



AGENDA
ECONOMIC DEVELOPMENT COMMITTEE MEETING (EDC)
Thursday, November 21, 2019
7:00 pm
Township Office

1. Call to Order

2. Approval of Past Minutes

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

3. Declaration of Pecuniary Interest

4. Delegations (none)

5. Current Business

5.1 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.

5.2 Update from Mayor Horner, re the Broadband Conference

6. Information Items

6.1 Report from M. Smibert- Assessment of Committee Structure

7. Items for Future Meetings/Meeting Date -

8. 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 21st 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



STAFF REPORT

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

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

Michelle Smibert, MPA, CMO