.09

- Cassis Bistro  
**Covid-19 Pilot Grant & Façade Improvement Grant \$11,525.14**  
Installation of new deck, back door & masonry  
Expected Investment \$21,571.12
- Sullivan's Store  
**Landscaping Improvement Grant \$1,115.04**  
Word carving of a leprechaun  
Expected Investment \$1,800.00
- Jesse's Tap & Grill  
**Façade Improvement Grant \$13,620.00**  
New windows, brickwork & eavestoughs  
Expected Investment \$24,584.30
- Krinkles Auto Body  
**Façade Improvement Grant \$15,250.67**  
New roof sign, garage doors, siding & eavestoughs  
Expected Investment \$26,543.11
- Jack's Restaurant  
**Landscaping Improvement Grant \$1,400.00**  
New garden outside the front door  
Expected Investment \$2,260.00
- Fires Alive  
**Façade Improvement Grant \$18,795.54**  
New windows, doors & masonry  
Expected Investment \$73,279.66
- R&J Machines (1601 & 1609 8<sup>th</sup> Line)  
**Façade Improvement Grant (1601 & 1609 8<sup>th</sup> Line) &  
Covid-19 Pilot Grant (1609 8<sup>th</sup> Line) \$24,615.13**  
New siding, shutters, windows, UV & ionization fans  
Expected Investment \$39,735.86
- Tourism Management Meeting
  - Meaghan is participating in a County/PKED led committee that is planning a collaborative messaging related to the visitors and



residents use of attractions and recreation throughout the county. This includes parks, boat launches and other municipally owned properties.

- The county will be releasing joint messaging that will be distributed to elected officials and staff so that the communications is consistent across the county.

- WDB Eye on the Labour Market
  - Leisha will include the monthly newsletter that is created by WDB in future EDBC meeting materials.

d) PKED Business Count 2021

- They will be starting in North Kawartha May 3, 2021  
They will be in Selwyn July 26 - August 6, 2021  
We will communicate through the Business e-newsletter and social media

e) Invitation for Guests - Verbal update – Leisha

- At the May meeting the speakers will be Tania Rightmeyer from TASS (Co-op Leader), and Sonia Fazari from Enbridge Gas Inc.
- Maryam Monsef has been invited to attend our June meeting, but Leisha has not heard back from her office.

## **7. Adjournment and Next Meeting**

Moved by: Donna Rork; Second by: Rick Hickson

- That the meeting of April 26, 2021 be adjourned.

Carried.

### **Next Meeting**

- The 4<sup>th</sup> Monday in May is Victoria Day
- Options for the May meeting are:
  - May 17<sup>th</sup> 2021 or May 31<sup>st</sup> 2021 - 6:00 PM using the zoom platform
  - Leisha will send out a Doodle Poll to determine the next meeting date.

The Committee meeting adjourned at 7:42 p.m.