



**AGENDA**  
**ECONOMIC DEVELOPMENT COMMITTEE MEETING (EDC)**  
**Thursday, January 23, 2020**  
**3:00 pm**  
**Township Office**

1. Call to Order
2. Election of a new Chair (Ernie has announced his desire to step down as Chair)
3. Approval of Past Minutes

Moved by \_\_\_\_\_ and Seconded by \_\_\_\_\_  
THAT the Minutes dated October 17, 2019 be approved.

4. Declaration of Pecuniary Interest
5. Delegations (none)
6. Current Business
  - 6.1 County Economic Development Funding Program – Applications were filed with the County and they have advised that subject to budget approval, they will be proceeding with the review of the applications in the New Year.
  - 6.2 Update from Mayor Horner, re the Broadband Conference (see attached)
  - 6.3 Announcement regarding the next intake of the RED Program
  - 6.4 Joint Economic Development Committee Meeting – Feb 18<sup>th</sup> at 6:30 pm

7. Information Items
  - 7.1 Report from M. Smibert- Assessment of Committee Structure
8. Items for Future Meetings/Meeting Date & Time
9. Adjournment

Moved by \_\_\_\_\_ and Seconded by \_\_\_\_\_  
THAT the meeting adjourn at \_\_\_\_\_ pm.



## ECONOMIC DEVELOPMENT COMMITTEE MEETING (EDC)

Thursday, October 17, 2019

7:00 pm

Township Office

Present: Ruben Rindella- Vice Chair  
Janet Horner  
Jeanette McFarlane  
Angela McMonagle  
Diana Morris  
Roseann Kenchtel – Secretary

Absent with Regrets: Ernie Lynch – Chair  
David Spencer

- 
1. Call to Order – the Chair called the meeting to order at 6:54 pm.
  2. Approval of Past Minutes

Moved by Horner and Seconded by McMonagle

**THAT the Minutes dated September 19, 2019 be approved. Carried**

3. Discussion Arising from Minutes

Member McMonagle suggested that the Mansfield Ski Club be considered for nomination at the 2020 Business Excellence Awards for their work in recycling and waste management. Nominations open in June/July of 2020 and there is a lack of Mulmur nominees. Members agreed to revisit nominations in the new year.

Member Horner provided a verbal update on the Primrose Business Park development and potential residential development opportunities in Mansfield.

4. Declaration of Pecuniary Interest- none disclosed
5. Delegations (none)
6. Current Business

### 6.1 Welcome Book

Members reviewed the proposed content for the book and it was suggested that a section on Municipal Water be included for residents of Mansfield. Member discussed the importance of the content correlating with information on the website. It was decided that the folder will not include paid advertising. Members discussed the design and look of the welcome book and agreed to move forward with the design and printing of a folder. Direction was given to Member Spencer and Michelle Smibert to forward the information from their allocated sections to Member McFarlane.

Moved by McMonagle and Seconded by Rindella  
**THAT the Committee contact Christian Beausoliel of Brilliant Creative for a quote to design and print 500 copies of the Welcome to Mulmur folder. Carried**

## 6.2 Dufferin County Economic Development Implementation Fund

Member McMonagle provided an update on the Mulmur Trails promotional project that will be submitted for funding. Members agreed that the Mulmur Trails project is contingent on receiving the Dufferin County Economic Development Implementation Fund. Member Horner and Member McFarlane will work together on the application for the Welcome Book. Direction was given to Secretary Knechtel to get a fillable copy of the application form and forward to members for completion.

## 7. Information Items

### 7.1 Dufferin Business Issues Survey Results

Member Morris reviewed the results of the Business Issues Survey and indicated that business confidence has dropped since last year's survey. Top priorities for businesses include marketing and advertising, attracting employees and access to high-speed internet. Members discussed meeting with the Town of Mono Internet Committee in the new year to host an information session for residents and promote high-speed options in the area. Members discussed "Canada's Rural & Remote Broadband Conference" being hosted in North Bay from November 12-14, 2019 and agreed it would be very beneficial to attend.

Moved by McMonagle and Seconded by McFarlane  
**THAT the Committee move to send Member Horner to Canada's Rural & Remote Broadband Conference in North Bay on behalf of the Economic Development Committee, with all associated costs being covered in the EDC budget. Carried**

8. Items for Future Meetings: Welcome Folder and the Mulmur trails marketing brochures, Canada's Rural & Remote Broadband Conference update. The next meeting is scheduled for Thursday November 21<sup>st</sup> at 7 pm.

## 9. Adjournment

Moved by McMonagle and Seconded by Spencer  
**THAT the meeting adjourn at 8:50 pm. Carried**

Approved by:

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Chair

.....  
Secretary

**Report to:** Mulmur Council  
**Re:** **Bridging the Digital Divide** - Canadian Rural and Remote Broadband Conference  
North Bay, November 13 and 14, 2019

This sold-out conference was an extraordinary gathering of providers, contractors, suppliers, consultants, municipalities, and provincial and federal government representatives. This was the first conference where all the parties had been gathered to address rural and remote issues with broadband.

Thirty seven percent of rural residents do not have access to 50/10 broadband or the speed that it takes to download and upload forms, videos, maps and other documents required to participate in society. In contrast, 99% of urban residents have that access. This leads to a significant urban-rural divide. Rural areas are missing the necessary infrastructure to build and thrive in their communities. This includes fiber networks, towers and internet service providers (ISP).

During the sessions, we heard from communities that had undertaken many different approaches to solving their broadband issues. These approaches varied from public-private partnerships, municipal solutions, and private investments. Each community has unique challenges that will include large distances, access to funding and sparse populations. Unfortunately there is no "one size fits all" solution to providing better access to broadband in rural areas.

Investment to improve broadband access is coming from many different levels of government but no one level of government can provide the solution to the problem. Collaboration must occur across the funding sources. Municipally, we need to have a Broadband strategy. In Mulmur we will find that due to our terrain and heavily treed areas, several approaches with technology may have to be taken to bring solutions to our residents.

Speakers felt that the current technology is sufficient to solve our immediate needs. Fiber is the key to future proofing our communities but not all communities are ready to invest in fiber. Fiber to the home can occur through underground conduits or on existing hydro poles. Given Canadian weather and pole charges by Hydro One, underground is preferable but not always possible. While we wait on 5G to arrive, we must understand that 5G does not have the range of 4G and that more towers will be required to carry the signals through foliage, buildings and uneven terrain. We cannot have 5G (and autonomous vehicles) unless we have fibre.

Many communities and ISP's have committed to helping enhance the rural connectivity. Quattro near St.Marys Ontario are currently providing fiber to the farm due to the high concentration of dairy farms requiring significant bandwidth to run the robots and GPS systems. York Region, through a stand-alone company YorkNet have invested in 850km of fiber that will connect their northern townships to better broadband. Any ISP will be able to rent the network to provide service to the customer. Olds Alberta created ONET, an internet service provider that has 90% of the town connected by fiber, free internet to the hospital and WIFI available in

all parks and open spaces. All profits from ONET are invested back into the community. Across Northern Ontario, communities and band councils have collaborated to create a project that will have 7 small communities connected where no connectivity currently exists. These communities are no longer “in the middle of nowhere”.

Municipalities were cautioned against becoming an ISP. We should not be spending public money to compete against private enterprise. On the other hand, as municipalities, we cannot expect that the large telecoms will provide a solution that will “fall from the sky” as they have collectively pulled back from investments in rural Ontario due to low payback. After all, a company like Rogers can make more from investing in a profitable sports team than they can providing internet to rural Ontario. Municipalities must find a way to make ISP’s more attracted to rural areas by owning infrastructure that will attract others to make the broadband dream a reality. The Town of Caledon have a “Broadband Levy” to help co-build their fiber network with Vianet.

Infrastructure whether it be roads and bridges or towers and fiber should be considered a long term investment by municipalities. If a municipality builds the infrastructure, it can then be rented to the ISP’s that may want to collocate – Rogers, Bell or Vianet. If municipalities own the fiber in the ground, it is called “dark fiber” until someone comes and “lights it up” to provide broadband services. This brings an income stream back to the municipality – similar to what we have done with solar. Determining what to invest in should be part of a larger Broadband Strategy. Mulmur could develop this strategy alone or collaborate with a neighbouring community or the County.

Thank you for the opportunity to attend this excellent conference. I regret that more people from Dufferin were not in attendance to see the possibilities for the future. I now have contacts in tower building, fiber suppliers, ISP and other municipalities who are all working together to bridge the urban-rural divide.

One of the speakers said that “getting something done is better than doing nothing”. I recommend that Mulmur approaches our neighbours to see if there is interest in developing a Broadband Strategy. In this way, we will get something done in a coordinated planned manner.

Respectfully submitted,

Janet Horner  
Mayor

**This communication is in both English and French. The French-language message can be found immediately after the English-language message.**

**La présente communication est en anglais et en français. Le message en français se trouve immédiatement après la version anglaise.**

January 20, 2020

Dear Ms. Atkinson:

I am pleased to announce the next application intake for the Rural Economic Development (RED) program will be from January 20 to February 24, 2020. You can find all program information, including how to apply, on my ministry's website at [ontario.ca/REDprogram](http://ontario.ca/REDprogram).

In July 2019, we announced the revitalized RED program. Our updates put the focus on outcome-based projects that will have tangible benefits for Ontario's rural and Indigenous communities. The updates to the RED program better align with our government's priorities to remove barriers to investment, open doors to rural economic development and create good jobs across the province.

The program now has two project categories:

- The Strategic Economic Infrastructure stream provides up to 30 per cent in cost-shared funding for minor capital projects that advance economic development and investment opportunities.
- The Economic Diversification and Competitiveness stream provides up to 50 per cent in cost-shared funding for projects that remove barriers to business and job growth, attract investment, attract or retain a skilled workforce, strengthen sector and regional partnerships and diversify regional economies.

Our government is committed to supporting economic growth in rural communities and ensuring Ontario is open for business.

I encourage you to take advantage of this funding opportunity and submit

## Michelle Smibert

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**From:** Tracey Atkinson  
**Sent:** January 20, 2020 11:47 AM  
**To:** Michelle Smibert; Adam Hicks  
**Cc:** Heather Boston  
**Subject:** FW: From the Honourable Ernie Hardeman, Minister of Agriculture, Food and Rural Affairs

Please add to EDC agenda. Thanks!

**Tracey Atkinson, BES MCIP RPP Dipl.M.M. | C.A.O. Planner**  
Township of Mulmur | 758070 2<sup>nd</sup> Line East | Mulmur, Ontario L9V 0G8  
Phone 705-466-3341 ext. 222 | Fax 705-466-2922 | [tatkinson@mulmur.ca](mailto:tatkinson@mulmur.ca)

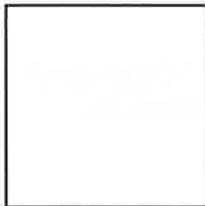


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**From:** noreply@salesforce.com <noreply@salesforce.com> **On Behalf Of** Minister OMAFRA  
**Sent:** January 20, 2020 11:45 AM  
**To:** Tracey Atkinson <tatkinson@mulmur.ca>  
**Subject:** From the Honourable Ernie Hardeman, Minister of Agriculture, Food and Rural Affairs



an application for your economic development project. Together, we can ensure Ontario's communities thrive.

Sincerely,

*Original signed by*

Ernie Hardeman

Minister of Agriculture, Food and Rural Affairs

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Le 20 janvier 2020

Madame Atkinson,

J'ai le plaisir d'annoncer que la prochaine période de réception des demandes dans le cadre du Programme de développement économique des collectivités rurales (DECOR) se déroulera du 20 janvier au 24 février 2020. Tous les renseignements sur le Programme DECOR, dont la marche à suivre pour présenter une demande, se trouvent au site Web de mon ministère à l'adresse [www.ontario.ca/fr/page/programme-de-developpement-economique-des-collectivites-rurales](http://www.ontario.ca/fr/page/programme-de-developpement-economique-des-collectivites-rurales).

Nous avons annoncé, en juillet 2019, la version actualisée du Programme DECOR. Nous avons actualisé le Programme DECOR pour mettre l'accent sur les projets axés sur les résultats – ceux qui apportent des avantages concrets aux collectivités rurales et autochtones de l'Ontario. La version actualisée du Programme DECOR correspond mieux aux priorités de notre gouvernement, lesquelles consistent à éliminer les obstacles aux investissements, à favoriser le développement économique rural et à créer de bons emplois partout dans la province.

Le Programme DECOR comporte désormais deux catégories de projets:

- Le volet Infrastructure économique stratégique, qui apporte une aide financière à frais partagés représentant jusqu'à 30 p. 100 du coût des petits projets d'immobilisation visant à favoriser le développement économique et les possibilités d'investissement.

- Le volet Diversification économique et compétitivité, qui apporte une aide financière à frais partagés représentant jusqu'à 50 p. 100 du coût des projets visant à supprimer des obstacles à la croissance des entreprises et à la création d'emplois, à attirer des investissements, à attirer ou à maintenir en poste une main-d'œuvre qualifiée, à renforcer les partenariats sectoriels et régionaux, et à diversifier les économies régionales.

Notre gouvernement est déterminé à favoriser la croissance économique des collectivités rurales et à rendre l'Ontario ouvert aux affaires.

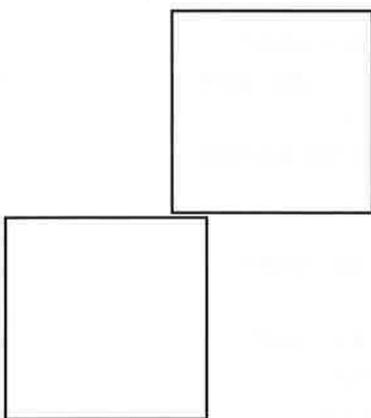
Je vous encourage à profiter de cette possibilité d'aide financière et à présenter une demande pour votre projet de développement économique. En unissant nos efforts, nous pourrions assurer la prospérité des collectivités de l'Ontario.

Veillez agréer, Madame, l'expression de mes sentiments les meilleurs.

Le ministre de l'Agriculture, de l'Alimentation et des Affaires rurales,

*Original signé par*

Ernie Hardeman



Mark Your Calendars for Dufferin County's  
**Joint**  
**Economic Development Committee**  
**Meeting**

A Discussion on  
**Collaboration**

**Tuesday Feb. 18th**  
**6:30- 8:00 pm**  
**Museum of Dufferin**

**Who's Invited?**

Municipal Staff  
Municipal Council Members  
Municipal Economic  
Development Committees

RSVP to Karisa Downey 519-941-2816  
ext. 2508 or [kdowney@dufferincounty.ca](mailto:kdowney@dufferincounty.ca)

**Guest Speaker:**



**Belinda Wick-Graham**  
Manager of Economic Development  
Town of Minto

**Also featuring:**  
Ellen Sinclair and Diane Murenbeeld  
Town of Orangeville



**STAFF REPORT**

**TO:** COUNCIL/COMITTEES  
**FROM:** Michelle Smibert, Clerk  
**MEETING DATE:** December 11, 2019  
**SUBJECT:** Committees

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**PURPOSE:**

To provide information to council regarding committees along with feedback from the committees in terms of their needs.

**BACKGROUND:**

At the Council meeting on November 6, 2019, the following motion was passed:

**THAT in an effort to maximize staff, financial and volunteer resources, the structure of each committee is to be re-assessed at their next Committee meeting. Carried**

Staff will circulate this information to the committees in advance of the Council meeting in order to obtain feedback prior to Council making a decision on the current committee structure.

**STRATEGIC PLAN ALIGNMENT:**

N/A

**FINANCIAL IMPACTS:**

There are costs associated with staff attending meetings, preparation of agendas, minutes and follow-up.

<i>Strategic Plan Goals</i>
1. <i>Responsible growth</i>
2. <i>Wider awareness</i>
3. <i>Local access to services</i>
4. <i>Cost containment</i>
5. <i>Community participation</i>

**ANALYSIS:**

The following definitions of committees and subset of committees for reference are taken from the dictionary:

- “Committee” – a small group of people chosen to represent a larger organization and either make decisions/recommendations or collect information for it. Normally, these members are appointed by Council for a specific term – usually the term of Council.
- “Task Force” – a temporary grouping under one leader for the purpose of accomplishing a definite objective. Again, the Council would appoint members for a certain time frame.

- “Advisory Committee” – is a collection of individuals who bring unique knowledge and skills which augment the knowledge and skills of the formal board of directors in order to more effectively guide the organization. These members would be appointed by Council.
- “Ad-hoc Committee” – formed for a specific task or objective and dissolved after the completion of the task or achievement.
- Stand Alone Committees or Boards – is not a committee of council and the council does not appoint the members. A Stand Alone committee is not governed by the Procedural By-Law and minute taking may or not take place.

Committees traditionally have staff resources to help guide and provide expert advice on municipal matters and to provide support in terms of agendas, minutes and follow-up. Normally, recommendations are required to go through staff in terms of a report to be tabled with Council. This process can be seen as a rigid one and time consuming as reports can take some time and then need to be timed to meet the next meeting of Council.

It can be argued that it may be easier for a person/group to address a matter with Council directly through a delegation rather than going through the committee process.

Committees might want to consider the following when reviewing their current structure and or another structure to advance their work:

- Are there staff resources that can provide the work of the committee or a service? Are there other resources outside the municipality that can assist or do the work?
- Is the committee at a point where most of the work of the mandate has been accomplished? What else needs to be done?
- Are there advantages to being part of a group that doesn't require Council appointments ie can add members at any time, can meet at any time or any place.
- Is the current structure meeting the committee's needs? If not, then what are the current challenges?
- What support does the committee need and for what purpose? (staff, council, budget)

Mulmur is best served to support groups of volunteers that offers a service that the municipality does not provide or have resources for. As an example, Mulmur does not have an event staff resource person to co-ordinate municipal events and given the lack of service clubs in the area, Council may want to consider support for an Events Group made up of volunteers and supported by staff to assist with event planning.

Committees do provide valuable input to Council and staff and encourage community involvement which translates into a higher level of accountability and transparency for the municipality. High level of volunteerism through participation translates to greater sense of community and a higher level of service delivery by providing events and information that may otherwise be unfeasible for the Township.

Whatever committee composition is ultimately derived at, there should be a clear mandate and if there is a very specific task that is being reviewed then it needs to be understood that there is a defined term.

**RECOMMENDATION:**

To be considered by Council.

Respectfully submitted,

*Michelle Smibert*

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Michelle Smibert, MPA, CMO