

**Economic Development and Business Committee
Meeting Minutes
Monday November 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
Troy Percy, Napa Auto Parts
Diana Carter, Style Boutique
Erin McLean, McLean Berry Farms
Gabi Dragomir, PKED, Rural Economic Development Officer
Lorri Rork, Community Care Lakefield
Michelle Ferreri, MP Peterborough-Kawartha

Regrets: Rick Hickson, R&J Machine
Donna Rork, Cottage Toys

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

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

Declaration of Pecuniary Interest

None.

1. Deputations and/or Invited Persons

- a) Lorri Rork, Community Care Lakefield
- Community Care Lakefield provides assistance to fill the gaps and provide service provisions for seniors in our community
 - There is one full-time, one part-time employee, but otherwise it has completely volunteer based services. There are a lot of placements through Fleming & Trent, as well as high-school students (volunteer hours)
 - They have offices in Young's Point, Douro, City of Peterborough, Chemong and Buckhorn
 - Key issues are affordable housing and lack of physicians.
 - Seniors are very active, with pickle ball and swimming
 - Their focus is to help seniors stay independent in their homes, providing a variety of services (other than personal care)

- Home at Last – a program to get someone home from the hospital
- Home First – a program to help someone get access to medical equipment
- 62% Ministry of Health funding
5% United Way funding
Rest is locally fundraised with businesses/ various programs
ie. Cassis Bistro “Soupalicious”
- Helping to book Covid-19 & flu shot appointments
- Helping with booking personal care/ long-term care system
- Have over 800 people on the Lakefield roster, servicing approximately 500 through Lakefield, with over 80 volunteers providing services
- Newsletter “The Thread”, twice a year
- EDBC can help by sharing information about the programs

b) Michelle Ferreri, MP Peterborough-Kawartha

(michelle.ferreri.p9@parl.gc.ca)

- Michelle introduced herself, and advised that she is pleased to be named to the shadow cabinet for Tourism
- Main topics that she is hearing about from her constituents and Canadians is fears about how businesses will pay back the Covid related loans, and subsidized wages.
- She has heard that there is a massive labour shortage, not a job shortage
 - i. Are there any theories? Where did the people go?
 - ii. Is it a national issue?
 - iii. There are hard conversations that need to be had regarding programs that exist that pay people not to go to work
 - iv. These are the types of questions she wants to investigate, conversations she would like to have
- These are issues that are definitely reflected in Peterborough-Kawarthas, so this area is a microcosm of the entire country
- Many businesses are asking for leniency for paybacks for loans as things move forward through Covid
- Question: Is there any potential federal funding that may be available to support the new Peterborough Humane Society build? Michelle advised that she would look into it.
 - i. The Humane Society dovetails with the benefits to mental health, so there may be an opportunity

2. Minutes

The minutes of October 25, 2021 were reviewed for information purposes.

Moved by: Pat Smith; Seconded by: Troy Percy

That the EDBC minutes of October 25, 2021 be received for information.

Carried.

3. Question Period

None.

4. Correspondence for Discussion and/or Decision

Information Items

a) WDB

- Eye on the Labour Market, October 2021

b) Physician Recruitment

- Physician Recruitment presentation to County Council, November 3, 2021
- Peterborough physician recruitment 'really behind', Peterborough Examiner, November 3, 2021
- Selwyn wants help with MD, Peterborough Examiner, November 12, 2021
- Selwyn Council Resolution, November 9, 2021

Resolution No. 2021– 281 – Physician Recruitment

Deputy Mayor Sherry Senis – Councillor Gerry Herron –

Whereas the Economic Development and Business Committee requested that Council lobby the Provincial government to address physician recruitment needs;

Now therefore be it resolved that the Township of Selwyn request a delegation at the 2021 ROMA Conference with the Minister of Health to discuss the need for a physician recruitment program to support underserved municipalities in Ontario.

Carried.

- Sherry provided an update regarding grants for doctors to attract them to underserved areas. Dave Smith has advised that the grant is not available as this is an issue across the province
- Sherry has been appointed to a regional committee tasked with reviewing physician recruitment. A meeting is planned on December 9 and Sherry will provide an update at the next EDBC meeting.
- Both the Township and the County have requested a delegation at ROMA to discuss this issue, so hopefully one of them will be approved
- There was a question about whether there was any plan in place to help immigrants who are professionals (doctors and engineers) to get them accredited in Canada? Possibly a residency or some kind of testing to assess their knowledge/ competency?
 - Andy & Sherry will incorporate this into their presentation to ROMA delegation and Sherry will raise this at the regional December 9th meeting.

- c) Edge Factor: Connecting Youth and Employers through a Career Pathways e-Learning Platform
- d) Strexer Harrop Consulting Group – Multi-Media Campaign Update
- e) Affordable Housing – Follow up from Sept 27, 2021 EDBC meeting
Links were provided to the City of Kawartha Lakes and City of Peterborough websites:
 - CKL Affordable Housing Targets Program
 - Peterborough Housing and Shelter – City is responsible for housing for the region
 - Sherry asked if Selwyn could provide a similar program to CKLs Targets Program. It was noted the City of Peterborough is the housing services provider for the City and the County of Peterborough i.e. housing services in local Townships are managed by the City of Peterborough.

Discussion Items

- f) Community Futures Strategic Planning
 - What are your top initiatives for the next 24 months?
 - What do you see happening in the business community?
 - What business needs have you identified?
 - What do you need from Community Futures Peterborough to advance business initiatives?
 - Committee members were asked to consider the questions and send any thoughts to Gail (Community Futures) directly

5. Reports

6. Other, New and Unfinished Business

- a) PKED Report – Verbal Update - Gabi Dragomir
 - PKED Third Quarter Report to County Council
 - PKED Q3 Presentation
 - PKED Q3 Metrics Report
 - PKED is working on their 2022 workplans and changing their focus and direction for the workplans. More information will be shared at the next meeting
- b) Business News/Updates – All Committee Members

Sherry:

- Kawartha Chamber of Commerce Awards Gala Winners in Selwyn (held on October 28, 2021)
 - Lifetime Achievement: Harry Pearson
 - Outstanding Business Achievement: Beachwood Resort
 - Commercial Development or Renovation: Kingdon Timber Mart – Lakefield
 - Customer Service Excellence: Buns & Sweets
 - Not-for-Profit Excellence: Ontario Turtle Conservation Centre
 - Retailer of the Year: Lockside Trading Company
 - Service Sector Excellence: Hendren Funeral Homes
- A new business has opened at 1866 8th Line, called Lakefield Furniture. Lee Etherington is a woodworker who refurbishes and makes wood furniture and live edge pieces. The business is open Friday to Sunday, 10-5 or by appointment. Lakefield Furniture also carries painted wood projects from Déjà vu Décor artist, Jan Wood. More about Jan's products can be found at Dejavudecor.ca
- Jesse's Bar & Grill is under new ownership. Adam Shear has taken over, as Jason Julian steps back from the business.
- Whatever Shop has opened by the Selwyn Outreach Centre on Lakefield Road
- The 'Taverner' (Selwyn Storage/Towing/Classy Commode) property on Lakefield Road has sold. The towing and commode business will continue to be operated by the existing owner from a new location.
- There is a new "My Covid Champion" promotion that is being launched this week, in partnership with the County, City, Curve Lake and Hiawatha First Nations to recognize people that made a difference during the pandemic. Over four weeks, 8 locally sourced gift baskets will be awarded (4 to someone that was nominated, 4 to those that nominated someone)

c) CIP/Township Report – Verbal update – Leisha

- CIP Update
 - Cassis Bistro - COVID-19 Pilot Grant \$800.00
Installation of a new front walkway, and new lattice for pergola
Expected Investment \$1,600.00
 - Shop the Lake - Landscaping Improvement Grant \$5,000.00
Rock garden patio under their ground sign to showcase their products
Expected Investment \$23,000.00

- It was confirmed that we are still receiving applications for a new EDBC member until the end of this week. Applications should be sent to Ange, and they will be reviewed at the next Council meeting on December 7, 2021.
- Remote Christmas Broadcast for Hometown Holiday (Pure Country FM), Parking lot adjacent to the Village Inn -Thursday, Nov 25th 6-11am
- Trail Towns Update (Leisha)
 - Paddle Art Project – Lakefield
 - There are 5 paddles in Lakefield, and plans for a programs with the local schools in 2022

d) Invitation for Guests

- Steven Tripp (PKED) will attend the January meeting to present the 2021 Business Count results for Selwyn.

7. Adjournment and Next Meeting

Moved by: Erin McLean; Second by: Pat Smith

- That the meeting of November 22nd, 2021 be adjourned.

Carried.

- The Committee meeting adjourned at 7:09 p.m.

Next Meeting

- The next EDBC meeting will be held on **Monday, January 24, 2022** at **6:00 p.m.** using the zoom platform.