

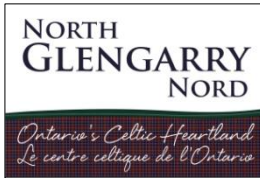
Community Development Committee

AGENDA

Wednesday, September 29, 2019 at 3:00 pm
Sandfield Centre, 102 Derby St West, Alexandria

- 1) **CALL TO ORDER**
- 2) **DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF**
- 3) **ADDITIONS, DELETIONS OR AMENDMENTS**
- 4) **ADOPTION OF THE AGENDA**
- 5) **ADOPTION OF PREVIOUS MINUTES**
 - a. Minutes for the August 28, 2019
- 6) **BUSINESS ARISING FROM THE MINUTES**
- 7) **DELEGATIONS**
- 8) **AGENDA ITEMS**
 - a. Marketing Plan Working Group – Verbal Update
 - i. Answers to marketing working group questions
 - ii. Maintaining community assets - verbal update
 - iii. Development and marketing plan
 - b. Educational Reform / School Boundary Working Group – Verbal Update
 - c. Population and Maintenance of Community Assets Listing (Document attached)
- 9) **PENDING BUSINESS**
- 10) **CORRESPONDENCE/INFORMATION ITEMS**
 - a. Key Information Report – Economic Development Update (Document Attached)
- 11) **NEXT MEETING** – October 30, 2019 – Sandfield Centre at Island Park
- 12) **ADJOURNMENT**

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Community Development Committee

5a

MINUTES

Wednesday, August 28, 2019 at 3:00 pm
Sandfield Centre, 102 Derby St West, Alexandria

PRESENT: Carma Williams, Chair
Gina Dragone, Community Representative
Dean MacGillivray, Community Representative
Brenda Noble, Councillor
Rory Levert, Community Representative
Michael Madden, Community Representative
Anne Leduc, Director – Community Services / Recording Secretary

REGRETS: David Fillion, Community Representative
Jeff Manley, Councillor
Sarah Huskinson, CAO

1) CALL TO ORDER

The meeting was called to order at 3:07 pm

2) DECLARATIONS OF PECUNIARY INTEREST

There were no declarations of pecuniary interest by the members present.

3) ADDITIONS, DELETIONS OR AMENDMENTS

None

4) ADOPTION OF THE AGENDA AS MODIFIED

Moved by: Michael Madden

Seconded by: Dean MacGillivray

THAT the agenda for the Community Development Committee for August 28, 2019 be adopted as presented.

Carried.

5) ADOPTION OF THE PREVIOUS MINUTES

Moved by: Michael Madden

Seconded by: Rory Levert

THAT the minutes of the June 26, 2019 Community Development Committee meeting be accepted as presented.

Carried.

6) BUSINESS ARISING FROM THE MINUTES

There was no new business arising from the minutes.

7) DELEGATIONS

None

8) AGENDA ITEMS

a. Marketing Plan Working Group

Dean MacGillivray updated the committee on the work that has been done by the Marketing Plan Working Group. The WPWG met on July 8, 2019 and included the bus issue in Maxville. Requires more time to define items in a format that would satisfy the group. Will attempt to come out of meetings with actions plans. Next meeting was on August 6, 2019.

During the meeting, it was determined that information from the Township will be required to move forward. Topics will fall under the following categories: marketing, infrastructure, jobs, housing, lobbying. Members were asked to forward questions under these five topics.

The list that was provided by David Filion in his email dated August 13, 2019 (sent in the agenda package) will be updated by Anne Leduc and Township Staff to indicate a role and comments column and brought back to the Committee.

b. School Boundary Working Group

Dean MacGillivray updated the members on the busing issue in the Maxville catchment. 11 families affected that want to attend GDHS. Appeals were lodged by these families and as a result, their children will be attending GDHS this fall.

The Boundary situation will be examined and brought to attention of the Trustees. Will discuss details and timing at the next School Boundary Working Group.

Carma Williams indicated that at AMO, a delegation from the Counties met with the Stephen Lecce, the Minister of Education, who stated that he understood the importance of schools as economic drivers for rural municipalities. The delegation touched upon the importance of schools in Alexandria and Maxville.

Gina Dragone notes that there are parents that are still not aware of this situation and don't understand the impact of children being transferred to Tagwi. There is a need inform parents of younger children that will be attending GDHS in the future.

c. Amending the electoral districts to have North Glengarry in the same territory as South Glengarry and Cornwall

Staff forwarded information on the process to modify electoral boundaries.

d. Population and Maintenance of Community Assets Listing (Appendix A)
i. General Discussion

9) PENDING BUSINESS

None

10) CORRESPONDENCE/INFORMATION ITEMS

a. Key Information Report – Economic Development Update

Anne Leduc reviewed the KIR touching upon the work that was done over the last month including meetings with business owners, CIP applications and the Regional Incentives Program, Youth Retention efforts, Workforce development activities such as job fairs and work experience validation programs, branding initiatives in the Township and communications.

b. Email from Nick Seguin – SDG Tourism

This summary was supplied to the committee members as an update on the joint activities between the Counties and the Townships.

11) NEXT MEETING

The next Community Development Committee will take place on September 25, 2019 at the Sandfield Centre (102 Derby Street W., Alexandria).

12) ADJOURNMENT

The meeting was adjourned at 4:50 pm by Rory Levert

Carma Williams
Chair

Community Development Committee – Marketing Committee Action Items

August 28, 2019

1. <u>Jobs</u>	<u>Role</u>	<u>Comment</u>
<ul style="list-style-type: none"> are we reaching out to the private sector outside of North Glengarry to encourage businesses to set up shop in North Glengarry? (Scope and methodology) 	NG Economic Development (NG Ec Dev) SDG Economic Development (SDG Ec Dev)	Officers work “coopetively” to attract new businesses to their townships / region
<ul style="list-style-type: none"> are we reaching out to outside businesses to espouse the uniqueness of our community? 	Same as above	Same as above
<ul style="list-style-type: none"> how we are selling the uniqueness of our township? 	Marketing Plan	Marketing Plan
<ul style="list-style-type: none"> have we made any attempt to reach out to the provincial or federal government to establish or relocate government satellite offices? ie. Agriculture Canada, Experimental Farm.....etc. 	NG Ec Dev	No outreach done
<ul style="list-style-type: none"> are there currently any leads to attract larger businesses to our township? 	NG Ec Dev SDG Ec Dev	We get leads through the Ontario East Economic Development Commission and through private developers.
<ul style="list-style-type: none"> are we currently offering incentives to lure big or small businesses to our areas? 	Community Improvement Plan or municipally-developed Industrial Lands	Restrictions apply to municipalities and are governed through the Municipal Act.
<ul style="list-style-type: none"> does the township have a philosophy as to what their level of involvement is on job creation? what type of jobs can we realistically attract? 	NG Ec Dev, Education, EOTB, GIAG, etc.	Supports businesses with their workforce development needs and skills training in partnership with St. Lawrence College, the Eastern Ontario Training Board, the Glengarry Inter Agency Group, local schools, etc.
<ul style="list-style-type: none"> are we currently reaching out to the grade 10-12 students to make them aware of employment opportunities locally/coordinate with GIAG? 	NG Ec Dev	Yes – we perform school visitations and speak to employment opportunities as well as business succession opportunities.

<ul style="list-style-type: none"> cannabis store? 	Federal Government	We are currently working on ensuring our zoning by-law allows for cannabis retail. No allocations of cannabis stores have been made to SDG as of yet.
2. <u>Infrastructure</u>		
<ul style="list-style-type: none"> where are we on the lagoon enhancement project? 	Public Works	We are working with an engineering firm for the design of the lagoon. Completion of this design is Fall 2019. We will then be awaiting release of infrastructure funding from upper level governments to apply for the construction.
<ul style="list-style-type: none"> when will it be completed? 	Public Works	End of 2020, beginning 2021 (contingent of approved funding)
<ul style="list-style-type: none"> once completed, how much more capacity can it accommodate? 	Public Works	We are awaiting design. Specific numbers will be available in the next few months.
<ul style="list-style-type: none"> what does this really mean in terms of growth projections? 	Public Works	
<ul style="list-style-type: none"> is Maxville really ready for a rapid upsurge in development? If not, what do they need to do to have it shovel ready? 	Public Works	Yes, Maxville is ready, pending the water being available in late 2019, early 2020.
<ul style="list-style-type: none"> what is the current sewage treatment capacity of Maxville? How many more single family homes could they accommodate with their current water/lagoon capacity? 	Public Works	We are currently looking at the flows for the lagoons based on storm water being diverted from the sewer to the storm sewer system.
<ul style="list-style-type: none"> how much effort has been made to reach out to developers? (both large and small) is there a broader strategy (incentives) in play when doing so? 	NG Ec Dev	Discussions are ongoing between land-owner(s) and developers.
<ul style="list-style-type: none"> when can we expect internet service upgrades to be completed? What level of service are we expecting as a benchmark? Is there a strategic geographical approach to the project? 	Eastern Ontario Wardens' Caucus	Announcements made for funding – 2 to 5 year timeline for implementation.
<ul style="list-style-type: none"> does the township expect an economic boost from internet upgrades? 		Not a competitive edge as much as an equal footing with other municipalities and urban centres.

3. <u>Marketing</u>		
<ul style="list-style-type: none"> is there a current marketing campaign to attract young families from the West Island and Ottawa to Alexandria? Maxville? Do they use social media or online advertising? 	NG Ec Dev	No
<ul style="list-style-type: none"> are we espousing our strengths? ie. low cost of living, affordable housing, bilingual workforce, and any other amenities that would be attractive to someone or business considering a move here? 	NG Ec Dev	Yes – during job fairs and at the Foire de l'emploi in Montreal.
<ul style="list-style-type: none"> is the current township motto “ Celtic Heartland “ an appropriate motto to attract French Canadian, New Canadians , to come live here or set up businesses here? Do we need to tweak it our use it out of convenience? 	NG Ec Dev	Motto was developed as a Tourism Branding motto.
<ul style="list-style-type: none"> is there a current plan to promote NG as a tourist destination? ie: beer/music festivals/farm to table? 	NG Ec Dev SDG Ec Dev/Tourism	Yes in partnership with the United Counties of SDG' Tourism Department
<ul style="list-style-type: none"> Do we/can we coordinate with other tourism agencies ie:SDG Tourism to spread our message? 	NG Ec Dev SDG Ec Dev/Tourism RTO9	Regional Tourism Organization 9 is funded through the province and supplies funding for specific projects (for example, signage)
4. <u>Lobbying</u>		
<ul style="list-style-type: none"> how much lobbying is currently being done by the township to secure funding for the lagoon enhancement project? 	CAO	We have been attending meetings with the provincial level government officials over the past number of years. Our Federal MP is also aware of the project.
<ul style="list-style-type: none"> is there any current lobbying of either Provincial or Federal governments to establish or relocate satellite government offices to the township of North Glengarry? 	CAO	The Federal MP has an office. However, the MPP removed her office following the election.
<ul style="list-style-type: none"> are there any areas for lobbying that are priority to Township that we haven't touched on? 	CAO	No. Our focus has been on Maxville Water and has now shifted to Alexandria Lagoon. Once the design is complete, we will be in a perfect position to apply for the funding.

<ul style="list-style-type: none"> • what can be done from the Township level to encourage a more holistic approach to economic development with the Province? Currently, we seem to operate in silos.. 	Ec Dev	Work is done on a municipal level, regional with SDG Counties and Eastern Ontario with organizations such as the EOWC, EORN, OEEEDC.
5. <u>Housing</u>		
<ul style="list-style-type: none"> • is there a current strategic housing plan to offer young families a place to live? 	Planning	Developers are encouraged to look at mixed uses (single family homes, apartments, townhouses, condos, etc.)
<ul style="list-style-type: none"> • is there a plan for rental spaces, short-term? Long-term? 	Not under municipal control (private sector)	
<ul style="list-style-type: none"> • is there a housing plan currently in place to accommodate a post lagoon enhancement project? 	Private Sector / Planning	The SDG Official Plan and our Zoning By-law provide structure around development.
<ul style="list-style-type: none"> • is there a housing plan for Maxville and Alexandria that would meet the needs of the commuter? 	Private Sector / Planning	We do not have a housing strategy in either Maxville or Alexandria.
<ul style="list-style-type: none"> • what types of homes do we need in Maxville and Alexandria? 	Private Sector / Planning	Developers are encouraged to look at mixed uses (single family homes, apartments, townhouses, condos, etc.)
<ul style="list-style-type: none"> • are there lands outside the town of Alexandria that could be developed sooner than later? Do we have land currently zoned to accommodate subdivision development? If not, what would it take for this to happen? 	CAO/ Planning	We are currently updating our GIS to accommodate a layered approach to development analysis. From this, we will be able to better look at potential land to be developed.
<ul style="list-style-type: none"> • are there township owned properties available for development? 	CAO/ Planning	We are currently compiling a detailed list and map of all the Township owned properties. A report will be coming to Council to look at selling the property to gain profit and increase the tax revenue.
<ul style="list-style-type: none"> • Can anything be done to some of the more dilapidated properties in town? 	By-Law	Property Standards
<ul style="list-style-type: none"> • Would we be wise to reclaim them if they are in arrears? This could allow us to rebuild and give us attractive properties for rent or resale without needing more lagoon capacity? 	Finance	It is not usually in the best interest of municipalities to own property, other than for municipal use. We do not have the staff to maintain the properties or the expertise to develop or market them. This is better suited for the private sector.



COMMUNITY DEVELOPMENT COMMITTEE

KEY INFORMATION REPORT

Report No: CD-2019-07

September 19, 2019

From: Tara Kirkpatrick, Economic Development & Communications Officer and
Anne Leduc – Director of Community Services

RE: Economic Development Update

The following is a summary of activities from August 12, 2019 onwards.

Community Improvement Plan (CIP) and SDG Regional Incentives Plan

The Economic Development Officer is working with multiple clients interested in the CIP Program and the Stay, Discover Grow, Regional Incentives Program.

The EDO is working with a number of property owners on potential CIP applications, including three large commercial projects. CIP projects include an application from the Fauxmagerie Zengarry and upcoming submissions should include the White Rock Motel, La Belle Sorelle, St. Margaret's Apartments, 20107 Concession Road 4 in Kenyon, as well as others who remain in the initial stages of considering their construction options.

Numerous clients expressed interest in the Regional Incentives Program which closed its 2019 intake in July, after having invested \$250,000 in SD&G. The program is expected to return next January with an anticipated budget of \$250,000 for 2020.

Business Retention & Expansion

- Met with an industrial client looking to rent out a large amount of space in Alexandria. Liaised with the Ministry of Economic Development and the CFDC and sent two potential leads to the client.
- Met with a residential developer about an ongoing project in Alexandria.
- Met with a potential client interested in developing a wedding venue in Alexandria.
- Continued to work with Groovy Yurts on the launch of their new yurt B&B.

Youth Retention

- Consultations with partners (Eastern Ontario Training Board (EOTB), St-Lawrence College, Glengarry Inter-Agency Group (GIAG)) on strategies to retain youth.

Workforce Development

- Referred a client of the Eastern Ontario Training Board (EOTB) to fill an identified employment and training need.
- Continued discussions with representatives from Alexandria Moulding, the Eastern Ontario Training Board and St. Lawrence College regarding the need for more trade programs, with an emphasis on the shortage of millwrights. The EOTB will be conducting a comprehensive study this fall looking into labour shortages. The goal is to see if there is enough demand in SDG and the surrounding area for local trade courses to be offered at the Cornwall campus.
- Assisted two residents with applications to Ontario Renovates.

Branding Initiatives

- Branding signage at the Dalkeith Community Hall, Glen Robertson Community Centre and Dunvegan Community Park have been installed. The Island Park sign is in production.
- Coordinated a variety of regional tourism ads that promote the Ontario Celtic Heartland banner. These ads represent a joint branding campaign shared between the Township of North Glengarry and the Township of South Glengarry.

Conferences, Training and Networking

- Participated in the Ontario East Municipal Conference in Cornwall.
- Participated in various Economic Development workshops and forums such as the Stormont, Dundas & Glengarry Economic Development Working Group, and the SDG Tourism Summit.
- Participated in Emergency Preparedness meeting for training on communications devices and Table Top Exercise.
- Attended mandatory cyber security training.

Communications

- Postings on Facebook – has reached over 2,874 Likes.
- Prepared numerous press releases related to the Little Creek Road Bridge Announcement, road closures, the Community Living Run, the Alexandria 200 Mural, medal ceremonies and more.
- Prepared the traffic notices for the Community Living Run and arranged for a press release and mailing to affected residents.
- Designed a variety of posters for Township events. In most instances, ads were created and shared with local newspapers on this topic.

- Prepared a logo and poster for the “Alexandria Bright Nights Festival”.
- Responded to various requests for information by media outlets by guiding them to the proper individual.
- Posted a variety of Township jobs to the website and social media.
- Prepared the monthly ad “What’s New in North Glengarry,” which appeared in the Glengarry News.
- Attended and photographed numerous events including the Harvest Festival.

Varia

- Worked on the flag installation project for flags donated by the Federal Government for the War of 1812 Bicentennial. This project coincided with the Glengarry Pioneer Museum and the Glengarry Routes Heritage Bus Tour event. Flag brackets were installed on the flagpoles at the intersection of Cty. Rd. 24 and Cty. Rd. 30 in Dunvegan. A fifth flag will be ordered by the Glengarry Pioneer Museum in the Spring to promote the museum.
- Coordinated hanging the Alexandria 200 Mural on Town Hall.
- On behalf of the Maxville Water Project, commissioned and organized the details surrounding the creation of a bronze plaque to be featured at the North Glengarry Business & Community Awards Gala - and later hung on the new Maxville Booster Station.
- Met with the Glengarry Artists Collective regarding the mural proposed for King George Park. Commissioned a painter to begin reproducing a postcard to be featured in the mural. Had the painting digitized. It is in the process of being approved for printing.
- Organized the Glengarry Routes Heritage Bus Tour, including working with Via Rail on a sponsorship request where they supplied a \$1,500 sponsorship for this activity. Arranged for SDG Tourism to coordinate a contest to win these tickets and then contacted the winners and arranged for them to receive their tickets and event details. Also secured a \$500 sponsorship from SDG Tourism to offset the rental of a tent and advertising for the Glengarry Artists’ Collective to participate in this event. The Raisin Region Conservation Authority and the Alexandria 200th Committee have also agreed to participate, as well as the Campbell Trio and the MacLeod Fiddlers. Event coordination included organizing and preparing five bus stops, including signage, logistics and scheduling.
- Arranged with Public Works to prepare Mill Square for the Glengarry Routes Heritage Bus Tour, including repairs to the sidewalk.

COMMENTS

This report is presented for information purposes only.