



Agenda
Economic Development Committee
May 5, 2026 9:30 AM

Meeting Details

In Person: 758070 2nd Line East, Mulmur ON, L9V0G8
Phone Connection: 1 647 374 4685 Canada / 1 647 558 0588 Canada
Video Connection: <https://us02web.zoom.us/j/84829988171>
Meeting ID: 848 2998 8171

1. **Call to Order**

2. **Minutes of the Previous Meeting**

Recommendation: That the minutes of March 25, 2026 be approved.

3. **Disclosure of Pecuniary Interests**

If any member has a disclosure of pecuniary interest (direct or indirect) they can declare the nature thereof now, or at any time during the meeting

4. **Administration**

4.1 **Dufferin Board of Trade: Business Excellence Awards**

4.2 **Mulmur 175**

- a) **Maple Madness / Run for Honeywood Recap**
- b) **Bruce Trail End-to-End Challenge – Now Live**
- c) **Spring Market: May 30th**
- d) **Srawberry Festival: June 20th**
- e) **Mulmur 175 Celebration BBQ: September 26th**

4.3 **Post-Secondary Bursary Grant Review Appointment**

5. **Items For Future Meetings**

6.1 **Dufferin County EDC**

6. **Adjournment**

Recommendation: That the meeting adjourns at _____ a.m. to meet again on _____ @ 9:30 a.m. or at the call of the Chair.



**Economic Development
Committee Minutes
March 25, 2026 – 9:30 AM**

Present: Daryl Stansfield, Chair
Lisa Thomson
Savannah Rogers
Diana Morris
Roseann Knechtel, Secretary

Regrets: Kim Lyon

1.0 Call to Order

The Chair called the meeting to order at 9:30 a.m.

2.0 Approval of the Agenda

Moved by Rogers and Seconded by Thomson

That the agenda be approved.

Carried.

3.0 Minutes of the Previous Meeting

Moved by Thomson and Seconded by Morris

That the minutes of February 27, 2026 are approved.

Carried.

4.0 Disclosure of Pecuniary Interests - None

5.0 Administration

5.1 Dufferin Board of Trade: Business Excellence Awards

Diana Morris confirmed nominations for the Business Excellence Awards will open in April. Members are to consider businesses for nomination at the next EDC meeting.

5.2 Mulmur 175

- a) March Break Community Days Recap:** Attendance numbers are unknown. MoD Driving Tour was the item most collected at the booth.

- b) **Bruce Trail End to End Badges:** Awaiting confirmation from Bruce Trail that checkpoint signs are installed prior to promoting. Diana Morris to look for button machine.
- c) **Maple Madness:** Daryl Standfield offered to pick up the butter. Volunteers are to arrive between 9-930 a.m. Griddles and materials will be dropped off at the event prior to. Members directed staff to ensure hand-washing materials and applicable waste receptacles are available.
- d) **Run for Honeywood: May 2nd:** Lisa Thomson provided an update on route development and registration numbers. 175 contributions are not being sought.
- e) **Spring Market May 30th:** Members reviewed registration to date. The Secretary is to circulate the poster and information for inclusion in Dufferin Board of Trade communications.
- f) **Mulmur 175 Celebration BBQ:** Members discussed the upcoming event and noted:
- Timing: 11am-2pm
 - Ice Cream Truck – booked.

6.0 Information Items

6.1 175 Budget Report

7.0 Items for Future Meetings

7.1 Dufferin County EDC

8.0 Adjournment

Moved by Morris and Seconded by Rogers

That the Economic Development Committee adjourns the meeting at 10:05 a.m. to meet again on April 20, 2026 at 9:30 a.m. or at the call of the Chair.

Carried.

2026 Business Excellence Awards

Business of the Year

This award recognizes a thriving local business for outstanding achievements, long-standing contributions to Dufferin County, and significant community involvement. This business demonstrates excellence in business leadership and has:

- 11 or more employees (FTE);
- been in business for more than two years;
- championed a “Think Local” mindset within their organization and the community;
- demonstrated innovative and proactive leadership, setting an example for others;
- made exceptional contributions to the community’s well-being through philanthropy, mentorship, or sponsorship;
- created local jobs and fostered employee development;
- implemented sustainable or forward-thinking business practices; and
- is proudly Canadian and proudly Dufferin, embracing and promoting both local and national pride in all they do.

Small Business of the Year

Recognizes a local small business for noteworthy accomplishments, long-standing contributions to Dufferin County, and significant community involvement. This business demonstrates best business practices, is a leader amongst local business, and has:

- 10 or fewer employees (FTE);
- been in business longer than two years;
- champions “Thinking Local” within the organization, and to the community;
- demonstrated innovate and proactive leadership;
- made exceptional contributions to our community’s wellbeing; and
- is proudly Canadian and proudly Dufferin, embracing and promoting both local and national pride in all they do.

Nonprofit of the Year

This award recognizes a nonprofit organization that has made a significant and lasting impact on the Dufferin County community. Through dedication to its mission, strong leadership, and community engagement, this organization demonstrates excellence in nonprofit operations and has:

- operated for more than two years;
- championed a “Think Local” mindset by actively engaging with the community;
- demonstrated innovative and proactive leadership in addressing community needs;
- made exceptional contributions to the well-being of Dufferin County residents;
- built meaningful partnerships and collaborations to maximize its impact;
- demonstrated financial responsibility and sustainability in its operations; and
- is proudly Canadian and proudly Dufferin, embracing and promoting both local and national pride in all they do

New Business of the Year

This award recognizes a new business that has demonstrated exceptional promise, innovation, and community engagement in its first two years of operation. The recipient embodies the entrepreneurial spirit and proudly supports both Canadian values and the growth of Dufferin County. This business has:

- been in operation for less than two years;
- made a positive impact on the local community through innovative products, services, or initiatives;
- demonstrated resilience and adaptability in the face of challenges;
- embraced a “Think Local” mindset and contributed to the community’s well-being; and
- is dedicated to long-term growth, sustainability, and creating jobs in Dufferin County.

Businessperson of the Year Award

This award is presented to a local business leader who exemplifies Dufferin and Canadian values, champions local success, and inspires others through leadership, mentorship, and community involvement. This individual is a pioneer in the business community and:

- leads with integrity and sets an example of positive leadership;
- projects a positive image of Dufferin County and Canada;
- motivates and encourages other entrepreneurs to thrive locally;

- demonstrates a deep commitment to supporting local businesses and initiatives;
- actively contributes to the growth and prosperity of the community;
- is proudly Canadian and proudly Dufferin, fostering a spirit of national and local pride in all they do; and
- has been active in the community for a minimum of five years.

Local Impact Award

This award honours a for-profit business that goes beyond its operations to make a lasting, positive impact on the Dufferin County community. Through dedicated community involvement and a strong commitment to giving back, this business embraces the true spirit of Canadian generosity, local pride, and social responsibility. This business:

- invests in the lives of others and actively contributes to making Dufferin a great place to live and work;
- demonstrates a sustained, long-term commitment to improving quality of life and community well-being in Dufferin;
- leads with integrity by implementing policies and practices that prioritize community accountability and responsibility;
- actively supports existing community-building programs or establishes new initiatives that strengthen the region; and
- is proudly Canadian and proudly Dufferin, demonstrating a deep commitment to local success and national values.

Chairperson's Award

The **Chairperson's Award** is a special recognition presented by the Chair of the Board to a business, nonprofit, or business leader who has made an exceptional and lasting impact on our community. This award is not open to nominations but is given to an individual or organization that has demonstrated extraordinary dedication, leadership, and contribution to the betterment of Dufferin County.

This recipient is chosen for their outstanding commitment to community well-being, support for local initiatives, and ability to inspire positive change in the region. The Chairperson's Award celebrates those who go above and beyond, quietly yet powerfully shaping the future of our community with their efforts, resilience, and unwavering Canadian pride.



INFORMATION

MAPLE MADNESS REPORT

April 20 2026

Event: Maple Madness
Location: 4M Maple
Date: April 11, 2026
Time: 10 AM – 1 PM

Overview

Participants began arriving at approximately 9:45 a.m.

Attendance increased between 10:30 am to 11:00 am, and was steady for most of the event. The largest demographic consisted of families with children. Based on the number of plates and volume of pancake mix that was used, staff would estimate that there were over 150 visitors throughout the course of the event.

The colouring pages, bookmarks, and stickers were very well received and were the most picked-up items from the table. Many of the parents took extra colouring pages and crayons to take home, and the children especially liked the stickers and bookmarks.

Numerous visitors also took photos of the event calendars, with many of them asking questions regarding the other 175 events taking place in May, especially the Run for Honeywood and Spring Market. Some also asked about the Strawberry Festival and if a date had been finalized for that event. Staff at the event encouraged visitors to monitor our website, social media, and monthly digital newsletter for additional information and updates regarding upcoming events.

Older guests showed strong interest in the history board featuring Mulmur's heritage and often shared personal stories about being long-time residents. Visitors also gave positive feedback about 4M Maple's Sugar Shack Talks and Sugar Talks, which took place throughout the event.

Feedback and Improvements

The property where this event took place had poor cell service, which unfortunately made taking payments through the Shopify POS system difficult. Despite this, staff were still able to sell two mugs and also directed many visitors to the Township's Shopify store and Town Tee's store for more 175 merchandise.

For future events, improved merchandise presentations may be beneficial. An extra table with a stand or a mannequin that can better display the merchandise. An extra table would also have been beneficial to place beside the two griddles being used to cook pancakes. Due to the high volume of visitors, staff would also recommend increasing the number of paper plates and pancake mix purchased for this event in the future.