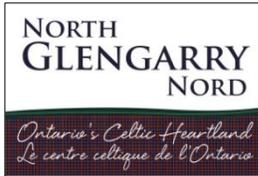


Community Development Committee

AGENDA

Wednesday, October 30, 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 September 25, 2019
- 6) **BUSINESS ARISING FROM THE MINUTES**
- 7) **DELEGATIONS**
- 8) **AGENDA ITEMS**
 - a. Hospital related residential development – Verbal Update
 - b. Marketing Plan Working Group – Verbal Update
 - c. Staff Report – Marketing Plan
 - d. Educational Reform / School Boundary Working Group – Verbal Update
 - e. Population and Maintenance of Community Assets Listing (Document attached)
- 9) **PENDING BUSINESS**
- 10) **CORRESPONDENCE/INFORMATION ITEMS**
 - a. Key Information Report – Economic Development Update
- 11) **NEXT MEETING** – November 27, 2019 – Sandfield Centre at Island Park
- 12) **ADJOURNMENT**



Community Development Committee

5a

MINUTES

Wednesday, September 25 at 3:00 pm
Sandfield Centre, 102 Derby St West, Alexandria

- PRESENT:** Carma Williams, Chair
Jeff Manley, Councillor
Gina Dragone, Community Representative
David Fillion, Community Representative
Dean MacGillivray, Community Representative
Brenda Noble, Councillor
Rory Levert, Community Representative
Michael Madden, Community Representative
Anne Leduc, Director – Community Services / Recording Secretary
- GUEST:** Tara Kirkpatrick, Economic Development & Communications Officer
- REGRETS:** Sarah Huskinson, CAO

1) CALL TO ORDER

The meeting was called to order at 3:07 pm by Carma Williams.

2) DECLARATIONS OF PECUNIARY INTEREST

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

3) ADDITIONS, DELETIONS OR AMENDMENTS

Request to start with the Key Information Report, followed by the answers to the marketing work.

4) ADOPTION OF THE AGENDA AS MODIFIED

Moved by: Jeff Manley

Seconded by: Rory Levert

THAT the agenda for the Community Development Committee for September 25, 2019 be adopted as modified.

Carried.

5) ADOPTION OF THE PREVIOUS MINUTES

Moved by: David Fillion

Seconded by: Dean MacGillivray

THAT the minutes of the August 28, 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 – Verbal Update

i. Answers to marketing working group questions

Mr. David Fillion advise the Committee of the work that was done by the Marketing Plan Working Group on identifying two theme: Retention and attraction and Residential development.

In regards to Retention and attraction, there needs to be a way to market to young families and retain youth.

Identification of infill or vacant lots should be a priority in addressing residential development and growth, all the while exploring different types of housing models that would respond to the lack of available apartments. .

The Working Group enquired on the complaint process for Property Standards for vacant homes. Staff advised that an official complaint must be lodged in order to have By-law investigate the situation further. An exception is when there is a determined risk such as hoarding, or fire, when other means can be used to addressed the situation.

Staff has been requested to obtain more information regarding taxation for vacant commercial buildings. This request will be forwarded to the Treasurer.

The Committee has asked that the Chief Building Official attend a meeting to better understand how to identify building lots, starting with the recently connected lots in Maxville. This would encourage residential growth in North Glengarry and assist with the drafting of a residential growth plan.

ii. Maintaining community assets - verbal update

The Working Group identified key community assets, including the Glengarry Golf Course, the Alexandria and Maxville Curling Clubs and the schools.

The Working Group wants to ensure that these community assets are offered support, in a manner that is appropriate to the municipality to ensure that these community assets continue to contribute to the vibrancy of the community. An example was brought up when the culvert washed out on Mother's Day Weekend Brunch. The municipality stepped in to prioritize reinstating access to the Golf Course.

Staff has been directed to create a list of government satellite offices in the Township and to benchmark this list against past organizations that were in the Township.

iii. Development and marketing plan

- Staff will prepare a staff report to including \$30,000 in the Capital Budget to hire a consultant in 2020 to create a Marketing Plan for the municipality. This item will be part of the 2020 Budget Process and is conditional on its approval by Council.
- Mr. Michael Madden is in the process of creating a recommendation to Council asking that a development and marketing plan be developed for North Glengarry.

b. Educational Reform / School Boundary Working Group – Verbal Update

The Working Group met to discuss the boundary issue in Maxville which has been an ongoing concern since 2008. This has a strong impact on the viability of Glengarry District High School which is losing students to Tagwi High School. The Working Group reached out to Maxville parents and had 20 people attend a meeting to discuss the issue and from which a strategic plan ensued. The Plan will officially launch on October 12th.

One of the concerns is the need to re-establish the former boundaries for the school's catchment area back to those of 2008.

Mr. Jeff Manley advised that Council passed a motion this week asking for a stipulation that the economic impact of communities be considered during a Pupil Accommodation Review. The resolution has been sent to 444 municipalities in Ontario, as well as MPP Jim McDonell and the Ministry of Education.

Ms. Carma Williams brief the Committee on the fact that educational reform has been listed as the second priority for the SDG County Council to work on, making it a strategic priority for the entire region.

This endeavor is being supported by MPP McDonell and there is a possibility of introducing it as a provincial pilot for educational reform through the creation of a broad-region project, encompassing nearly the entire Upper Canada School Board basin.

c. Electoral Districts

The electoral districts review is performed automatically following the 10-year census. The consultation period will be starting soon, during the “period for public input”. Staff will circulate the email containing information on the review process for electoral district.

d. Population and Maintenance of Community Assets Listing (Document attached)

See attached references.

9) PENDING BUSINESS

None

10) CORRESPONDENCE/INFORMATION ITEMS

a. Key Information Report – Economic Development Update

A detail updated was presented by Ms. Tara Kirkpatrick, the Township’s Economic Development and Communications Officer.

11) NEXT MEETING

The next Community Development Committee will take place on October 30, 2019 at the Sandfield Centre (102 Derby Street W., Alexandria).

12) ADJOURNMENT

The meeting was adjourned at 4:47 pm by Michael Madden

Carma Williams
Chair



COMMUNITY DEVELOPMENT COMMITTEE

Staff Report

Report No: CD-2019-08

October 30, 2019

From: Anne Leduc – Director of Community Services

RE: Recommendation to Council – Development and Marketing Plan

Recommended Motion:

THAT the Community Development Committee accepts Staff Report No CD 2019-09; and

THAT the Community Development Committee recommends that the Council for the Township of North Glengarry approves the sum of \$30,000 as part of its 2020 budget exercise to hire a consultant to create a Development and Marketing Plan for the Township.

Background / Analysis:

At its February 11, 2019 meeting Council appointed members to the Community Development Committee to examine issues of importance to the Township of North Glengarry.

As part of its activities, the Community Development Committee created the Marketing Plan Working Group early in June 2019. Following on several meetings and the findings from the Township of North Glengarry's Corporate Strategic Plan exercise, the Marketing Plan Working Group recommends the hiring of a consultant to create a Development and Marketing Plan. This recommendation is aligned with a priority identified in the Corporate Strategic Plan as approved by Council on October 28, 2019.

Alternatives:

Option 1 – Recommended – That the Community Development Committee approves this resolution

Or

Option 2 – Not recommended – That the Community Development Committee does not approve this resolution

Financial Implications:

The request for funding will be included in the 2020 Budget Exercise.

Attachments & Relevant Legislation:

- Corporate Strategic Plan

Submitted by:

Anne Leduc – Director of Community Services



COMMUNITY DEVELOPMENT COMMITTEE

KEY INFORMATION REPORT

Report No: CD-2019-09

October 30, 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 September 25, 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 Quirky Carrot and 124-126 Main Street, in Alexandria (historic building on the corner of Main Street and Derby Street). Upcoming submissions should include the White Rock Motel, La Belle Sorelle, St. Margaret's Apartments, KMAC Electric, Vaella, as well as others who remain in the initial stages of considering their construction options.

Numerous clients are working on their applications for the United Counties of SDG's Regional Incentives Program which is expected to return next January with an anticipated budget of \$250,000 for 2020. Every application requires a pre-application meeting and a vetting of the completed application by the Economic Development and Communications Officer prior to submission to the Program.

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 start-up business in Alexandria focused on vertical agriculture.
- Met with a residential developer about an ongoing project in Alexandria.

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 clients of the Eastern Ontario Training Board (EOTB) to fill an identified employment and training need at the Township of North Glengarry and three local businesses.
- Participated in the Foire National de l'emploi in Montreal with the Glengarry Inter-Agency Group on October 17th and 18th. Spoke with upwards of 1,000 people and generated a detailed list of around 100 people interested in participating in an upcoming job fair in Alexandria and learning more about employment and living conditions in North Glengarry. A few dozen people at the event were also interested in visiting the area as tourists. Many of these job seekers will be put in direct touch with the recruiters and human resources personnel at our local industries.

Branding Initiatives

- Branding signage at the Glen Robertson Community Centre and Island Park are ready for installation.
- 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. The traditional branding was updated this year to be more focused. SDG Tourism will also be participating in these shared campaigns.

Conferences, Training and Networking

- 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.

Communications

- Postings on Facebook – has reached over 3,260 Likes. This is up from about 900 followers in 2017.
- Prepared numerous press releases related to the Maxville Tower contest and the Alexandria Bright Nights Festival and more.
- Designed a variety of posters for Township events. In most instances, ads were created and shared with local newspapers on this topic.
- 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.

Varia

- Worked on the Remembrance Day banners for Alexandria, Maxville and 8 hamlets. This project was initially to be coordinated with the Legion which postponed its participation until next year. Worked with “Maple Leaf” magazine, a communications division of the Department of National Defence to acquire an authorized image to appear on the Remembrance Day banners, featuring a Canadian Forces Member piping at sunset. Coordinated with the Public Works Department to acquire flag pole brackets to hold the flags. As part of this project the Alexandria Legion and the SD&G Highlanders Army Reserve Unit were consulted to see if they will participate in a second phase of the project, which is slated for 2020. It is anticipated that Phase II will be paired to Phase I. The second set of banners will feature Glengarry soldiers who died in battle. The final banner for 2019 designed was approved by the Arts, Culture and Heritage Committee as well as Councillor Brenda Noble who was instrumental in bringing this project forward.
- Coordinated Facebook posts and campaign to encourage people to vote for the Maxville Water Tower for Tnemec Tank of the Year. The tower came in second place and it had more than 4,000 votes. The social media campaign generated more than 74,000 views on the Township’s Facebook Page and in combination with a number of other viral campaigns, attracted more than 200 new followers this month. Press releases and media pushes led to an enormous amount of support from local media, including CBC Radio and CBC News, which provided two separate features.
- The mural for the King George Park is in production. The permit has been issued and the installation should be performed over the next few weeks. The building owner was also consulted on the final artwork and has approved the installation.
- The Glengarry Routes Heritage Bus Tour was a success. This event demonstrates what can be done through great partnerships such as the one with the Glengarry Pioneer Museum, the Glengarry Artists Collective, VIA Rail, and many other organizations and volunteers.

COMMENTS

This report is presented for information purposes only.