

## **ECONOMIC DEVELOPMENT AD HOC COMMITTEE REGULAR MEETING MINUTES**

**Tuesday, July 4, 2017**

The Township of Rideau Lakes Economic Development Ad Hoc Committee held a Regular Meeting on Tuesday, July 4, 2017 at the Municipal Office in Chantry, Ontario.

The following committee members were in attendance: Councillors Arie Hoogenboom, Bob Lavoie, Claire Gunnewiek, and Cathy Livingston. Mayor Ron Holman was absent. Michael Dwyer, CAO, were also in attendance.

The following recommendation was duly moved and seconded:

### **ADOPTION OF THE AGENDA:**

#### **RECOMMENDATION #1**

Moved By: Claire Gunnewiek  
Seconded By: Arie Hoogenboom

That this Committee adopt the Agenda, as submitted.

Carried:

### **DECLARATION OF PECUNIARY INTEREST & GENERAL NATURE THEREOF:**

Chairperson Lavoie asked if anyone had a pecuniary interest and the general nature thereof and none were declared.

### **ADOPTION OF THE MINUTES:**

Minutes of the May 1, 2017 Economic Development Ad Hoc Committee Meeting were distributed to the Committee. Chairperson Lavoie asked for any errors, omissions or questions and none were heard.

The following recommendation was duly moved and seconded:

#### **RECOMMENDATION #2**

Moved By: Arie Hoogenboom  
Seconded By: Cathy Livingston

That this committee approve the Economic Development Ad Hoc Committee Meeting Minutes of May 1, 2017, as submitted.

Carried:

### **GUEST SPEAKERS:**

The representatives from the Township of Rideau Lakes Public Library, Christine Row, CEO, Doug Franks, Chair of the Library Board, and Pam Cairncross, Board Director, attended the meeting to discuss the ongoing and future programs offered by the different library branches. Ms. Row stated that the library

is well attended and that hours have been extended for the summer months to account for the growing number of visitors.

Mr. Franks stated that over 50% of the Rideau Lakes population having membership cards which is well above the provincial average.

Ms. Row also stated that over 6000 guests used the internet services provided by the library during their operating hours in 2016, and that this number increases greatly if off hours are considered. She continued to state that increasing the reliability off the internet services within the library to better serve the community residents and visitors is a priority for the upcoming year.

Ms. Row detailed the various technology based programs the library has offered to youth to help develop their interests and skills, and the desire to expand tech based programs to include online marketing, social media, among other informational topics.

Ms. Cairncross provided information about a recent "Adult Course" offered to high school students that was developed to assist student preparing for post-secondary school and independent living. The course involved bringing in guest speakers to teach about healthy cooking, budgeting and finances, and preparing for the realities of living independently.

Ms. Row detailed the future plans of the Rideau Lakes Public Library branches and their continuing commitment to working in growing their recognition. Other objectives include maintaining their partnership with other agencies, obtaining recognition and designation status from various organizations, and becoming tourist ambassadors for Rideau Lakes.

The Committee thanked the Rideau Lakes Public Library representatives for their presentation.

#### **NEW BUSINESS:**

#### **INSTITUTIONAL USES**

Montana Coletti, Planning Summer Intern, provided a review of her report concerning the benefits and implications of alternative uses for institutional buildings. Ms. Coletti stated that in order to permit additional uses for institutional buildings, amendments to the current Zoning By-Law would have to take place.

Ms. Coletti stated the potential advantages for expanding permitted uses is that it builds more character by preserving significant buildings and helps grow community services and the local economy, as well as the potential drawbacks that may be present. Ms. Coletti continued to state some of the expanded uses permitted by surrounding municipalities to demonstrate how it could be implemented within the Township of Rideau Lakes.

The Committee members discussed the Institutional Uses report presented by Montana Coletti and its potential impacts on neighbours, heritage designated buildings, and potential involvement by the Planning Advisory Committee.

The following recommendation was duly moved and seconded:

### **RECOMMENDATION #3**

Moved By: Arie Hoogenboom  
Seconded By: Cathy Livingston

That the Economic Development Ad Hoc Committee refer the matter to the Planning Advisory Committee to consider amending the policies and regulations surrounding permitted institutional uses as of right in the Zoning By-Law to allow for the inclusion of additional permitted uses. The applicable scope and scale of additional uses should be examined and reviewed at a future meeting.

Carried:

The Committee observed a 10 minute break.

### **TEENY TINY SUMMIT**

Councillor Hoogenboom attended the event and provided an overview of the presentations.

### **COUNCIL HEARS AGE-FRIENDLY BUSINESS ENGAGEMENT STRATEGY**

Chair Lavoie provided a summary of the article published within the Kawartha Lakes This Week News and stated that he has approached the Rideau Lakes Westport Chamber of Commerce about making businesses more age-friendly.

### **YEAR IN REVIEW**

Mike Dwyer, CAO, reviewed the report which summarized results from a two week survey concerning the Economic Development Ad Hoc Committee and its objectives. The survey received over 80 responses from members of the public who assessed the operations of the Committee, identified their concerns and future goals, and ranked the current priorities based on their own opinion.

Mr. Dwyer stated that responses were generally in line with the Committee's goals and supportive of past projects. He continued to state that the public had strong support for future beautification and community sustainability efforts.

Negative comments received involved regulations within the Township seen as obstacles to development. Mr. Dwyer stated that the regulations and procedures staff follow and/or enforce are required by the province and suggested that staff create information guides to remove misconceptions and inform the public on why certain regulations are in place, as well as assessing the Township enforcement culture to ensure it is balanced and progressive.

Mr. Dwyer stated that the survey responses revealed that the public views the Committee structure should be reviewed to appoint members of the public.

The Committee discussed the survey results and the various report recommendations.

The following recommendation was duly moved and seconded:

#### **RECOMMENDATION #4**

Moved By: Arie Hoogenboom  
Seconded By: Cathy Livingston

That the Economic Development Ad Hoc Committee further recommend to Council the following additional and/or changes to the Committee's Terms of Reference:

- Remove the 'Ad Hoc' Status of the Committee
- Update the mandate and deliverables sections to better align with identified priorities

Carried:

#### **RECOMMENDATION #5**

Moved By: Arie Hoogenboom  
Seconded By: Cathy Livingston

That the Committee structure be maintained and a call for nominations be completed in advance of the September meeting for Committee review.

Carried:

#### **RECOMMENDATION #6**

Moved By: Ron Holman  
Seconded By: Cathy Livingston

That the Committee give due consideration to the following actions:

- Develop and deliver a 'How We Can Help You' campaign
- Assess options to enhance regulatory culture
- Review unoccupied/derelict buildings and potential options to address them
- Continue to enhance communication efforts, including use of meeting briefs, with publication on social media
- Consider a focused business attraction campaign, including regulatory support, for places to eat, shop and stay. This could be nested within a wider CIP program
- Consider a rebranding campaign to include regional advertising, focused marketing and a complete website modernization and overhaul

Carried:

#### **BUSINESS ARISING:**

##### **LEGACY FAMILY PROJECT**

Mike Dwyer, CAO, provided a verbal update regarding the Legacy Family Project.

##### **CORRESPONDENCE**

The Committee decided to speak about the correspondence items in Closed Session at the end of the meeting.

**GENERAL DISCUSSION OF NEXT MEETING AGENDA ITEMS:**

The Committee requested that a representative from the Municipal Heritage Advisory Committee be a future guest speaker. The Committee also asked that Parks Canada lock update, tourism asset list or study be discussed at a future meeting.

**CLOSED SESSION:**

**RECOMMENDATION #7**

Moved By: Arie Hoogenboom  
Seconded By: Cathy Livingston

That the Economic Development Ad Hoc Committee move into Closed Session at 11:24 a.m. to discuss Section 239(2)(b) of the Municipal Act, regarding personal matters about an identifiable individual, including municipal or local board employees.

Carried:

**RECOMMENDATION #8**

Moved By: Arie Hoogenboom  
Seconded By: Cathy Livingston

That the Economic Development Ad Hoc Committee reconvene the Regular Meeting at 11:35 a.m. and that staff follow through on items discussed in Closed Session.

Carried:

**ADJOURNMENT:**

The Chair declared the Economic Development Ad Hoc Committee Meeting adjourned at 11:36 a.m., until the next Regular Meeting.

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Bob Lavoie  
Chairperson

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Michael Dwyer  
Secretary