

**Economic Development and Business Committee
Meeting Minutes
Monday September 27, 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
Rick Hickson, R&J Machine
Donna Rork, Cottage Toys
Gabi Dragomir, PKED, Rural Economic Development Officer
Nigel Broersma, Kawartha Chamber of Commerce

Regrets: Pat Smith, Paluski Boats & Adventure Outfitters
Troy Percy, Napa Auto Parts
Diana Carter, Style Boutique
Erin McLean, McLean Berry Farms

Staff: Angela Chittick, Manager of Community & Corporate Services
Leisha Newton, Economic Development Coordinator (Acting)
Per Lundberg, Planner (left at 6:07pm)

Chair, Andy Mitchell called the meeting to order at 6:02PM. We do not have quorum.

Declaration of Pecuniary Interest

None.

1. Deputations and/or Invited Persons

- a) Introductions of new Planning & Building Staff
 - Per Lundberg, Planner
- b) Nigel Broersma, Kawartha Chamber of Commerce
 - Nigel is the contact person for Selwyn Township from the Chamber
 - Nigel provided a quick summary of the Chamber consolidation and the plans for moving forward based on the vote.
 - The vote has taken place over the last week and is currently being compiled to determine whether the consolidation will be approved.
 - It was suggested that the Chamber ensure that farm-needs are met, in the case of a consolidation. Gabi has offered to be a contact for this issue.

2. Minutes

None.

3. Question Period

None.

4. Correspondence for Discussion and/or Decision

Information Items

- a) PKED “O’de Piitaanemaan Visitor’s Pledge” (pronounced Oh-da Pee-tah-na-mawn)
- b) WDB
 - Eye on the Labour Market, June 2021
 - Eye on the Labour Market, July 2021
 - Eye on the Labour Market, August 2021
 - Worker Impact Survey Results
- c) Via Rails Return to Peterborough Confirmed (July 7, 2021)
- d) Selwyn Digitization Project
- e) Selwyn Connected Marketing Campaign
 - This is a “shop local” promotion that is being managed by Strexer-Harrop and will run through the fall and winter. It is being promoted through multiple media sources (CHEX, radio, social media etc.).
 - The township is supporting this program with a \$50,000 commitment, and all businesses are invited to participate at no cost to them.
- f) Investing in Canada Plan Funding to Retrofit the Selwyn Township Office
- g) Proposed Consolidation of Kawartha Chamber of Commerce & Tourism & The Greater Peterborough Chamber of Commerce
 - Video
 - Consolidation Proposal

- h) Update on the Gig Project
 - EOWC, EOMC, EORN Media Release (July 19, 2021)
 - Government Announcement (July 29, 2021)
 - Chairs Message to Heads of Council (July 30, 2021)
- i) Covid-19 & Rural Economic Development in Canada: Impacts, Responses & Recovery (Canada Rural Revitalization Foundation, July 12, 2021)
- j) Rural Opportunity, National Prosperity: An Economic Development Strategy for Rural Canada (Ministry of Rural Economic Development, 2019)

Discussion Items

- k) Update on the Lakefield Campground Study Decision
 - The decision was made to enter into an agreement with ORCA to operate the Lakefield Campground on behalf of the Township
 - The details of the contract are currently being negotiated and will be presented to Selwyn Council and the ORCA Board for consideration when it is ready.
- l) Task Team Updates
 - Task Teams & Initiatives (June 24, 2019)
 - Last Task Team Update (Feb 24, 2020)
 - Status Report:
 - Natural Gas
 - Natural gas is being brought to an area along the 8th Line that will serve businesses and homes over the next five years.
 - Broadband
 - With the support of EORN and the Provincial and Federal governments, there is improved broadband being introduced currently into the township.
 - Housing
 - There are some new developments in Selwyn that support the growth for our area: Rosemere Manor has been converted into 12 unit high-end apartment rental and applications have been submitted to begin the development of the

Lakefield South area. Lilacs Subdivision has also added many housing units. Woodland Acres and Summer Lane have also been completely built-out.

- In addition, we recently passed the By-law on Rooming Houses that will be applicable in serviced areas (Lakefield and Woodland Acres) and Secondary Units are an available option in the Township
- **Action:** *Sherry asked that staff look into a loan that is offered in CKL re: housing. Is this something that can be offered in Selwyn?*
- Tourism Marketing; Business Attraction and Business Retention
 - With the 'Business Reopening Program' at the end of 2020 through March 2021, the Township was able to support our small businesses during the Covid-19 lockdowns and slow-downs, as well as during their reopening period. The Township invested \$250,000 supporting the businesses to purchase the materials to make their workplaces safer for their employees and customers.
 - The CIP program was also updated to support the business community by adjusting the cost sharing to 70% township; 30% applicant, and a new Covid-19 Pilot grant was created.
 - We also completed the [Business Attraction Guide](#)
- Community Promotion
 - The events are just recently starting to come back in a smaller capacity, and it is nice to see some of the community groups starting to get together again.
 - There have been no decisions yet about Township events for 2022, and nothing big was held in 2021. The decision for 2022 will be based on the COVID numbers in the fall.

5. Reports
None.

6. Other, New and Unfinished Business

- a) PKED Report – Verbal Update - Gabi Dragomir
 - The agricultural sector is experiencing interesting times

- There are five Counties working on a joint RED application (Durham, York, Peterborough, CKL & Northumberland) for a 3 year project Farmer Attraction Readiness Program
 - This program will allow people who are interested in farming to take tours: do readiness assessment, training etc.
 - Mentorship will also be available to help them (commercial farms)
- There is business development training for agri-tourism
- There will be a PKED Board meeting to review the 2022 work plan and budget on Sept 30.

b) Business News/Updates – All Committee Members

Sherry:

- Congratulations to Donna on the groundbreaking for the new Cottage Toys location!
- The Council Communicator will be sent out soon
- 2 Lakefield Restaurants that are closing to indoor dining as a result of the new vaccine proof requirements are Jack's & Lakefield Restaurant. They will still offer takeout. There may be more.
- Has Spud & Bull Chip Truck vacated on Lakefield Road?
- There was an application to Fed Dev for the incubator at the Chamber building
 - Second floor, requires renovations, an elevator and improvements
 - Police will be moving to the old scout building over the next few months which may open up opportunities for the Chamber to expand into this space.

Donna:

- There are a # of businesses in the downtown that offer services, banks/real estate etc.. Concern that there is not enough retail.
- Is there any way to ensure that if they are being re-established, we require a certain kind of business?
- The current commercial zoning is broad and includes many types of services and retail uses. Property owners like this broad selection as it makes their property very marketable. A zoning by-law amendment would have to be implemented to create a new commercial zone and this would be a challenging endeavour.

c) CIP/Township Report – Verbal update – Leisha

- Rotospa has started the process of planning to rebuild their location on the 8th Line, so that is good to see.

d) Update on Community Safety & Well-Being Plan (Peterborough City & County)

- The CSWB plan development is moving forward with the hiring of a consultant to manage the project, and six focus groups in late November to discuss key topics with experts throughout Peterborough City and County.

e) Invitation for Guests

- We will invite the new MP – Elect Michelle Ferreri to join us at an upcoming EDBC meeting.

7. Adjournment and Next Meeting

- The Committee meeting adjourned at 6:54 p.m.

Next Meeting

- The next EDBC meeting will be held on **Monday, October 25, 2021** at **6:00 p.m.** using the zoom platform.