



**ELECTRONIC AGENDA
ECONOMIC DEVELOPMENT COMMITTEE
JULY 26, 2021 5:00 PM**

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

Meeting ID: 846 0224 8258

- 1. CALL TO ORDER**
- 2. APPROVAL OF THE AGENDA**
THAT the Agenda for July 26, 2021 be approved.
- 3. MINUTES OF THE PREVIOUS MEETING**
THAT the Minutes dated May 20, 2021 be approved.
- 4. DISCUSSION ARISING OUT OF THE MINUTES**
- 5. DISCLOSURE OF PECUNIARY INTERESTS**
- 6. ADMINISTRATION**
 - 6.1 EDC Mandate and Strategic Plan Alignment**
 - 6.2 Events Committee Mandate and Reporting**
 - 6.3 Think Local Market Verbal Update**
 - 6.4 Cycling Station Materials and Locations**
 - a) Dufferin County Forest Main Tract**
 - b) Pine River Fishing Area**
 - c) Kilgorie**
 - d) Municipal Office**
 - e) Honeywood Park**

- f) Thompson Trail Park**
- g) Mansfield Community Park**

Staff Recommendation: THAT the Committee approve the locations of cycling station infrastructure for the Pine River Fishing Area, Kilgorie, Municipal Office, Thompson Trail Park and Mansfield Community Park;

AND THAT the Committee consult with Dufferin County and active cyclists within Mulmur to determine an appropriate location for cycling station infrastructure at the Dufferin County Forest Main Tract;

AND THAT the Committee seek approval from the NDCC Board of Management for the installation of cycling station infrastructure at the Honeywood Park at the identified location;

AND FURTHER THAT the Committee invite local business to purchase and install cycling infrastructure to partner with the Municipality for inclusion in digital collateral and signage.

6.5 Cycling Signage and Digital Materials

Staff Recommendation: THAT the Committee direct _____ to consult with Christian Beausoleil in the development of signage and digital materials to identify and promote Mulmur's cycling infrastructure.

- 6.6 Prosperous Goal 1: Retain, Enhance and Attract Business**
- 6.7 Prosperous Goal 2: Pursue Responsible Growth in Residential and Employment Areas**
- 6.8 Supportive Goal 2: Facilitate Education and Training for Mulmur Residents, Entrepreneurs and Businesses**
- 6.9 Supportive Goal 4: Celebrate Success of Residents including students, volunteers, Mulmur team members and business achievements**

7. INFORMATION ITEMS

- 7.1 Invitation for Design/Build Cycling Stations**
- 7.2 Dufferin County Workforce Strategy Notes**
- 7.3 Small Business Enterprise Centre**

8. ITEMS FOR FUTURE MEETINGS

9. ADJOURNMENT

Moved by _____ and Seconded by _____
THAT the meeting adjourns at ___ pm and meet again on **September 16, 2021** at 5pm, or at the call of the Chair.



**MINUTES
ECONOMIC DEVELOPMENT COMMITTEE
MAY 20, 2021**

Members Present : Chair Angela McMonagle
Vice-Chair Ruben Rindinella
Janet Horner
Ernie Lynch
Jeanette McFarlane
Diana Morris
Julie Pollock
Roseann Knechtel – Secretary

1. CALL TO ORDER

The Chair called the meeting to order at 5:07 pm.

2. APPROVAL OF THE AGENDA

Moved by McFarlane and Seconded by Horner

THAT the Agenda for May 20, 2021 be amended to include the following items:
8.4 Dufferin Board of Trade Rapid Testing Program; and
8.5 Think Local Market (verbal discussion).

CARRIED.

3. MINUTES OF THE PREVIOUS MEETING

Moved by Morris and Seconded by Pollock

THAT the Minutes dated March 18, 2021 be approved.

CARRIED.

4. DISCUSSION ARISING OUT OF THE MINUTES - None

5. DISCLOSURE OF PECUNIARY INTERESTS - None

6. FIFTEEN MINUTE QUESTION PERIOD – None

7. DEPUTATIONS AND INVITATIONS

7.1 Ruth Rindinella, Chair of Events Sub-Committee

The Chair welcomed Ruth Rindinella, Chair of the Mulmur Community Events Sub-Committee. Discussion ensued on the potential for an outdoor event in 2021.

The Events Committee has a budget of \$3,000 for 2021. A request for a larger budget for 2022 should be submitted to the Treasurer in the fall.

Ruth Rindinella will reach other to the past members of the events committee to confirm who is interested in continuing to serve on the committee and identify any vacancies.

8. ADMINISTRATION

8.1 Mulmur Master Series (verbal update Julie Pollock)

Members discussed the potential for a Mulmur Master Series to showcase experts and businesses. Members noted the abundance of similar happenings and the amount of resources required to run a successful event series. The discussion identified the need to open a channel of communication between the EDC and the business community.

8.2 Cycling Project Locations and Funding

Members reviewed possible locations for benches, bike racks and fix-it stations. Possible areas identified included: Mansfield Outdoor Center, Pine River Fishing Reserve, Kilgorie, Terra Nova Pub, Champ Burger and Super Burger, the Municipal Office, Dufferin Forest Main Tract, Honeywood Park. Cycling trails in the Dufferin Main Tract are anticipated to extend into the Mansfield Outdoor Center. Fix-it stations cost approximately \$1,000.

Members agreed that each location could offer a unique design that works to provide both functionality as well as beautification. Members will work to create a uniform scope to use as a call for invitations for local businesses and artisans to submit a design. The scope will include a material budget with preference being given to local artisans and business.

Members discussed if the benches/racks and fix-it stations will be municipal property and whether a Memorandum of Understanding (MOU) will be required for the items installed on non-municipal lands.

8.3 Dufferin Recreation/Tourism Plan Implementation (verbal update)

Members were advised that the implementation of the Dufferin Recreation/Tourism plans, which includes the kick-off of a cycling strategy are still forthcoming.

8.4 Dufferin Board of Trade Rapid Testing Program

Diana Morris advised members that the Dufferin Board of Trade was provided with 20,000 rapid tests for free distribution to local business. The program allows businesses to test asymptomatic carriers and potentially help stop the spread of COVID-19. To date, 46 different businesses have registered.

Direction given to promote the program through the applicable Township channels.

8.5 Think Local Market (verbal discussion)

The Dufferin Board of Trade has received a grant from the County of Dufferin for an in-person farmers market style local business market. The event will take place at Fiddle Park in Shelburne, the evening of Tuesday July 6, 2021. Tables will operate as in a “pay what you can” model. Diana Morris will forward an Application Form / Tool Kit for distribution.

Direction was given to staff to promote the Think Local Market on all Township channels.

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
- 10.2 Cycling Station Scope
- 10.3 Cycling Stations Locations and MOU
- 10.4 Think Local Market Update
- 10.5 Events Committee: Membership and Potential Vacancies

11. ADJOURNMENT

Moved by McFarlane and Seconded by Morris

THAT the Committee adjourns the meeting at 6:33pm to meet again on July 15, 2021 at 5:00 pm, or at the call of the Chair.

CARRIED.



Economic Development Committee

TERMS OF REFERENCE

1. PURPOSE

The Economic Development Committee (“EDC”) is an advisory committee of Council with a purpose to recommend actions and initiatives to assist in achieving the goals of Council’s Strategic Plan to help increase opportunities for local businesses.

2. MANDATE

The Mandate of the Township EDC is to:

1. Retain, enhance and attract businesses by:

- Helping existing small businesses grow through awareness, red tape reduction, education (Prosperous, G1, A1)
- Actively engage with county, provincial and federal agencies to obtain resources to support local initiatives (Prosperous, G1, A2)

2. Pursue responsible growth in residential and employment areas

- Promote local employment opportunities and awareness (Prosperous, G2, A1)

3. Facilitate education and training for Mulmur residents, entrepreneurs and businesses

- With input from organizations such as Dufferin Board of Trade, identify and support employment programs and opportunities for Mulmur residents and youth (Supportive, G2, A1)

4. Celebrate success of residents including students, volunteers, Mulmur team members and business achievements

- Identify business achievements, including new businesses for recognition at Council and inclusion on the business directory. (Supportive, G4, A1)

3. ACCOUNTABILITY

Report to Council annually on progress and achievements. Council may request update reports at any time on specific projects or initiatives.

4. REMUNERATION

No compensation shall be provided to members of the EDC for their participation.

5. MEETING DETAILS, AGENDA, MINUTES & PROCEDURE

- a) The EDC will meet a minimum of four (4) and a maximum of ten (10) times a year.
- b) The Recording Secretary shall send out meeting invites to all EDC members and post notice of the meeting to the Township website.
- c) Agenda items shall be set by the Committee Chair, in consultation with and under approval of the Recording Secretary.
- d) Members who wish to include an item on the Agenda shall contact the Recording Secretary for consideration.
- e) All meetings shall be conducted in accordance with the Township of Mulmur Procedural By-law.



Mulmur Community Events Advisory Committee

TERMS OF REFERENCE

1. PURPOSE

The Mulmur Community Events Committee (“MCEC”) is an advisory committee of Council with a purpose to assist in achieving the goals of Council’s Strategic Plan.

2. MANDATE

The Mandate of the Township MCEC is to:

1. Support community events to bring residents together

- Provide a variety of events in Mulmur to enhance inclusiveness (Connected G2, A1)
- Continue to build on the calendar of community/ tourism events (Connected, G2, A4)
- Encourage the use of local businesses for community events and services (Connected, G2, A5)

2. Preserve and promote Mulmur’s natural features

- Support Cycling and Equestrian Activities in Dufferin Forest and trails (Sustainable, G4, A2)

3. Organize a minimum of two (2) events per year beginning in 2022 with one being in support of cycling and/or equestrian activities.

3. ACCOUNTABILITY

Report to Council annually on progress and achievements. Council may request update reports at any time on specific projects or initiatives.

4. MEMBERS/VOTING

Committee structure to be comprised of six (6) to ten (10) members who are appointed by Council and one (1) Council representative each of which have voting rights. The committee will be in effect from July 7, 2021 until September 2022.

Openings for the membership shall be publicly advertised as appointment opportunities arise.

5. REMUNERATION

No compensation shall be provided to members of the MCEC for their participation.

6. MEETING DETAILS, AGENDA, MINUTES & PROCEDURE

- a) The MCEC will meet a minimum of four (4) times a year.
- b) The Recording Secretary shall send out meeting invites to all MCEC members and post notice of the meeting to the Township website.
- c) Agenda items shall be set by the Committee Chair, in consultation with and under approval of the Recording Secretary.
- d) Members who wish to include an item on the Agenda shall contact the Recording Secretary for consideration.
- e) All meetings shall be conducted in accordance with the Township of Mulmur Procedural By-law.



STAFF REPORT

TO: Council
FROM: Roseann Knechtel, Deputy Clerk/EDC Secretary
MEETING DATE: July 7, 2021
SUBJECT: EDC Cycling Project

PURPOSE:

The purpose of this report is to present Council with the Economic Development Committee's (EDC) proposal for the installation of cycling stations throughout the Township, and provide Council with financial and operational recommendations in regards to applicable time restraints.

BACKGROUND:

The EDC received the Dufferin County Economic Development Implementation Fund grant in February 2020 the amount of \$30,000 to be used towards the development of a cycling strategy to promote recreation and tourism in Mulmur through cycling, and increase spending at area businesses.

In 2020 the EDC issued an RFP and awarded the design and development of a cycling map and signage materials to Christian Beausoleil in the amount of \$10,375. To date, \$1,058.30 has been expended.

On December 9, 2020 Council passed the following motion:

Moved by: Boxem and Seconded by: Clark

THAT Council receives the report for information only;
AND THAT the report be forwarded to Mulmur Economic Development and Road Safety Committees
AND THAT Staff be directed to seek Dufferin County approval that the Cycling grant be used for further research and engineering;
AND THAT the Economic Development Committee be directed to not post or publicize the route map as a municipal route until it has been formally endorsed by motion of the Township of Mulmur and Dufferin County. **CARRIED.**

In February 8, 2021 the Roads Safety Committee passed the following motion:

Moved by: Russel Seconded by: Whitney

THAT the Road Safety Committee supports the road initiatives taken by Council to not endorse roads as bike routes and to install share the road signage.
CARRIED.

Municipal staff are therefore moving forward with the purchase and installation of "Share the Road" signage on River Road and 20 Sideroad with an anticipated completion date of Fall 2021.

The EDC are now exploring additional opportunities to promote cycling in Mulmur and to utilize the cycling grant received from Dufferin County.

The EDC received an extension for the grant spending in 2020 to **June 30, 2021**.

ANALYSIS:

The EDC are proposing the installation of cycling racks/stands, benches and fix-it stations throughout the Township. EDC would like to invite local business and artisans to submit unique design/build proposals for consideration at one or two locations within the municipality to provide both functionality as well as beautification. Time restraints do not permit for unique design/build options at all locations, therefore the remaining locations would consist of prefabricated materials.

Consultation with municipal staff and EDC Chair have led to the recommendation that stations be installed in areas where cycling is most prominent for residents, children and visitors, as well as where the municipality is focusing its “Share the Road” efforts. Consideration of impartiality, liability and maintenance was also given when identifying locations on governmental and private lands. The following locations have been identified for consideration:

- Dufferin Forest (Main Tract)
- Pine River Fishing Reserve
- Kilgorie Mailboxes
- Municipal Office
- Honeywood Park
- Thomson Trail Park
- Mansfield Community Park

STRATEGIC PLAN ALIGNMENT:

1. Growing a Sustainable Mulmur: Action 2 – Support cycling and equestrian activities in Dufferin Forest, on trails and on Mulmur roads.

FINANCIAL IMPACTS:

The EDC currently has \$28,941.70 remaining in the Dufferin County grant with a deadline for spending of **June 30, 2021**. The approximate costs for each proposed item are as follows:

	SINGLE ITEM	APPROXIMATE COST AS PER STAFF RECOMMENDATION
Share the Road Sign	\$100	\$1,000
Cycling Stand/Rack	\$500	\$7,000
Fix-it Station	\$1,000	\$3,000
Bench	\$800	\$2,400
Christian Beausoleil RFP		\$10,375
Print Maps and Signage		\$5,166
GRAND TOTAL		\$28,941

RECOMMENDATION:

THAT Council receive the report regarding the EDC Cycling Project;

AND THAT Council request an additional extension to December 31, 2021 from Dufferin County for the spending of the Dufferin County Economic Development Implementation Fund in the amount of \$28,941.70 to be used towards share the road signage, cycling stations materials, a cycling station map and signage;

AND THAT the RFP awarded to Christian Beausoleil for the creation of a cycling map and signage be honoured for the development of a cycling station map and signage;

AND THAT Council invite local business and artisans to submit unique design/build proposals for consideration at one or two locations within the municipality;

AND FURTHER THAT Council approve the purchase of stock cycling stands/racks, benches and fix-it stations for the installation on locations identified in the cycling report subject to appropriate approvals.

Respectfully submitted,

Roseann Knechtel

Roseann Knechtel, Deputy Clerk

cc: Economic Development Committee

DRAFT COUNCIL MINUTES: JULY 7, 2021

Direction was given to staff to hold an employee strategic planning session to implement outstanding strategic plan actions.

Direction was given to staff to review current committee mandates and incorporate outstanding strategic planning goals into committee mandates and terms of reference for review at a future Council meeting.

9.0 COMMITTEE MINUTES AND SUB-COMMITTEE REPORTS

9.1 Economic Development Committee Cycling Report

Moved by Clark and Seconded by Boxem

THAT Council receive the report regarding the EDC Cycling Project;

AND THAT Council request an additional extension to December 31, 2021 from Dufferin County for the allocation of the Dufferin County Economic Development Implementation Fund in the amount of \$28,941.70 to be used towards share the road signage, cycling station infrastructure and signage and digital collateral;

AND THAT the RFQ awarded to Christian Beausoleil be honoured for the development of signage and digital collateral and that upon mutual agreement, be reduced by \$2,000 by eliminating print material;

AND THAT Council invite local business and artisans to submit a Mulmur specific design/build proposals for consideration at appropriate locations within the municipality;

AND THAT Council encourage the EDC to invite local business to purchase and install cycling infrastructure and partner with the Municipality for inclusion in digital collateral;

AND FURTHER THAT Council approve the purchase of stock cycling stands/racks, benches and fix-it stations for the installation on public properties identified in the cycling report, subject to any applicable public agency approvals, and that the specific location on such lands be identified by EDC in consultation with cyclists.

	Yea	Nay
Councillor Boxem	Y	
Councillor Clark	Y	
Councillor Cufaro	Y	
Deputy Mayor Hawkins	Y	
Mayor Horner	Y	

CARRIED.

10.0 INFORMATION ITEMS (REPORTS, LETTERS)

10.1 Ministry of Energy, Northern Development and Mines Letter

Roseann Knechtel

From: Karisa Downey <kdowney@dufferincounty.ca>
Sent: Thursday, June 24, 2021 3:59 PM
To: Roseann Knechtel
Subject: RE: Grant Extension

Hi Roseann

Indeed- we are happy to provide a final extension of the grant to the end of the year.

Please let me know if you have any additional questions or concerns,
Karisa

From: Roseann Knechtel <rknechtel@mulmur.ca>
Sent: Thursday, June 24, 2021 3:51 PM
To: Karisa Downey <kdowney@dufferincounty.ca>
Subject: Grant Extension

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the contents to be safe.

Hi Karisa,

I wanted to follow up and ensure that we have received an extension for the Dufferin County Economic Development Implementation Fund.

Thank you in advance,

Roseann Knechtel, BA, MMC | Deputy Clerk / Planning Coordinator
Township of Mulmur | 758070 2nd Line East | Mulmur, Ontario L9V 0G8
Phone 705-466-3341 ext. 223 | Fax 705-466-2922 | rknechtel@mulmur.ca
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Roseann Knechtel

From: Caroline Mach <forestmanager@dufferinmuseum.com>
Sent: Friday, June 11, 2021 9:30 AM
To: Roseann Knechtel
Cc: Scott Burns; Terrilyn Kunopaski
Subject: RE: Dufferin Forest - Main Tract Cycling Stations

Follow Up Flag: Follow up
Flag Status: Flagged

Hello Roseann,

Things are going well with me, I hope they are going well with you too!

I think the only locations at the Main Tract where it would make sense to have such installations is at one or both of the areas used for parking off Airport Road. Although I'm not sure about the need for cycling racks? I don't think people would bring their bikes, put them in a rack and then go and do something else in the Forest (like if you were in town and wanted to go into a store)? I don't know how much flexibility you have with your project, but it might be worthwhile to talk about our joint priorities within the context of the project before committing to this particular infrastructure.

Also, at this point in time, it is my understanding that similar amenities are being installed at the Mansfield Outdoor Centre by the new owners/managers; a coordinated approach with them might also be beneficial.

Have a good weekend,
Caroline

From: Roseann Knechtel <rknechtel@mulmur.ca>
Sent: Thursday, June 10, 2021 10:43 AM
To: Caroline Mach <forestmanager@dufferinmuseum.com>
Subject: Dufferin Forest - Main Tract Cycling Stations

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the contents to be safe.

Hi Caroline,

Hope all is going well with you! Council and the Mulmur EDC are currently working on a project (through a grant with Dufferin County) to promote cycling and active living in Mulmur.

The Dufferin Forest Main Tract was identified as a possible location to install cycling stations, consisting of cycling racks/benches/fix-it stations for cyclists to use. I know there is a lot of cycling activity in the Main Tract and there has been discussion surrounding trail developments, mapping, signage etc for a long time.

I wanted to reach out to you to see if this would be something you would approve of. What locations might be of possibility, and who we should be reaching out to in order to obtain the appropriate approvals.

Thanks again!

Roseann Knechtel, BA, MMC | Deputy Clerk / Planning Coordinator

Township of Mulmur | 758070 2nd Line East | Mulmur, Ontario L9V 0G8

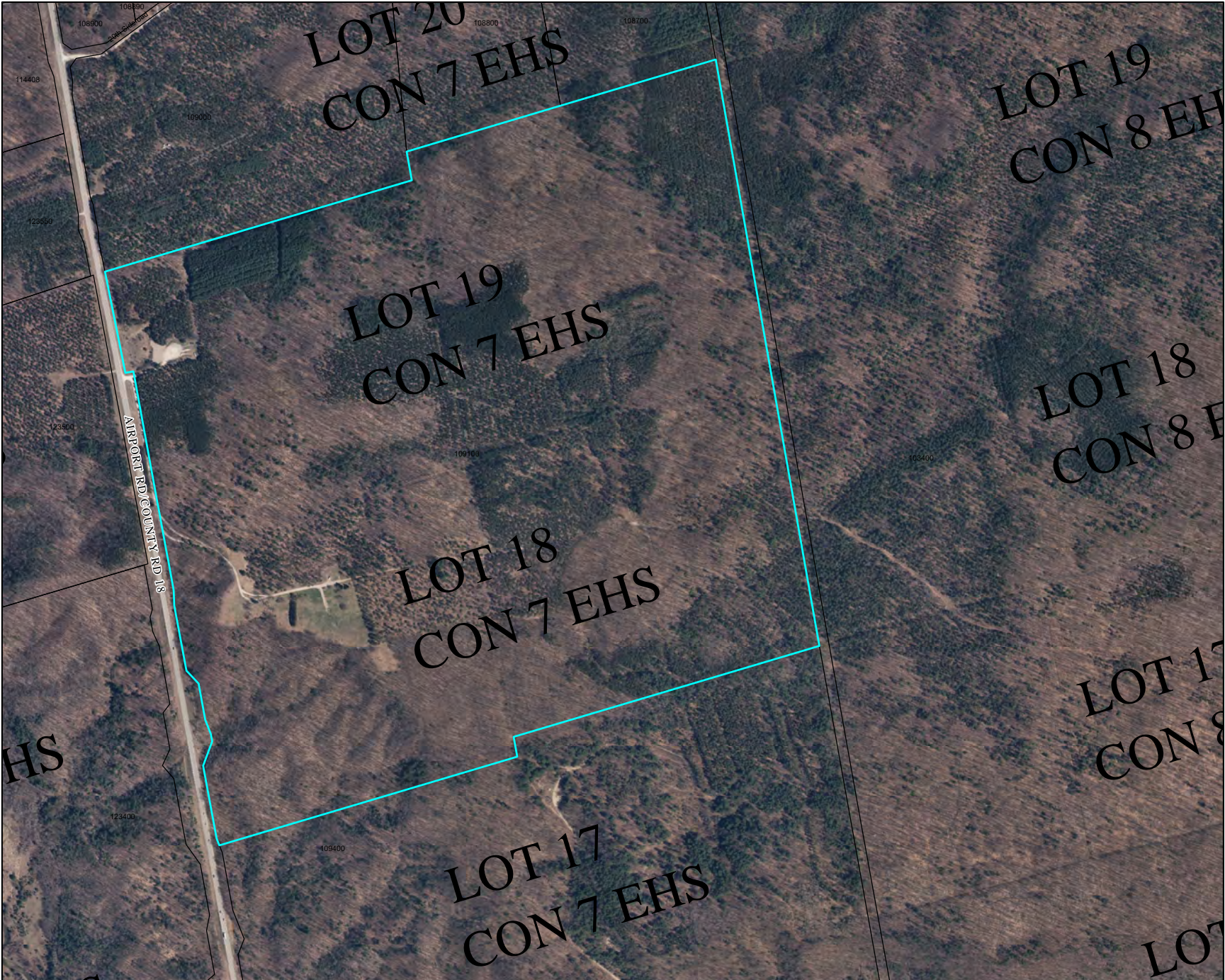
Phone 705-466-3341 ext. 223 | Fax 705-466-2922 | rknechtel@mulmur.ca

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DUFFERIN FOREST MAIN TRACT



Legend

- Parcels
- ROADS_CNTY_PROV
- Roadsec
- Class
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- Other

DUFFERIN FOREST MAIN TRACT



Legend

- Parcels
- ROADS_CNTY_PROV

Roadsec

- Class
- 1
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 - Other

DUFFERIN FOREST MAIN TRACT



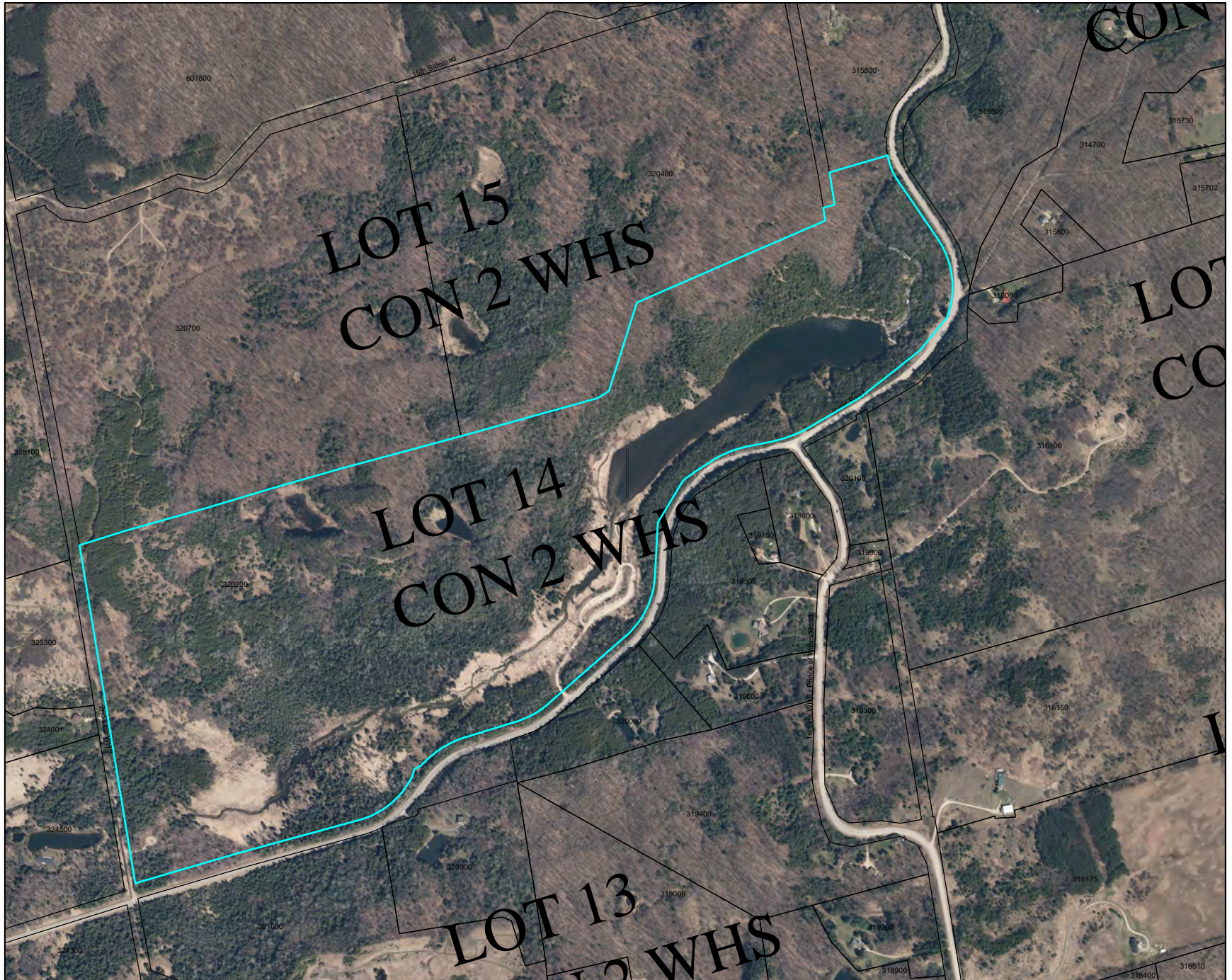
Legend

- Parcels
- ROADS_CNTY_PROV

Roadsec

- Class
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 - Other

PINE RIVER FISHING AREA



Legend

- Parcels
- ROADS_CNTY_PROV

Roadsec

Class

- 1
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- Other

PINE RIVER FISHING AREA



Legend

- Parcels
- ROADS_CNTY_PROV

Roadsec

Class

- 1
- 2
- 3
- 4
- 5
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- 7
- 8
- Other

KILGORIE



Legend

- Parcels
- ROADS_CNTY_PROV



Roadsec

- Class
- 1
 - 2
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 - 4
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 - 7
 - 8
 - Other

KILGORIE



Legend

-  Parcels
-  ROADS_CNTY_PROV

Roadsec

Class

-  1
-  2
-  3
-  4
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-  6
-  7
-  8
-  Other

MUNICIPAL OFFICE



Legend

- Parcels
- ROADS_CNTY_PROV

Roadsec



Class

- 1
- 2
- 3
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- 7
- 8
- Other







MUNICIPAL OFFICE



Legend

-  Parcels
-  ROADS_CNTY_PROV

Roadsec

- Class
-  1
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 -  8
 -  Other

HONEYWOOD PARK



Legend

- Parcels
- ROADS_CNTY_PROV

Roadsec

Class

- 1
- 2
- 3
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- 7
- 8
- Other

HONEYWOOD PARK



Legend

- Parcels
- ROADS_CNTY_PROV

Roadsec

- Class
- 1
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 - 7
 - 8
 - Other

THOMPSON TRAIL PARK



Legend

- Parcels
- ROADS_CNTY_PROV

Roadsec

- Class
- 1
 - 2
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 - 8
 - Other

THOMPSON TRAIL PARK



Legend

- Parcels
- ROADS_CNTY_PROV

Roadsec

- Class
- 1
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 - 8
 - Other

THOMPSON TRAIL PARK



Legend

- Parcels
- ROADS_CNTY_PROV

Roadsec

- Class
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 - 8
 - Other

MANSFIELD COMMUNITY PARK



Legend

- Parcels
- ROADS_CNTY_PROV

Roadsec

- Class
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 - 7
 - 8
 - Other

MANSFIELD COMMUNITY PARK



Legend

- Parcels
- ROADS_CNTY_PROV

Roadsec


- Class
- 1
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 - 8
 - Other

SCHEDULE B QUOTATION SHEET

ACTIVITY	# OF HOURS	\$ PER HOUR	TOTAL COST
Briefing	2.00 hrs	\$50/hr	\$100 ⁰⁰
Research	10.00 hrs	\$50/hr	\$500 ⁰⁰
Creative Strategy	20.00 hrs	\$55/hr	\$1,100 ⁰⁰
Concept Development	15.00 hrs	\$65/hr	\$975 ⁰⁰
Creative Design (3 concepts)	60.00 hrs	\$75/hr	\$4,500 ⁰⁰
Concept Presentation	3.00 hrs	\$50/hr	\$150 ⁰⁰
Minimum of Two Rounds of Revisions	3 rounds of minor revisions 10.00 hrs	\$50/hr	\$500 ⁰⁰
Final Art Files	10.00 hrs	\$55/hr	\$550 ⁰⁰

GRAND TOTAL: \$8,375⁰⁰

I, **Christian Beausoleil** have read and agree to the above terms and conditions.

Signature: 

Date: July 1 2021

Address: 1088 Schooling Drive, Oshawa ON L1K 0S2

Phone: 416 820 9288

MULMUR CYCLING MAP
AND SIGNAGE MATERIALS

PROPOSAL

RFQ-2020-09



SEPT 20 2020

September 20, 2020

The Corporation of the Township of Mulmur
758040 2nd Line East
Mulmur, Ontario
L9V 0G8

Attention: Angela McMonagle, Chair Mulmur Cycling Committee

Re: Mulmur Cycling Map and Signage Materials

Dear Mrs. McMonagle, and members of the Cycling Committee:

Thank-you for the opportunity to respond to your RFP regarding the Mulmur Cycling initiative. As you know, Mulmur boasts some of the most beautiful landscapes in Southern Ontario making it perfect for cycling and outdoor enthusiasts. With this in mind it has the perfect opportunity to become the premier destination within Dufferin County and complement existing Economic Development and Tourism Strategies.

As the designer and creator of the new Mulmur branding, I feel I have the best background and understanding for the job. Consistency is key with brand and experience extensions and it is important to carry forward that established voice across all platforms. To ensure we strategically align with our brand standards I propose a team based approach to the creative strategy working alongside of, and collaborating with, Jeanette McFarlane. Jeanette and I have a 30+ year history working in the business together and have a proven track record of success. Together we share expertise in all aspects of map design and wayfinding signage. This proposal is just a small sample of pieces that are relevant to the project. Our skills touch on all levels of production and creative direction. Examples are showcased in my portfolio of branding, logo design, web concept creative, packaging, interior/retail landscapes, 3D modelling, promotional, business collateral and illustration. You can view the work at www.brilliant-creative.com as well as <https://www.behance.net/cbeausoleil/projects>.

Enclosed you will find samples of road map design, municipal signage concepts showing various versions of signage for Mulmur and Simcoe County, as well as wayfinding signage from Taste of Toronto.

These samples are a perfect example of team effort and collaboration, demonstrating the understanding of brands and how it applies to the overall perception to visitors, cyclists and travellers. All of these elements are an important piece in the development of Mulmur and Dufferin County.

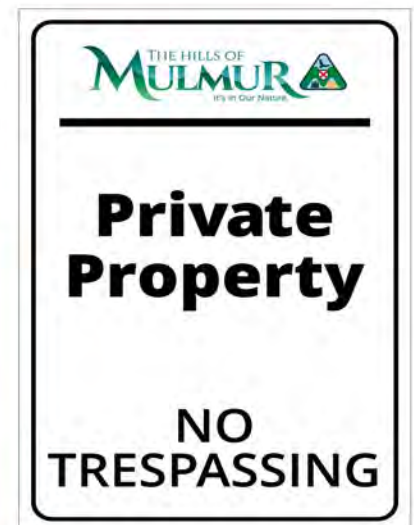
I look forward to the possibility of working closely with your committee to produce the best Cycle Mulmur map and accompanying signage.

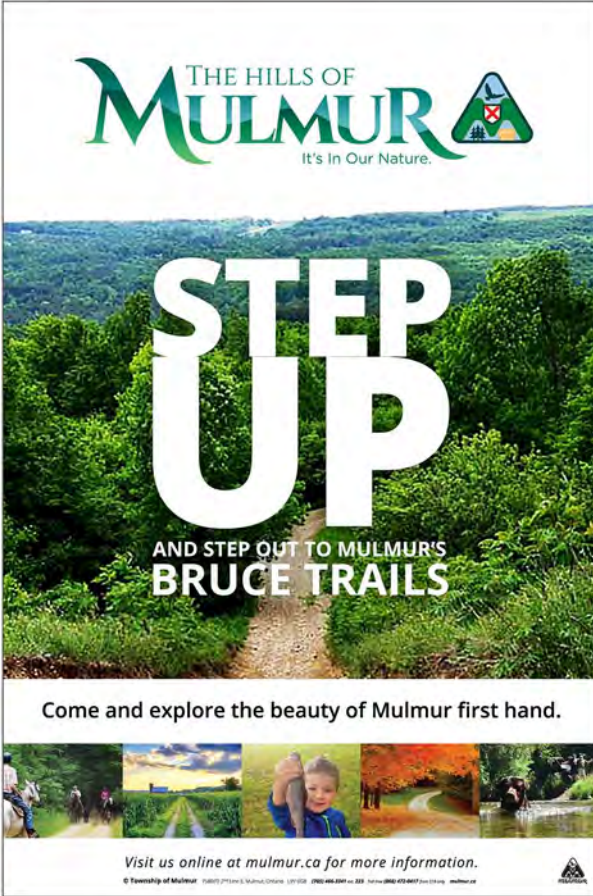
Please take a moment to peruse the proposal and do not hesitate to call with any questions.

Thank you,

Christian J. Beausoleil
Encl.

CURRENT BRANDING






THE HILLS OF MULMUR
It's In Our Nature.

STEP UP

AND STEP OUT TO MULMUR'S
BRUCE TRAILS

Come and explore the beauty of Mulmur first hand.



Visit us online at mulmur.ca for more information.

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**RAWHIDE
ADVENTURES
TRAILRIDING**

Ranch Riding Adventure
Packages and Rates

**THE HILLS OF
MULMUR**
It's In Our Nature.



**THE HILLS OF
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PEACE AND TRANQUILITY AT ITS BEST

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**WISH YOU WERE
HERE**

**THE HILLS OF
MULMUR**
It's In Our Nature.



**WELCOME TO THE
HILLS**

**THE HILLS OF
MULMUR**
It's In Our Nature.



CORN MAZE IN THE HILLS

HALLOWEEN HAUNT CONTEST

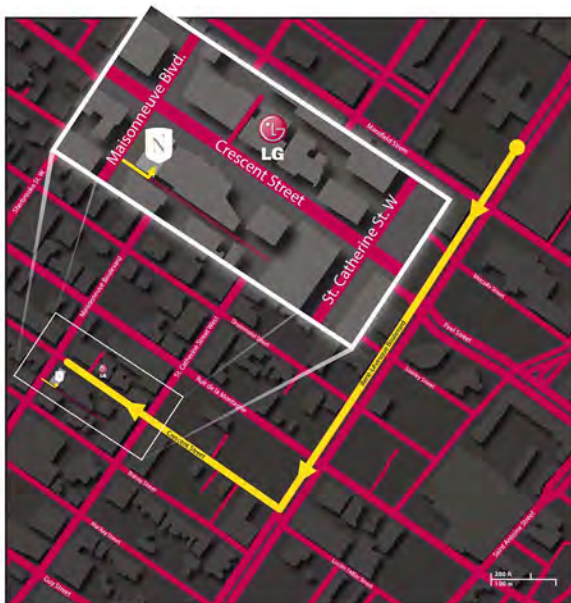
Grab your costumes, lanterns, and candy bags... This Halloween season, the Township of Mulmur is having a Corn Maze Halloween Contest for you and your family. But be careful, you may be in for a frightful surprise.

Grab your costumes, lanterns, and candy bags... This Halloween season, the Township of Mulmur is having a Corn Maze Halloween Contest for you and your family. But be careful, you may be in for a frightful surprise.

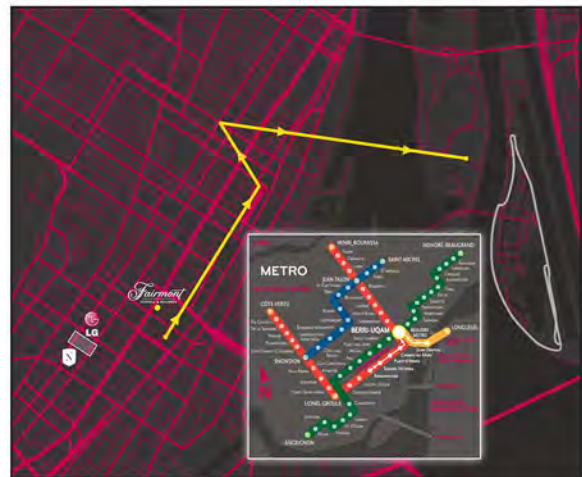
**THE HILLS OF
MULMUR**
It's In Our Nature.

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GEOGRAPHICAL MAPS

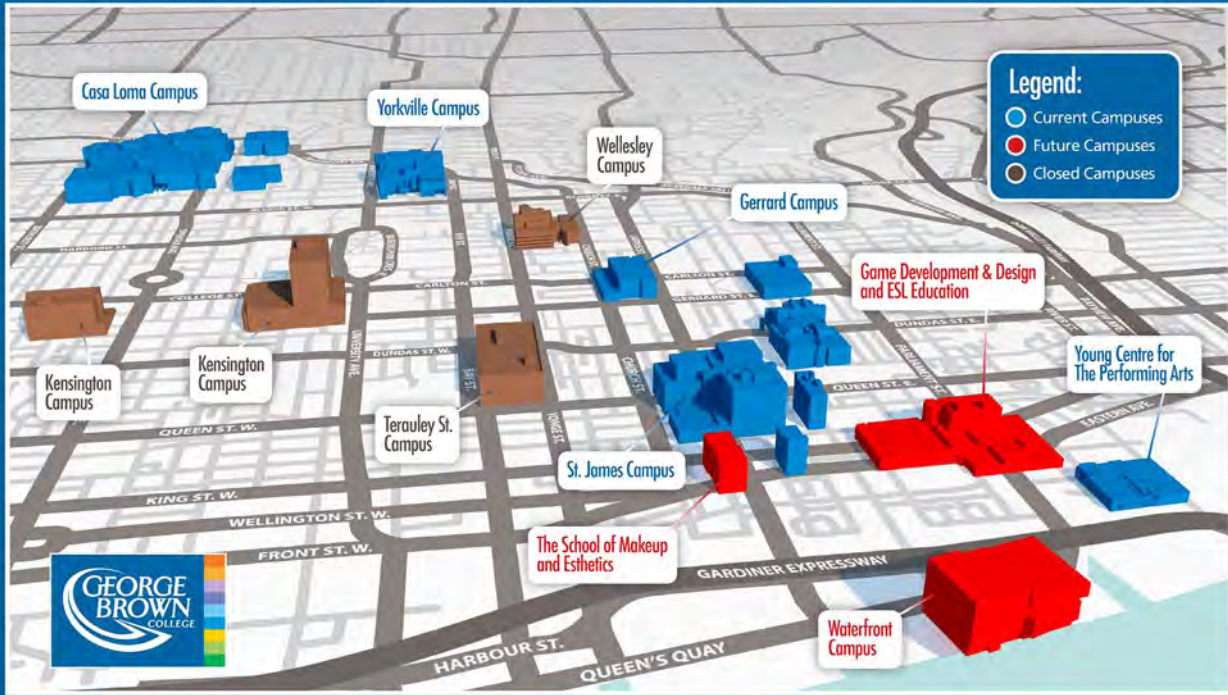


Walking to Crescent Street Festival and Newton VIP Party:
 Head down Boulevard Rene-Levesque until you pass Rue de la Montagne and the following street is Rue Crescent.
 Make a right turn on to Rue Crescent and keep walking until you reach St-Catherine St.



Taking the Metro to the race:
 From Bonaventure get on the orange line direction Montmorency and transfer at Berri-UQAM.
 At Berri-UQAM transfer to the yellow line direction Longueuil-Universite Sherbrooke and exit at Jean-Drapeau.
 From the Jean-Drapeau metro station (yellow line), walk to the Casino of Montreal. From there, follow the directional signs, which will take you to your specific suite.
 Fare: \$3.00
 Train times vary depending on time of day, usually arrive every 3 to 5 minutes.

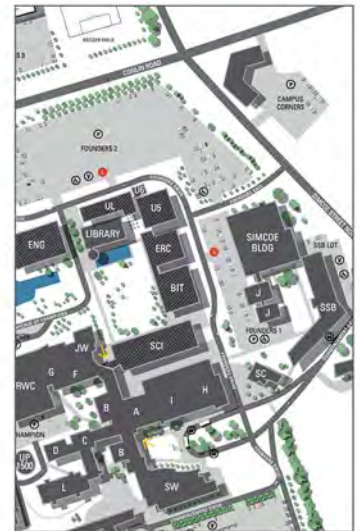
George Brown College - Yesterday, Today, Tomorrow



How to find us

Map to get more information:
 Website: www.georgebrown.ca
 Phone: 416-977-7123
 Fax: 416-977-4444
 Toronto, Ontario, Canada M5S 1A5

Make it happen.



MAPS & EVENT SIGNAGE



taste OF TORONTO
#TASTEoftoronto

Restaurants 1

- R1 Nota Bene
- R2 The Drake
- R3 Miku Restaurant
- R4 Banquet

Restaurants 2

- R5 Fat Tasha
- R6 Daily Special Pop-up*
- R7 Richmond Station
- R8 The McEwan Group
- *Thursday: the bar at 60
- Friday: Antler
- Saturday: Knapal Snack Bar
- Sunday: County General

Restaurants 3

- R9 Marmakas Taverna
- R10 Little Sister Indonesian & Noodle Food Bar
- R11 Rise
- R12 Los Colibris El Caballito

Restaurants 4

- R13 Kinika Family Inc.
- R14 Piano Piano
- R15 Carver

Exhibitors A

- A1 Barbados
- A2 Barbados
- A3 Peruvian Empire Distillery
- A4 Way Better Snacks
- A5 Rhineland Outdry
- A6 Pillars
- A7 Wheelers
- A8 Braum
- A9 The Workshop's Ciderhouse
- A10 Mill Street Brewery
- A11 The Koloski Group
- A12 Zwick Canada Sapp
- A13 Blue Canada Beverages
- A14 Blue Canada Beverages
- A15 Anacardus From Mexico
- A16 Creekside Estate Winery
- A17 Creekside Estate Winery
- A18 Cati & Jay
- A19 Rosewood Estates Winery
- A20 Oka - Agropur Signature

Exhibitors B

- B15 Fort York National Historic Site
- B16 George Brown College
- B17 Dixon's Distilled Spirits
- B18 Mar & Sol, Yoga
- B20 Loaded Perog
- B22 Toronto Distillery Co.
- B23 Vita Coco
- B24 Woolwich Dairy

Exhibitors C

- C1 Rosehall Run Prince Edward County
- C2 Bounce Natural Energy Balls
- C3 Just Craft Soda
- C4 Karma Cakes - Organic & Vegan
- C5 Shiny Apple Cider
- C6 Eka Naturally Pure
- C7 Come and Get It
- C8 Ice Popz Toronto
- C9 Blue's All Natural Brewing Co.
- C10 Blue Goose
- C11 Beauglass Wines
- C12 Fever Tree Mixers
- C13 Bonnie Maman & Laura Secord
- C14 Ademo Estate Winery
- C15 Upper Canada Cheese
- C16 Juice Matters
- C17 Country Yum Club
- C18 Canny Bakery
- C19 Oliver Oil Emporium
- C20 Walter Craft Caesar Mix

Producer's Market

- P1 Genuine Tea
- P2 Ag Macarons
- P3 La Die Du Gourmet Sweets
- P4 The Spread
- P5 Treps' Love
- P6 Blue Lynd Baker



WELCOME

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#TASTEoftoronto

Do you have this ticket?

Check-In here!

taste OF TORONTO
#TASTEoftoronto

Box Office

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Allergen Alert

Because of shared cooking and preparation areas as well as reliance on suppliers for accurate information, we cannot eliminate the risk of cross-contamination or guarantee that any item is free of any allergen.

AMERICAN EXPRESS

AMERICAN EXPRESS

Priority Lane®

YOU MAY BE PHOTOGRAPHED, VIDEOTAPED OR RECORDED

NOTICE

The event taking place in this area may be photographed, videotaped, or recorded by Taste of Toronto.

By attending this area you hereby grant the Taste of Toronto the right to take photographs, videotape, and/or make audio/visual recordings of you, and to own, license, assign and/or use the same in any manner, anytime and anywhere, in any present or future manner and/or medium. You will not receive any payment for, or have the right to approve, any such use and waive any right to bring any action at law or in equity against the Taste of Toronto, its past, present and future officers, agents, representatives and employees, and any combination of any of those persons.

You acknowledge that you are at least eighteen years of age. If you are under the age of eighteen, you represent that you have obtained your parent's/guardian's consent to enter this area and be bound by the terms set forth herein.

If you do not agree to the above terms and do not wish to be photographed, videotaped or recorded as part of this event, please stay out of the area when the recording is taking place.

THANK YOU for your cooperation

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#TASTEoftoronto

taste OF TORONTO
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Hold on to your Crown Card!
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Register your Crown Card Here:
www.tasteoftoronto.com/register

By registering your Crown Card you will take advantage of our best value features:

- Enjoy 1st access when all our event's Crown Card holders will be at the event and have reduced wait times to take advantage of the special offers.
- Track your purchases and make your event's purchases and balance information through our mobile app.
- Receive an additional 10% off all purchases.

REFERENCES



Jeanette McFarlane

Owner

Dufferin County Goods Co.

jeanette@dufferincountygoods.com

416 707 3156

Jeff Scale

Creative Director

Commersive Solutions

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416 655 8127

James Baader

President

Vitto Brand Foods Ltd.

james@vittobrandfoods.com

1 800 668 6300 ext.102

Thank you.





OPEN CALL FOR APPLICATIONS FOR CREATIVE DESIGN/BUILD OF CYCLING RACKS/FIT-IT STATIONS/BENCHES

1.0 BACKGROUND

The Township of Mulmur Economic Development Committee is seeking applications/proposals from creative individuals, businesses and teams, including but not limited to Artists, Architects, Builders, Engineers, Fabricators & Technologists for the design and construction of cycling racks and benches.

Each cycling rack/bench will be installed at a different location throughout Mulmur for the use of cyclists, pedestrians and passersby to rest, stop and/or repair their equipment.

2.0 SUBMISSIONS

2.1 All submissions must include:

- The title of your proposal, accompanied by a brief description of the project
- A detailed description of the project including:
 - List of materials
 - Applicable visuals (sketches, diagrams, renderings, etc.)
 - Estimated time for completion.
- Completed Application form (SCHEDULE A)
- A full estimate including cost of design and construction
- Portfolio of relevant work
- Three References

2.2 Applications/Proposals can be received via mail, email or delivered in person to the Township Office addressed to:

Roseann Knechtel, EDC Secretary
758070 2nd Line East
Mulmur, ON L9V0G8
rknechtel@mulmur.ca | 705-466-3341 x223

- 2.3** All expense involved with the preparation and submission of quotations/bids to the Township or any work performed in connection therewith shall be borne by the Bidder.
- 2.4** The Township expects that all costs to complete the work shall be included in the quotation/bid. Additional costs identified during completion of the project must be submitted in writing and approved by the Township prior to completion of the work.
- 2.5** Proposals are encouraged showcase artistic vision and take advantage of /reflect of Mulmur's community, landscape, and rural setting.
- 2.6** Proposals must also be functional and user friendly, utilizing a range of materials, processes and techniques.

3.0 SCOPE OF WORK

3.1 The Design and Construction/Build of one or all of the following:

- a singular cycling rack
- a single bench
- a single fix-it station; or
- one (1) entire cycling station composed of a cycling rack, bench and fit-it station

3.2 Installation of cycling racks, benches and fit-it stations will be completed by the Township of Mulmur.

3.3 Tools and Air Pumps required for the fix-it stations are not required in the scope of work and can be purchased and installed by the Township of Mulmur separately

3.0 SCHEDULE

June 21, 2021: Open Call for Proposals Issued

July 16, 2021: Open call closes 11:59AM EST

July 22, 2021: EDC Review/Submit Recommendations to Council for Approval

August 4, 2021: Council Review and Approval

October 31, 2021: Final projects completed and installed.

Project Designers must be able to provide plans and finished product according to the project schedule.

5.0 AWARD

The Township of Mulmur reserves the right to accept or reject any or all quotation(s)/bid(s), to negotiate with the best Successful Bidder(s), split the award

or to waive irregularities and omissions, if in so doing the best interests of the Township will be served. No liability shall accrue to the Township for its decision in this regard. Any bid or any part of any bid will not necessarily be accepted. The lowest bid does not necessarily constitute an award. The Township of Mulmur is not obligated to award a contract to any Bidder pursuant to this Open Call for Applications.

6.0 MUNICIPAL FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT (MFIPPA)

In accordance with MFIPPA, this is to advise that any personal information Bidders provide is being collected under the authority of the Municipal Act and will be used exclusively in the selection process. All quotations submitted become the property of the Township. Bidders are reminded to identify in their quotation material any specific scientific, technical, commercial proprietary, or similar confidential information, the disclosure of which could cause them injury. Complete quotations are not to be identified as confidential. The information contained in the quotation document may be utilized by the Bidder solely for the purpose of preparing a quotation/bid for submission to the Township of Mulmur. The Township does is required to adhere to the requirements of the Municipal Freedom of Information and Protection of Privacy Act, as amended and once a quotation/bid is accepted it does become public information and must be disclosed upon a request by any member of the public.

Incomplete proposals will not be considered. All proposals are welcome however preference will be given to local artists/providers. If you have any questions regarding the proposal process, please contact rknechtel@mulmur.ca

**SCHEDULE A
TOWNSHIP OF MULMUR CYCLING STATIONS
APPLICATION / PROPOSAL FORM**

Name: _____

Scope of Proposed Work:

Cycling Rack Bench Fit-it Station

Description of Project:

Cost for Design/Construction of:

Cycling Rack \$ _____ (plus HST)
Bench \$ _____ (plus HST)
Fit-it Station \$ _____ (plus HST)
TOTAL COST \$ _____ (plus HST)

Are tools included in your Fix-it Station proposal?

No
 Yes

If so, please list all tools included:

3 words you would use to describe workforce development in Dufferin County



3 words to describe how you would like to see workforce development in Dufferin County in the future



What are the barriers to attracting and retaining workers in Dufferin County?

- Low pay vs high living costs
- Affordable housing
- Housing and rental prices and availability. Transportation access.
- Minimum wage jobs
- Government handouts are keeping people at home.
- Housing, internet, reliance on cars for rural transportation, municipal by laws that restrict temporary housing in rural communities
- High housing costs/affordability, accessibility (from a transportation perspective), living wages
- "Housing, Taxes, Wage issues."
- housing costs wages commuting time
- Not enough job seekers to fill vacancies
- Lack of interest in entry level or manual labour
- Inclusive and welcoming space for all peoples
- Entry position concerns

What are the opportunities for recruiting and retaining workers in your County?

- Current job opportunities - job portal with many openings.
- Lots of growth happening - movement from urban centres.
- Diverse communities coming to Dufferin.
- Varying lifestyles - farm, urban, very rural, estate home, lots of recreation.
- Good options for schooling.
- Some challenges with wages. Entry jobs/wages. Covid confuses the issue.
- Not enough young folks to take those entry jobs.
- Construction sector
- New developments some tourism related
- Both seasonal and all year opportunities
- Health care is growing need and aging community, Orangeville LTC growing and expanding
- Evaluation of data sectors growing includes education and real estate
- 400 000 newcomers creates opportunity for local input
- Need 1 million new homes for 2 mill immigrants

What are the specific challenges related to workforce recruitment and retention and housing supply in your County?

- Nimbysm is a big one. Smaller homes/rentals - people don't want them - only high end housing. Mix of housing is needed.
- If recruiting from the city, need a car in addition to higher housing costs.
- Most employers are rural - must have a car to work there.
- Transportation is a big issue - bus service in Orangeville.

- Housing issue everywhere but pronounced in urban centres.
- Manufacturing industries could leave if workforce isn't there. Some of the big tourist operators are not as easily moved.
- Agriculture is a big one - especially now. Really hard to attract agriculture workers. Looking to attract potential farmers - set up in a trailer - hitting by-law/nimby concerns.
- Any seasonal jobs - heavy equipment, even municipalities hard to find seasonal workers - used to be harder - not seeing that as much any more.
- Winter tourism - drawing from a wider area but competing with other employers. Workers employed in summer elsewhere and winter there.
- Internet access - continues to be a challenge. Orangeville and Shelburne - even there some areas don't have higher speed broadband. Most can get something but not good enough. Working on it but it is slow slogging.
- Ideal place to live. People who want the lifestyle. Lifestyles and schools.
- Childcare - not raised as a major issue? Could help broaden the workforce - not a glaring issue.
- Advertising and not getting responses for interested people, not hearing from young people 20-40 age bracket
- Housing supply is bad - little that is affordable, or available, pricing keeps escalating
- Competition with salary ranges in city - large commuter population
- Young people need to commute to get income to afford housing - speaks to local employer challenge
- Recruitment challenge no job seekers to meet vacancies -
- Youth that are interested in trades struggle as schools are far away - transportation, if they leave for school or do they settle elsewhere in larger centres
- Lack of interest in a lot of trades - kids taught it's not a good job, mindset for innovation is not about tech it applies across sectors
- Skill level of immigrants is often high and doesn't fit with needs for employment - looking for medical or other professional services. Not tool and dye, mismatch of skills with newcomers - Education/qualifications are higher and less interested in small towns. No one had the skills in trades, engineers and other professions.
- Specific services missing in smaller towns - had network of family/friends and other service support systems

How would you define attainable housing in your County?

- Rental housing that is affordable for workers but sustainable for property owners.
- Land values are relatively high.
- Trying to keep the tax rate for rentals.
- Multi-res - challenging - reluctant to support anything more than a couple of stories high.
- Need density in the urban centres - developers want to do higher end condos.
- Two projects - affordable seniors housing \$3k/month.
- Government gets in the way. Nine levels of government - county understands the need for rental units/density - local councils struggle. Too much politics.



- There is a public awareness “deal with it” but not here.
- Some business owners trying to solve the problem - housing on the farm for example.
- Housing + transportation are linked. Local planning issue.
- Variations between municipalities - frustrating for the businesses
- Housing prices have continued to rise - covid pricing is not attainable. No innovation in options
- Rental was high before covid - rent is not attainable either
- Minimum wage jobs do not match cost of housing
- Too difficult for young people - zoning and planning are behind, not flexible for minimum housing sizes to allow smaller homes,
- Restrictions that do not permit secondary dwellings
- More than 30% cost on housing at risk - annual cost does not meet housing cost locally.
- Costs are not lower than in more urban areas, potentially more costs for car etc in smaller communities
- Developers apply for more units they get push back from surrounding communities.
- Lower cost housing is needed - basement apartments, short term rental/hotels,
- Banks role - qualifying for home mortgage rates, keeps people out of the market, amortization periods - longer than 25 years - other jurisdictions up to 50 years.
- Living wages - are people paid fairly - connecting attainable housing to median wages and living wages, housing should reflect that dynamic.

What are the priorities in the next 5 years to address these issues and opportunities? (longer-term?)

- Can address much of this during the by-law review/planning reviews.
- Continue to invest in broadband, possibly transportation (?).
- Municipalities mostly well managed - some tax hurdles.
- More coordinated planning approach - not eight sets of rules.
- Wage levels fairly good compared to the GTA. Not as much focus on workforce attraction - not there yet - expect to launch in 2022. Started to understand the linkages between economic development and workforce development.
- Looking to line up the ducks inhouse before pulling more people in - retention before attraction.
- Develop a ‘targeted’ attraction plan to meet specific gaps and help build the community that we hope to build.
- Non-profit housing could be an option - they could build more - using their own assets.
- Some stigma with the type of housing.
- Workforce sharing - strategically partner different organizations - winter jobs/summer jobs. Share employees - they know they have a full year work.
- Wages have to go up - needs to be entry level jobs and wages go up with complex jobs, relative to cost of living
- Added benefits and team culture for how they treat employees is an important part of attraction
- What are people willing to pay for - would we pay more for some things - how we market things, not about how cheap it is but supporting local businesses



- Aging population yet demand is growing - are incentives there to support youth staying in community, First time homebuyers, re-evaluate homes for young workers. What needs to change to keep them local
- Some employers still paying well and youth still struggle to get into housing market
- Stress shop local experience and support - better service
- Bylaws for housing is number 1 priority - something we can control - how can we speed up housing bylaws

Specialized support for the local tourism sector is now available

Local tourism businesses can now benefit from free one-to-one coaching from BC Hughes Inc. The team of experienced consultants offers specialized guidance on tourism development, management, and marketing. This unique opportunity includes:

- **Two one-to-one virtual meetings:** to discuss ideas and opportunities to help your business cater to tourists
- **One written report:** outlining next steps to start building better visitor experiences

Is your business ready to welcome tourists?

Free tourism business coaching is now available to help you create memorable experiences for visitors



This free program is available until September 2021 and is open to business owners in Dufferin County who are looking for ways to re-open and recover by creating memorable experiences for tourists. The program is ideal for businesses that:

- Want to attract visitors to their businesses, but don't know who to target and how to reach the right audience
- Have a big idea, but can't find the time or resources to get it started
- Are looking for new ideas and need a fresh perspective on their operations, offerings, or customer service

Businesses located in Orangeville and the surrounding area may be eligible for the service. Depending on your business needs, you may be matched with more than one advisor. This enhanced program is available for a limited time.

To learn more and determine how this program could support your business, contact us today.