



**ELECTRONIC AGENDA  
ECONOMIC DEVELOPMENT COMMITTEE  
MAY 20, 2021 5:00 PM**

**THIS MEETING IS BEING HELD ELECTRONICALLY USING VIDEO AND/OR AUDIO CONFERENCING.**

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<https://us02web.zoom.us/j/84602248258>

Meeting ID: 846 0224 8258

**1. CALL TO ORDER**

**2. APPROVAL OF THE AGENDA**

Moved by \_\_\_\_\_ and Seconded by \_\_\_\_\_  
THAT the Agenda for May 20, 2021 be approved.

**3. MINUTES OF THE PREVIOUS MEETING**

Moved by \_\_\_\_\_ and Seconded by \_\_\_\_\_  
THAT the Minutes dated March 18, 2021 be approved.

**4. DISCUSSION ARISING OUT OF THE MINUTES**

**5. DISCLOSURE OF PECUNIARY INTERESTS**

**6. FIFTEEN MINUTE QUESTION PERIOD**

**7. DEPUTATIONS AND INVITATIONS**

7.1 Ruth Rindinella, Chair of Event Committee

**8. ADMINISTRATION**

- 8.1 Master Series Home and Garden Show (verbal update Julie Pollock)
- 8.2 Cycling Project Locations and Funding

- 8.3 Dufferin Recreation/Tourism Plan implementation (verbal update from Angela McMonagle)

**9. INFORMATION ITEMS**

- 9.1 Small Business Enterprise Center Presentation
- 9.2 Wellington Dufferin Guelph Public Health "Let's Do This Together"

**10. ITEMS FOR FUTURE MEETINGS**

- 10.1 EDC Mandate and Strategic Plan Alignment

**11. ADJOURNMENT**

Moved by \_\_\_\_\_ and Seconded by \_\_\_\_\_  
THAT the meeting adjourns at \_\_\_\_ pm and meet again on July 15<sup>th</sup> at 5pm, or at the call of the Chair.



## MINUTES

### ECONOMIC DEVELOPMENT COMMITTEE MEETING (EDC)

Thursday, March 18, 2021

5:00 pm

Township Video-Conference

Present:

Angela McMonagle – Chair  
Ruben Rindinella- Vice-Chair  
Janet Horner- Mayor  
Jeanette McFarlane  
Julie Pollock  
Diana Morris  
Tracey Atkinson – CAO  
Alexis Phillips – Secretary

1. **Call to Order** – The Chair called the meeting to order at 5:03 pm.

2. **Approval of Past Minutes**

**Moved by: Horner and Seconded by: Rindinella**

THAT the Minutes dated January 21, 2020 be approved.

The vote was recorded in accordance with the Township's procedural by-law provisions for electronic meetings:

|            |     |
|------------|-----|
| Horner     | Yes |
| McMonagle  | Yes |
| Morris     | Yes |
| Pollock    | Yes |
| Rindinella | Yes |

**CARRIED**

3. **Declaration of Pecuniary Interest**

None declared.

4. **Delegations**

4.1 Superburger Flag- James Nicolaou

Mr. Nicolaou was not present for the meeting. Discussion ensued regarding the sign. Funding could be considered through a grant application. Staff will forward the grant application and guidelines to Mr. Nicolaou.

## **5. Current Business**

### **5.1 Future Grant Projects**

The Committee discussed the following project ideas: home and garden show, event pavilion at the Municipal office, exercise path around Municipal property, hamlet/community Centre refresh.

Julie Pollock will work on creating a plan for the Home and Garden show, and will report back to the Committee at a future meeting.

Committee reviewed the strategic plan actions and implementation items, including the combination of Events Committee and EDC. Discussions ensued regarding the RED Project list and opportunities for economic development with the assistance of RED grants.

Garden/marketing series (bees, gardens, master gardeners, virtual or live tours, videos)

Discussion ensued regarding coordinating Rec master plan pavilion and ice pad with RED grant EDC project.

The Committee discussed “it’s better in Mulmur” logo (designed by Ken Hall).

Jeanette McFarlane and Alexis Phillips provided an update to the newsletter distribution numbers and business themes.

### **5.2 Cycling Project**

Chair McMonagle updated the Committee on Dufferin leadership of the cycling project and how a bike rack or repair station had been discussed.

Mayor Horner mentioned spending funds on cycling projects at various locations throughout the Township, and she will work on the locations with Tracey Atkinson. McMonagle will look at pricing and EDC benefits to adding a historic relevance. McMonagle will provide a summary for Council to consider.

Tracey Atkinson spoke on the funding notices and confirmed that there are funds remaining.

## **6. Information Items**

### **6.1 Business Issues Survey**

Dianna Morris provided a summary and noted that this is the third year for the survey. Morris highlighted the changes year-over-year and covid implications.

### **6.2 Rural Economic Development Program – Ontario Announcement**

### **6.3 Share the Road Discussion**

### **6.4 Rural Economic Development Project List**

6.5 Dufferin County Virtual EDC (Verbal Update)

Mayor Horner provided a summary of the Bruce County Tourism presentation. New County Tourism officer will be taking on the cycling project. Emphasis was on managing resources, attractions and linking tourism to economic development.

**7. Items for Future Meetings/Meeting Date & Time**

- 7.1 Strategic plan implementation and EDC Mandate
- 7.2 Garden Master Series plan
- 7.3 Proposed funding for Cycling Project Update

**8. Unfinished Business**

**9. Adjournment**

**Moved by: Dianna Morris and Seconded by: Julie Pollock**

THAT the meeting adjourns at 6:38pm and meet again on May 20<sup>th</sup>, July 15<sup>th</sup>, September 16<sup>th</sup>, and November 18<sup>th</sup> at 5pm.

The vote was recorded in accordance with the Township's procedural by-law provisions for electronic meetings:

|           |     |
|-----------|-----|
| Horner    | Yes |
| McFarlane | Yes |
| McMonagle | Yes |
| Morris    | Yes |
| Pollock   | Yes |

**CARRIED**

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**Chair**

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**Secretary**



## STAFF REPORT

**TO:** Economic Development Committee  
**FROM:** Roseann Knechtel, Deputy Clerk  
**MEETING DATE:** May 20, 2021  
**SUBJECT:** Cycling Rack/Bench Locations

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### PURPOSE:

The purpose of this report is to identify areas of opportunity for the installation of cycling racks/benches.

### BACKGROUND:

At the Economic Development Committee meeting on March 18, 2021 direction was given to identify potential locations for cycling racks.

### ANALYSIS:

The following have been identified as potential locations:

#### Municipal Locations

- Honeywood Arena
- Township of Mulmur Municipal Office
- Thomson Trail Park
- Mansfield Community Park

#### County Locations :

- Dufferin Forest Tracts

#### Public Locations :

- Terra Nova Public House
- Mansfield Ski Club
- Mansfield Outdoor Centre
- Whitfield Church
- Pine River Fishing Area
- Old Stanton Store
- Mansfield Gas Stations
- Mrs Mitchells
- Rosemont General Store
- Maplegrove Market

- Champ Burger
- Super Burger
- Primrose School
- Bruce Trail Access Points
- Boyne Valley Provincial Park

**STRATEGIC PLAN ALIGNMENT:**

1. Growing a Connected Mulmur: Communication with and social connectivity within the Mulmur community.
2. Growing a Sustainable Mulmur: Being Proactive in Sustainable Initiatives to ensure the long term well being of Mulmur (includes Resources/Financial/People).

**FINANCIAL IMPACTS:**

Funds from the Dufferin County Economic Development Grant can be used to cover the costs of cycling stations and benches. The Committee has \$28,941.70 remaining.

**RECOMMENDATION:**

THAT the Economic Development Committee receive the report.

Respectfully submitted,

*Roseann Knechtel*

Roseann Knechtel, Deputy Clerk

## **TRAILS** Projects for Redirected Trails Funding

- Rest/stop resources offered to local merchants to attract or support customers/visitors
  - Mulmur or Dufferin-branded Bike rack
  - Mulmur or Dufferin-branded bike repair station – includes air pump, bike wrenches.
  - Bench, picnic table, small garbage bin.
- Share the road and/or User Responsibility Code signs at popular locations around the township/county.

### Potential Locations:

- Terra Nova - Public House, Municipal Office
- Mansfield Ski Club
- Fishing Reserve/(Prince of Wales)
- Dufferin Forest - Main Tract Lot
- Primrose – Champs, Super Burger, School
- 20 Sideroad/5<sup>th</sup> Line EHS/Airport Rd
- Hornings Mills
- 
- Mansfield
- Honeywood
- Rosemont

### Potential Suppliers:

#### Custom:

Iron Butterfly Blacksmithing – Tyler Kueper, Lisle ON

Others?

#### Commercial Suppliers

Global Industrial Inc. (Richmond Hill) – bike racks and benches for outdoor spaces

Halt Equipment (Montreal) Cycling Infrastructure Specialists - parking solutions

Canaan Site Finishings (Markham) – for public spaces – eg. Bike racks, outdoor benches

Dero Fixit – (Minneapolis)

Belson Expert (Illinois) – Fixit Tools + Air Pump

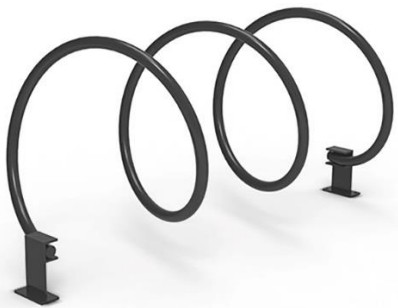


**Commercial Cost Estimates:**

Bike Racks - \$150 to \$750 each

Bench - \$1000 to \$1500 each

Fixit Station - \$750 to \$1500



Fix-It Stations





# Orangeville & Area Small Business Enterprise Centre

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Report to  
Dufferin County  
Community Development Committee  
April 22, 2021



# Serving Dufferin County



# Supporting Partners





- 54 SBC offices across Ontario
- Strong network for peer support and shared resources
- Currently administering The Small Business Covid Recovery Network project (Ontario Together)

# sbcontario.ca



[guelphbusiness.com](http://guelphbusiness.com)



[barriebusinesscentre.ca](http://barriebusinesscentre.ca)



[enterprisecentre.ca](http://enterprisecentre.ca)



[www.grey.ca/economic-development/business-enterprise-centre/WhcmZ](http://www.grey.ca/economic-development/business-enterprise-centre/WhcmZ)



# Consultations by phone, video or in-person by appointment



200 Lakeview Ct.  
Orangeville



Mel Lloyd Centre  
Shelburne



# www.orangevillebusiness.ca



Market Information

Programs and Incentives  
**LIVING HERE**

Property Listings  
**THINGS TO DO**

Small Business Enterprise Centre  
**DOING BUSINESS**

About Us  
**TOWN HALL**

## Small Business Enterprise Centre



Home / Doing Business / Economic Development & Culture / Small Business Enterprise Centre

The Orangeville & Area Small Business Enterprise Centre (SBEC) provides free guidance and support to start-ups and existing small businesses in the early years of operation. Whether you're developing a business plan, launching a new enterprise, or growing an existing operation, we can provide resources and advice to help you succeed.



### Economic Development & Culture

Why Orangeville

Market Information **+**

Programs and Incentives **+**



# Services include

- One-to-one consultations with qualified business consultants who will help you start and grow your business
- Business registration assistance and help developing a business plan
- Free access to a business resource library, computers and internet – **currently unavailable**
- General inquiries on a wide range of small business issues



# Services include

- Information on financing options, permits, licences importing and exporting, and government support
- Information and access to entrepreneurship programs (Starter Co. +, Summer Co.)
- Digital Main Street
- Business Seminars – currently Webinars
- Mentoring and networking opportunities
- Special programs, incentives, and undertakings as funding becomes available (**Virtual Advisory Service**)



# Seminars & Workshops



# Bridges to Better Business



# Economic Outlook Breakfast





# Entrepreneurship Training Programs

**Summer  
Company**

**Starter  
Company+**





# Virtual Business Advisor Service

# Stats

|                    | Nov 1/19 – Oct 31/20 | Nov 1/18 – Oct 31/19 |
|--------------------|----------------------|----------------------|
| Consultations      | 684                  | 548                  |
| Workshops/seminars | 24                   | 32                   |
| Inquiries          | 5,671                | 4,010                |
| Businesses started | 43                   | 74                   |
| Jobs Created       | 110                  | 157                  |

| <b>Consultations by Municipality</b> |              |            |                      |            |
|--------------------------------------|--------------|------------|----------------------|------------|
| Nov. 1/19 – Oct. 31/20               |              |            | Nov 1/18 – Oct 31/19 |            |
|                                      | <b>TOTAL</b> | <b>%</b>   | <b>TOTAL</b>         | <b>%</b>   |
| <b>Amaranth</b>                      | 6            | 1          | 21                   | 4          |
| <b>East Garafraxa</b>                | 5            | 1          | 16                   | 3          |
| <b>Grand Valley</b>                  | 57           | 9          | 21                   | 4          |
| <b>Melancthon</b>                    | 11           | 2          | 17                   | 3          |
| <b>Mono</b>                          | 35           | 5          | 68                   | 12         |
| <b>Mulmur</b>                        | 9            | 1          | 13                   | 2          |
| <b>Orangeville</b>                   | 392          | 57         | 181                  | 33         |
| <b>Other/Outside Dufferin</b>        | 78           | 11         | 59                   | 11         |
| <b>Shelburne</b>                     | 91           | 13         | 91                   | 17         |
| <b>Undefined</b>                     | 0            | 0          | 61                   | 11         |
| <b>Total</b>                         | <b>684</b>   | <b>100</b> | <b>548</b>           | <b>100</b> |

# Some past participants from across the region



### Orangeville Economic Development & Culture

August 19 · 🌐

Emma Bradley is a multi-talented artist and a participant in the 2019 #SummerCompany program. Her one-of-a-kind pottery, jewelry and artwork can be seen at local art shows or purchased through custom orders. She just opened an art show called Kaleidoscope, on until October 2019 at Café Creperie in Elora. Find Emma at The Squash Pottery or contact her directly at 519-216-9848.



Caledon



### Orangeville Economic Development & Culture

August 13 · 🌐

Cameron Sheedy is a Summer Company participant, a licensed pesticide operator, and the owner of Headwaters Pest Control. He offers free consultations to determine the right service to target all pesky intruders. Cameron also provides garden treatments, lawn and garden maintenance, and mosquito and fly control.

To learn more about Cameron's professional services, visit [www.headwaterspestcontrol.com](http://www.headwaterspestcontrol.com).

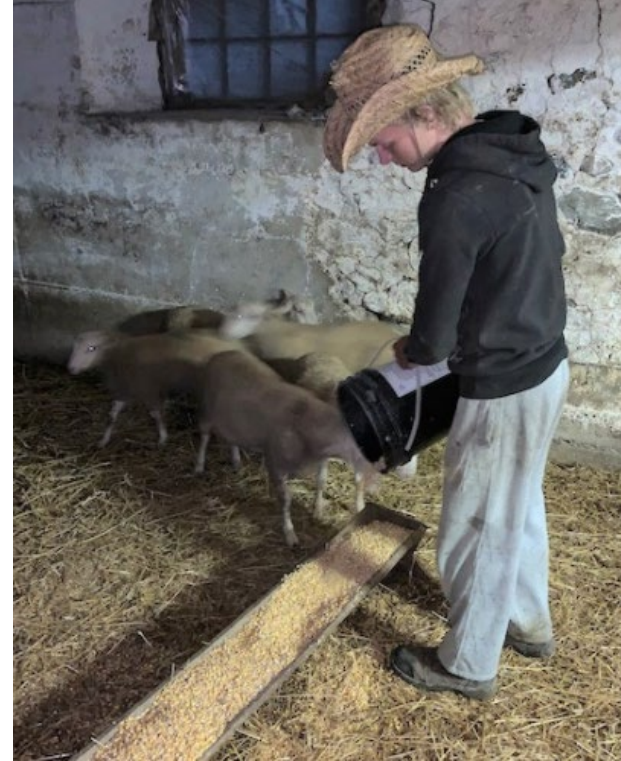


Mono

# Roy's Lambs and Chickens

## Roy Van der Veen

Roy's Lambs and Chickens is a new agricultural venture located just outside Grand Valley. Owned and operated by Roy Van der Veen, the business offers locally raised frozen and prepared meats as well as farm fresh eggs. Orders can be placed through his website [www.royslambsandchickens.com](http://www.royslambsandchickens.com), by phone 519-288-7082 or email [roysheep04@hotmail.com](mailto:roysheep04@hotmail.com).



Grand Valley



### Orangeville Economic Development & Culture

August 8 · 🌐

Judel Tabsing, owner of JT Home Tours and a #SummerCompany participant, creates high quality videos for home owners and real estate agents to use when selling a property. The virtual tour is recorded using state of the art equipment and edited with professional finishing. Judel's eye for detail and flair for marketing, along with his technology background, ensure the property is exquisitely showcased. See some of his work on his YouTube channel at [www.bit.ly/jthometours](http://www.bit.ly/jthometours).



Orangeville



### Orangeville Economic Development & Culture

July 23 · 🌐

The reviews are coming in for Riveting Adventurez!  
~"What a great way to explore a very interesting town!"  
~ "From deciphering the clues to getting to see the unique places in #Orangeville, it was very engaging."  
~ "Great family fun!"  
Owner Ameena Abdulaziz created her puzzle tour business to provide a new way for residents and visitors to explore Downtown Orangeville. The tour offers an escape room-style experience crossed with a scavenger hunt and a mystery story. Intrigued? Check out <https://www.rivetingadventurez.com/> to learn more and support this #SummerCompany business.



Erin



**NOW OPEN**

**JF Designs**

**Jocelyn Foster** is a graphic design student and the owner of **JF Designs**.

In addition to offering graphic design services and promotional supplies for businesses, Jocelyn also creates a unique selection of custom home décor items.

Follow JF Designs on Facebook @jocelynfosterdesigns or email her directly at [jocelynm.foster@gmail.com](mailto:jocelynm.foster@gmail.com)



Shelburne



SMALL  
BUSINESS  
CENTRES  
ONTARIO



# NOW OPEN

## Newton Wood Furniture

**Camden Newton** is a skilled carpenter who creates quality, custom home furnishings using locally sourced materials. **Newton Wood Furniture** offers both premade and custom made products to suit the needs of every customer.

For more information, contact Cam directly at [camdensbusinessemail@gmail.com](mailto:camdensbusinessemail@gmail.com)



Mulmur



**NOW OPEN**

## Detail My Ride

**Detail My Ride** is in the business of making your vehicle shine!  
Owner and operator **Jacob Luxton** offers professional cleaning services for all vehicle types. With his meticulous attention to detail, Jacob will deliver polished results and precision service.


Follow Detail My Ride on Facebook @DMRTimeToShine  
or contact Jacob at [jacobluxton@gmail.com](mailto:jacobluxton@gmail.com)

**Summer  
Company**

**Orangeville**  
Economic Development/SBEC



Melancthon



**PR  
W**

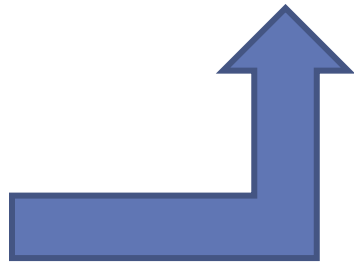
**PROPERTY  
WORKZ.ca**

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CONTACT US FOR A FREE ESTIMATE OR  
ANY OTHER QUESTIONS YOU MAY HAVE.**

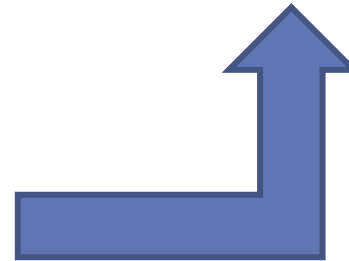
**(519) 943 2206**

Property Workz  
@propertyworkz

Home



Hillsburgh



Amaranth



Shelburne




**SAMANTHA HOUSTON**  
**EQUESTRIAN STABLE SERVICES**

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 MANAGEMENT, STABLE CLEANING, FARM  
 SITTING, GENERAL LABOUR

**Equestrian Stable Services**  
 Horses · Rodeo · Farm

Timeline About Photos Reviews More ▾

Amaranth





Shelburne

**Orangeville & Area Small Business Enterprise Centre**  
**200 Lakeview Court (Upper Level), Orangeville**  
**519-941-0440 Ext. 2286**  
**[sbec@orangeville.ca](mailto:sbec@orangeville.ca)**

## Roseann Knechtel

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**Subject:** FW: "We (heart) Local" campaign for Dufferin Businesses.  
**Attachments:** WDGPH-Business-AssetGuide.pdf

**From:** Britney Hope <[bhope@dufferincounty.ca](mailto:bhope@dufferincounty.ca)>  
**Date:** May 14, 2021 at 9:32:03 AM EDT  
**Cc:** Karisa Downey <[kdowney@dufferincounty.ca](mailto:kdowney@dufferincounty.ca)>  
**Subject:** "We (heart) Local" campaign for Dufferin Businesses.

Greetings,

I'm writing to share the final set of assets from WDG Public Health's new campaign, "Let's Do This Together."

The campaign is designed to support local businesses throughout the region. Businesses can promote the message by posting/sharing the attached assets via their storefronts, websites and social platforms.

Please feel free to share the attached with your colleagues and friends in commerce.

Warmly,  
Britney

Britney Hope (she/her), Economic Development Coordinator | Development and Tourism | County of Dufferin | Phone: 519.941.2816 x 2512 | [bhope@dufferincounty.ca](mailto:bhope@dufferincounty.ca)<<mailto:bhope@dufferincounty.ca>>  
|  
55 Zina St, Orangeville, ON L9W 1E5

We are a new department at the County of Dufferin! The Development and Tourism Department includes Planning, Building Services, Economic Development, Tourism and the Museum of Dufferin.

Visit our services online at DufferinCounty.ca<<https://dufferincounty.ca/>> |  
JoininDufferin<<https://joinindufferin.com/>> |  
DufferinMuseum.com<<https://www.dufferinmuseum.com/>>

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# LET'S DO THIS TOGETHER

## Business Asset Guide



#ForYouForMeForWDG



**PublicHealth**  
WELLINGTON-DUFFERIN-GUELPH  
*Stay Well.*

As we continue through this pandemic, we are grateful for supportive partners like yourselves to help promote our Community COVID-19 Campaign. We would also like to do all we can to encourage our community to support local businesses.

This campaign promotes positivity and togetherness in the community. We want to encourage behaviours desired by public health, local government and community benefit organizations through demonstrating a united approach from community leaders and businesses.

We've developed these creative assets specifically for our business community's use. We all can't wait to eat in person, shop in person and visit our favourite local spots, and this is a reminder to continue supporting these businesses until we can see them on the other side!

### **Use these designs everywhere you can!**

These files are more than just for social media: they can be used on a newsletter, posted in a window or on a wall, printed on t-shirts — use your imagination! The overarching message for this campaign is: **Let's Do This Together!** Please use this when you can, along with the hashtag: **#ForYouForMeForWDG.**

If you don't see what you need, just ask! If you have yet to receive our original Campaign Asset Guide and would like access to these pieces of creative as well please also reach out.

Send an email to: [clientservices@letterm.ca](mailto:clientservices@letterm.ca)

# Digital Assets

## We heart LOCAL



**Instagram**  
Click asset to download



**Facebook**  
Click asset to download



**LinkedIn**  
Click asset to download



**Twitter**  
Click asset to download

[Click here for current COVID rules and regulations for businesses.](#)

## Digital Assets

### Support LOCAL businesses



**Instagram**  
Click asset to  
download



**Facebook**  
Click asset to download



**LinkedIn**  
Click asset to download



**Twitter**  
Click asset to download

[Click here for current COVID rules and regulations for businesses.](#)

# Digital Assets

## Eat LOCAL



**Instagram**  
Click asset to download



**Facebook**  
Click asset to download



**LinkedIn**  
Click asset to download



**Twitter**  
Click asset to download

Click here for current COVID rules and regulations for businesses.

# Digital Assets

## Shop LOCAL



**Instagram**  
Click asset to download



**Facebook**  
Click asset to download



**LinkedIn**  
Click asset to download



**Twitter**  
Click asset to download

[Click here for current COVID rules and regulations for businesses.](#)

# Digital Assets

## We heart local businesses

**We heart local businesses.** We heart coffee shops. **Patios.** Gyms. We heart chatting at the check-out counter, trying on clothes, browsing the bookshelves, **painting pottery on a Sunday afternoon,** running into friends, buying gifts in person, **getting a fresh haircut,** pub night, trivia night, girls' night out and listening to live music while **enjoying a meal** at a favourite local restaurant. **We all want to get back to business as usual. Let's do everything we can to support them until we can.**

Order in. Pick up. Buy a gift card for later. Tell friends, **spread the word,** talk them up. Small businesses are the **heartbeat of communities,** and they deserve our love.



**PublicHealth**  
WELLINGTON-DUFFERIN-GUELPH  
*Stay Well.*

**LET'S DO THIS TOGETHER**  
#ForYouForMeForWDG

**Instagram**  
Click asset to download

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**PublicHealth**  
WELLINGTON-DUFFERIN-GUELPH  
*Stay Well.*

**LET'S DO THIS TOGETHER**  
#ForYouForMeForWDG

**Facebook**  
Click asset to download

**We heart local businesses.** We heart coffee shops. **Patios.** Gyms. We heart chatting at the check-out counter, trying on clothes, browsing the bookshelves, **painting pottery on a Sunday afternoon,** running into friends, buying gifts in person, **getting a fresh haircut,** pub night, trivia night, girls' night out and listening to live music while **enjoying a meal** at a favourite local restaurant. **We all want to get back to business as usual. Let's do everything we can to support them until we can.**

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**PublicHealth**  
WELLINGTON-DUFFERIN-GUELPH  
*Stay Well.*

**LET'S DO THIS TOGETHER**  
#ForYouForMeForWDG

**LinkedIn**  
Click asset to download

**We heart local businesses.** We heart coffee shops. **Patios.** Gyms. We heart chatting at the check-out counter, trying on clothes, browsing the bookshelves, **painting pottery on a Sunday afternoon,** running into friends, buying gifts in person, **getting a fresh haircut,** pub night, trivia night, girls' night out and listening to live music while **enjoying a meal** at a favourite local restaurant. **We all want to get back to business as usual. Let's do everything we can to support them until we can.**

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**PublicHealth**  
WELLINGTON-DUFFERIN-GUELPH  
*Stay Well.*

**LET'S DO THIS TOGETHER**  
#ForYouForMeForWDG

**Twitter**  
Click asset to download

[Click here for current COVID rules and regulations for businesses.](#)