



AGENDA
MULMUR EVENT COMMITTEE MEETING (MCEC)
Wednesday, April 10, 2019
7:00 pm
Township Office

PAGE

- A. Call to Order by the Chair
- 2** B. Approval of Minutes
- C. Discussion Arising from Minutes
- D. Declaration of Pecuniary Interest
- E. Approval of Agenda
- F. Delegations
 - a) Authors in the Hills of Mulmur
 - b) Helen Martin, Farmer's Market
- G. Current Business
- 4** a) Maple Madness – review
- b) Mulmur Day – Saturday June 15, 2019
- H. Information Items
- 5** a) Imagine Mulmur in 3-D – Report on Goal Setting Sessions
- I. Items for Future Meetings
- J. Adjournment



MULMUR COMMUNITY EVENTS COMMITTEE (MCEC)

Tuesday, March 05, 2019

7:00 pm

Township Office

MINUTES

Present: Ruth Rindinella – Chair
Flora Nadafi – Vice Chair
Shirley Boxem
Sarah Cameron
Patrick Fradley-Davis
Geoff Parker
Nevio Turchet
Kerstin Vroom – Secretary

Absent with regrets: Sylvia Durance
Lorraine Longmuir
Gavin Longmuir
Komal Patel
Jag Saini

A. Call to Order

Chair Rindinella called the meeting to order.

B. Approval of Minutes

Motion #6-19 Turchet-Nadafi: THAT the minutes of February 14, 2019 are approved as copied and circulated.

Carried.

C. Discussion Arising from Minutes

The Board was advised that a representative from Authors in the Hills as well as Helen Martin from the Farmer's Market are planning to attend our next meeting.

D. Declaration of Pecuniary Interest

Chair Rindinella stated that if any member had a disclosure of pecuniary interest that they could declare the nature thereof now or at any time during the meeting.

E. Approval of Agenda

Motion #7-19 Boxem-Nadafi: THAT the agenda is approved as copied and circulated.

Carried.

F. Delegations

a) Better in Mulmur

Patrick Fradley-Davis addressed the Committee on behalf of Better in Mulmur (BIM). He explained that Better in Mulmur is a citizen and local business led, grass roots initiative which provides information on what to see, what to do, where to go, activities, local businesses and the great outdoors in Mulmur. There are currently 5-6 members and they are re-evaluating their purpose. The BIM supported the Farmer's Market at the museum but will not be supporting it this year. The BIM has a large email database that they use to distribute their newsletter and are offering to advertise for the MCEC. As well, the members are willing to volunteer their time at MCEC events. The BIM is also potentially considering a small financial donation.

G. Current Business

a) Maple Madness – date tba

The Committee contacted Ken Mikoliew, 4 M Maple Company, and he is happy to have the Committee host their event again. The Committee agreed to host the event on Saturday, April 06, 2019 starting at 11:00 am. The Committee approved the poster for advertising. Committee members are asked to arrive at 9:30 am. For 2\$ patrons will get pancakes and two breakfast sausages. Duties were chosen by the members as follows:

Sarah: contact Country Meat Cuts to order the two grills (\$60 each) and to order approximately 200 sausages.

Komal and Jag: purchase pancake mix

Patrick: contact Ken about picnic tables

Nevio: pick up the grills and sausages from Country Meat Cuts, fill up the propane tanks (one from the Township and his own), pick up 2 tables and 4 chairs, tents, and garbage cans from Township on Friday, April 05.

Ruth: pick up cash box with float, plates, cutlery, napkins, safety vests, water jugs, plastic cups, save the dates for Mulmur Day.

Lorraine: provide tools for grilling

Geoff: provide oil for grills

Direction was given to the Secretary to organize the supplies as needed and advertise the event.

b) Mulmur Day – Saturday June 15, 2019

The Committee reviewed the pricing for the catering as well as the rentals. They agreed to remove the tossed salad, reduced numbers of tables and to use a smaller tent. The Committee discussed eliminating the dance floor and Sarah offered to look into pricing for a smaller floor as well as other options. The Committee agreed that freezies should be purchased for giveaway. Nevio has secured the band and the Committee agreed to have the band play from 5:00 to 9:00. The Committee reduced the number of porta potties from 3 to 2. Shirley offered to speak with Fred to see if his property was available again for parking. The Secretary advised the Board that the Mulmur Melancthon Fire Department will be running the bar as well as have a truck available, the OPP and Dufferin Paramedics will be in attendance, and that the Friends of the Pine River were advised of the date.

H. Information Items: None

I. Items for Future Meetings

J. Adjournment

Motion #8-19 Turchet-Nadafi: THAT we do now adjourn at 8:55 pm to meet again on Wednesday, April 10, 2019 at 7:00 pm

Carried.

Approved by:

Chair

Secretary

Save the Date
Mulmur Day

Fun Starts at 3:00 PM

Saturday June 15 2019

Family Games - Local Vendors -
Pig Roast - Live Band

Tickets \$10 - Kids under 12 free

Township Office
758070 2nd Line East



Imagine Mulmur in 3-D

Dream, Design, Do

Report on Goal Setting Sessions

March 20, 2019

Marilyn Bidgood

Facilitator



Imagine Mulmur in 3-D

Dream, Design, Do

Executive Summary

Following the 2018 municipal election, Mulmur Council is embarking on a strategic planning initiative. To inform the development of the next strategic plan, a series of facilitated discussions were held on March 20, 2019 with Council, staff and community representatives. Both individual and collective input resulted in: testimonials to why people love Mulmur, consideration for what has stayed the same and changed in the municipality, government policies, a mini Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis from both a business and lifestyle perspective, and thoughts on what needs to be done for Mulmur to prosper over the next 5 years. Several key themes emerged and laid the foundation for goal setting. A total of 13 goals were identified for consideration and development. A review of the Mulmur 2013-2018 Strategic Plan indicates that while some of the strategic areas are still relevant and important, others require refinement and new directions could be considered.



The leadership of Council, staff and community to engage in the first steps of this strategic planning process should be recognized and applauded. I extend my appreciation and thanks to all participants for their time, thoughtful and heartfelt input. You are clearly passionate about Mulmur as a place to live and work and are invested in the future of your community. The alignment of Council, staff and committees, working together on shared goals and outcomes is very powerful. With the talents, diversity and experience of the community, there are exciting opportunities for Mulmur to continue to prosper and grow.



(left to right) Councillor Shirley Boxem, Deputy Mayor Earl Hawkins, Mayor Janet Horner Councillor Patricia Clark, Councillor Ken Cufaro

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Appendix A - Transcribed Meeting Notes

Imagine Mulmur in 3-D

Dream, Design, Do

Findings

Background

Participants:

Session 1 - Mayor, Deputy Mayor, 3 Councillors, CAO

Session 2 - Township staff (7) followed by combined session with staff and Council (12 participants)

Session 3 - Community/Committee Representatives (16) with Council and CAO (total of 22 participants)

To guide the discussion and solicit input, a series of specific questions were asked, which included both individual and collective responses. The results were discussed and recorded. Please refer to Appendix A for the transcribed meeting notes. The following themes emerged:

Things that have changed and stayed the same in Mulmur:

Changes	Same
More People	Sense of Community and neighbours
Visual impact of growth on the landscape	Still “Better in Mulmur”
More working from home	Rural Sophistication
Increase in technology	Within commuting distance, accessible to other areas

Changes	Same
More houses in rural area	Beautiful place
Increase in traffic	Rural character
Weather challenges and impact on road maintenance	Activism on issues (power lines, gravel pits)
Aging population as retirees move to area on full time basis	Low Density Housing
More artisans/creative class	Very limited commercial/industrial base
Tourism destination (small scale)	
Affordability - it has become more expensive	
Increase in government regulation	
Fewer farmers	
Higher land cost impact on farm expansion, succession, new farmers	
Opposition to severances has increased	

Government Policies and Programs that impact Mulmur:

- Provincial Policy Statement
- Niagara Escarpment Commission
- Agricultural Systems
- Natural Heritage Act
- Aggregate Resources Act
- Provincial funding – new funding for efficiency study
- Tax incentive programs (farm and forestry)
- Nottawasaga Valley Conservation Authority

A. Love about Living and/or Working in Mulmur:

Character: Natural beauty and landscape, Rural, night stars and sky, peaceful, unique landscapes and views, quiet,

Community: balance, small size, rural feel, beautiful, sense of “home”, deep roots, family close by, community spirit, excellent schools, support and interest for the future of the township, not crowded

The people: Mix of Backgrounds, residents, neighbours, sense of caring, you know your neighbours, one person can make a difference, friendships

Accessibility: for travelling to other places (Toronto, Niagara, Collingwood), commuting distance, locally it is an easy commute, excellent location,

Work: Work/life balance, can work close to home, diversity of job

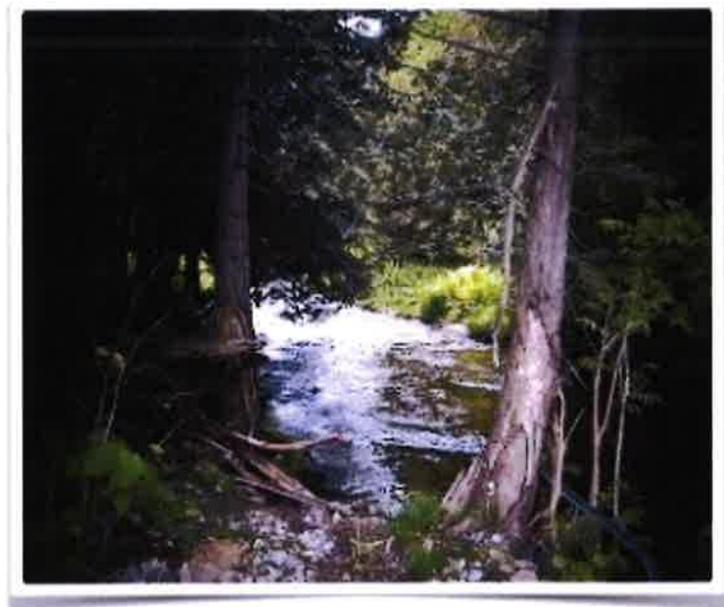
Mulmur is:

“Magical”

“A Gem”

“Piece of Heaven”

“I love all of it”



B. Mini SWOT Business and Lifestyle

Strengths/Opportunities

Business:

- Primrose Business Park
- Have a small business bylaw to support home occupations
- Internet – in some locations
- Dufferin County supports for business including Dufferin Board of Trade, Orangeville Small Business Centre

Lifestyle:

- Community Services
- Environment
- Sense of Community
- Great schools
- 2nd dwelling bylaw
- Local food sources
- Safe communities for outdoor play
- Trails and walking



Weaknesses/Threats

Business:

- Lack of public work spaces and meeting spaces
- Internet – lack of internet and cell access in many areas

Lifestyle:

- Drive everywhere – to activities, services, groceries, etc.
- Taxes are perceived to be high
- Lack of some opportunities and services when compared to other areas
- Lack of medical services (ie. Finding a family doctor)
- Lack of public transit

There was a suggestion made that new residents may need to align expectations with rural living.

C. What need to happen in the next 5 years for Mulmur to prosper?



Fiscal and Governance: tax base, strategic plan, communication strategy and plan, contingency planning (for amalgamation of services and/or municipalities, etc.), fiscal responsibility, collaboration

Business and Development: Strategic growth, Mansfield development, Primrose Business Park, Tourism, Agriculture

Services: Internet/cell service, roads, recreation facilities and plan

Community - Determine look and feel of Mulmur and define “rural character” in the Mulmur context, medical and other community services, live/work community

Environment - Environmental improvements

D. Goals

Reflecting on the SWOT, changes, ideas for prosperity the following goals were identified



1. Develop a communication plan and strategy:
 - township to residents and business
 - township to visitors
 - branding and signage

2. Develop business park at Primrose:
 - Work with the owner to create a vision (within next 6 months)
 - Application for planning approval (2019)
 - To improve employment and tax base/levy opportunities
 - Diversification of tax assessment to commercial and industrial
 - Suggestion that the township buy it and control it
 - Consider partnership opportunities with National park lands adjacent to site

3. Directing growth to Mansfield to create a balanced community.
For example, “aging in place”, multi-purpose community building, services

4. Assess/feasibility/recreational needs and other opportunities for Mulmur including North Dufferin Community Centre

5. Continue to play a leadership role to reduce our carbon footprint in Mulmur by: implementing the Municipal Energy Plan, reducing reliance on carbon fuel, eliminating single use plastics, increasing composting efforts and protecting our water resources.

6. Increase connectivity: internet and cell service

7. Protect agricultural land base and rural character through defining rural character, and giving consideration to visual impact and architectural/design standards, map agricultural lands, severance policy, succession planning and farm matching service

8. Identify and implement road safety and maintenance plan
9. Continue to build community spirit through recreation, special events and community activities

Following a review of the goals identified by council and staff, the community participants suggested adding goals in the following areas:

10. Fiscal – shared services goal
11. Operations Enhancement/performance of the team
12. Labour
13. Business Retention and Expansion - Celebrate businesses that are here in addition to attraction of new businesses



E. Linkages to Mulmur 2013-2018 Strategic Plan

The 2013-218 Strategic Plan identified the following five strategic areas:

1. **Responsible Growth** – Pursue responsible growth in residential and industrial/commercial development to increase employment and re-balance the tax structure
2. **Wider awareness** – Promote Mulmur as a destination for historic, athletic, artistic and gastronomic recreation
3. **Local access to services** – Actively pursue placement of provincial, county and agency programs and services in Mulmur, and maximize use of current facilities
4. **Cost containment** - Establish funding guidelines and cost-efficient purchasing protocols for major and recurring expenditures
5. **Community Participation** - Increase public participation, particularly among youth and young adults in Township governance and volunteerism

Following a review of the strategic initiatives with Council it was agreed that some of the broad strategies are still relevant, while others need refinement and new areas could be added to reflect the current situation.

F. New Strategies and Related Goals

In the current context for Mulmur the following broad strategic directions with relevant goals could be considered:



1. **Strategic Growth** - Pursue responsible growth in residential and industrial commercial development to increase employment and re-balance the tax structure

Goal: Develop business park at Primrose

- Work with the owner to create a vision (within next 6 months)
- Application for planning approval (2019)
- To improve employment and tax base/levy opportunities
- Diversification of tax assessment to commercial and industrial
- Suggestion that the township buy it and control it
- Consider partnership opportunities with National park lands adjacent to site

Goal: Direct growth to Mansfield to create a balanced community. For example, “aging in place”, multi-purpose community building, services

Goal: Protect agricultural land base and rural character through defining rural character, and giving consideration to visual impact and architectural/design standards, map agricultural lands, severance policy, succession planning and farm matching service

2. Communications

Goal: Develop a communication plan and strategy:

- township to residents and business
- township to visitors
- branding and signage

3. Local Access to Services

Goal: Assess/feasibility/recreational needs and other opportunities for Mulmur including North Dufferin Community Centre

Goal: Identify and implement road safety and maintenance plan

Goal: Increase connectivity: internet and cell service

Goal: Medical and community services (suggested)

4. Fiscal/Governance

Goal: Fiscal – shared services goal

Goal: Operations enhancement/performance of the team

5. Support for Business and Environment

Goal: Continue to play a leadership role to reduce our carbon footprint in Mulmur by implementing the Municipal Energy Plan, such as reducing reliance on carbon fuel, eliminating single use plastics, increasing composting efforts, and protecting our water resources

Goal: Labour – attraction of skilled labour force

Goal: Business Retention and Attraction - Celebrate businesses that are here in addition to attraction of new businesses

6. Community Spirit/Engagement

Goal: Continue to build community spirit through recreation, special events and community activities



G. Next Steps

Suggested next steps include reviewing and fully developing detailed goals, applying the SMART goal concepts: Specific, Measurable, Attainable, Realistic, Time Based. While broad strategic directions with related goals have been suggested, using this information to inform and develop a full strategic plan is recommended.

Source of Photos: Township of Mulmur website: <http://mulmur.ca>

Appendix A: Transcribed Meeting Notes

Imagine Mulmur in 3-D – Dream, Design, Do

What you love about living and/or working in Mulmur? (Council, Staff, Community)

Character: Natural beauty and landscape, Rural, night stars and sky, peaceful, unique landscapes and views, quiet,

Accessibility for travelling to other places (ie. Toronto, Niagara, Collingwood), commuting distance, if work locally it is an easy commute, excellent location,

Community: balance, small size, rural feel, beautiful, sense of “home”, deep roots, family close by, rural landscape, community spirit, excellent schools, support and interest for the future of the township, not crowded, one person can make a difference

“Magical”

“A Gem”

“I love all of it”

“Piece of Heaven”

The people: Mix of Backgrounds, residents, neighbours, sense of caring, you know your neighbours, one person can make a difference, friendships,

Work: Work/life balance, can work close to home, diversity of job,

Through the lens of living and/or working in Mulmur – (Council response on Case Studies)

Strengths/Opportunities

Primrose Business Park

Have a small business bylaw to support home occupations

Internet – in some locations

Dufferin County supports for business including Dufferin Board of Trade, Orangeville Small Business Centre

Community Services

Natural environment

Sense of Community

Great schools

2nd Dwelling bylaw

Local food sources

Safe communities for outdoor play

Trails and walking

Challenges/Weaknesses

Lack of public work spaces and meeting spaces
Internet – lack of internet and cell access in many areas
Drive everywhere – to activities, services, groceries, etc.
Taxes are perceived to be high
Lack of some opportunities and services when compared to other areas
Lack of medical services (ie. Finding a family doctor)
Lack of public transit

Comment – may need to align expectations with rural living....

What needs to happen in the next 5 years for Mulmur to prosper?

Note – these are not listed in any order of priority

Council:

Identify opportunities to streamline/combine/re-engineer services
Environmental Improvements
Increase tax base and levy
Look at amalgamation
Primrose Business Park
Internet throughout
Improved communications to all residents
Determine what we want Mulmur to “look” like
Define “rural character”
Balance budget/lifestyle and offering livability

Staff:

Primrose Business Park – diversify and increase tax revenues, less burden on residential taxes
Keep taxes low to draw more to the area
Consider recreation needs and facilities (ball parks, activities for kids)
Improve arena/community centre – ie. Honeywood
Better internet and cell service
More access to high speed internet service
Mansfield: more houses/home development, consider seniors, community hub and residential
Maximize services on a limited budget
More businesses for people to work closer to home,
Roads – maintenance and upgrades – impacts of paving, impacts of road closures due to weather and road conditions
Reduce government interference (NVCA, NEC)
Define and protect rural character
Strategy plan and Communication plan and strategy
Update Official Plan to reflect strat plan and rural character

Community Representatives/Committee:

Make Mulmur an iconic destination – reason to stop and reason to be

Develop pillar industries and grow existing

Identity and Definition=Expertise

Awareness and offerings as they relate to communications

Connectivity and interconnectivity/business to business, business to community, links to

Dufferin Board of Trade

Tech Park at Primrose – ie – ag tech park

Fiscal responsibility – consider expenses, cap expenses

More information for residents – via internet vs books

Internet and cell – full coverage

Recreational facilities – growth, participation, outside user fees

Strike a balance with tourism – too much? too little?

Strategic growth

Attract new businesses

Increase tax base through proper development

Continue to flourish in agriculture

Control of agricultural taxes

Bonnefield land model – quarry lands were purchased and are being rented back to farmers

Medical centre

Community Centre

Recover some of the tax revenues that are lost to the municipality through farm and forest tax rebate programs

Taxi like transportation services?

Collaboration with other municipalities

Emerging themes – tax base, internet/cell service, recreation facilities and plan, roads, Mansfield development, Primrose Business Park Development, Develop a strategic plan, Develop an Communication Plan and strategy, Determine look and feel of Mulmur, Define “rural character” in the Mulmur context, Environmental improvements, Contingency planning – ie for amalgamation of services/municipalities, etc., Tourism, strategic growth, Fiscal responsibility, agriculture, collaboration, medical and community services, Live/Work community

Goals:

1. Develop a communication plan and strategy:
 - township to residents and business
 - township to visitors
 - branding and signage

2. Develop business park at Primrose:

- Work with the owner to create a vision (within next 6 months)
- Application for planning approval (2019)
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- Suggestion that the township buy it and control it
- Consider partnership opportunities with National park lands adjacent to site

3. Directing growth to Mansfield to create a balanced community. For example, “aging in place”, multi-purpose community building, services

4. Assess/feasibility/recreational needs and other opportunities for Mulmur including North Dufferin Community Centre

5. Continue to play a leadership role to reduce our carbon footprint in Mulmur by implementing the Municipal Energy Plan, such as reducing reliance on carbon fuel, eliminating single use plastics, increasing composting efforts, and protecting our water resources.

6. Increase connectivity: internet and cell service

7. Protect agricultural land base and rural character through defining rural character, and giving consideration to visual impact and architectural/design standards, map agricultural lands, severance policy, succession planning and farm matching service

8. Identify and implement road safety and maintenance plan

9. Continue to build community spirit through recreation, special events and community activities

Community suggested adding the following:

- 10. Fiscal – shared services goal
- 11. Operations Enhancement/performance of the team
- 12. Labour
- 13. Business Retention and Expansion - Celebrate businesses that are here in addition to attraction of new businesses....

How do things compare with the Mulmur 2013-2018 Strategic Plan

- 1. Responsible Growth – Pursue responsible growth in residential and industrial/commercial development to increase employment and re-balance the tax structure

- 2. Wider awareness – Promote Mulmur as a destination for historic, athletic, artistic and gastronomic recreation
- 3. Local access to services – Actively pursue placement of provincial, county and agency programs and services in Mulmur, and maximize use of current facilities
- 4. Cost containment - Establish funding guidelines and cost-efficient purchasing protocols for major and recurring expenditures
- 5. Community Participation - Increase public participation, particularly among youth and young adults in Township governance and volunteerism

Broad categories – still relevant and link to current situation, SWOT and goals – specific goals and outcomes are new, or with a different focus/emphasis

Suggest potential broad categories with associated goals...

- Strategic Growth - Pursue responsible growth in residential and industrial/commercial development to increase employment and re-balance the tax structure

Related goals:

3. Develop business park at Primrose:
 - Work with the owner to create a vision (within next 6 months)
 - Application for planning approval (2019)
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3. Directing growth to Mansfield to create a balanced community. For example, “aging in place”, multi-purpose community building, services
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Communication

4. Develop a communication plan and strategy:
 - township to residents and business
 - township to visitors
 - branding and signage

Services

5. Assess/feasibility/recreational needs and other opportunities for Mulmur including North Dufferin Community Centre
6. Identify and implement road safety and maintenance plan
7. Increase connectivity: internet and cell service

8. Medical and community services - suggested

Fiscal responsibility

- 8. Fiscal – shared services goal
- 9. Operations Enhancement/performance of the team

Support for Business and Environment

- 5. Continue to play a leadership role to reduce our carbon footprint in Mulmur by implementing the Municipal Energy Plan, such as reducing reliance on carbon fuel, eliminating single use plastics, increasing composting efforts, and protecting our water resources.
- 14. Labour – attraction of skilled labour force
- 15. Celebrate businesses that are here in addition to attraction of new businesses....

Community Spirit/Engagement

- 8. Continue to build community spirit through recreation, special events and community activities

Slogan “It’s In Our Nature” - links to community spirit, road safety, communications plan – Connectivity, Live/Work Community, Primrose Development – Ag Needs, Farm Matching, Recreation Needs, Green Footprint, Business Development – Retention, expansion, celebrate, link to labour needs