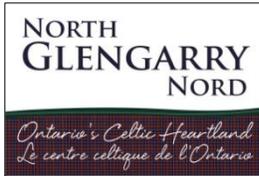


Community Development Committee

AGENDA

Wednesday, November 27, 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 October 30, 2019
- 6) **BUSINESS ARISING FROM THE MINUTES**
- 7) **DELEGATIONS**
- 8) **AGENDA ITEMS**
 - a. Chamber of Commerce
 - b. Marketing Plan Working Group – Document Attached
 - c. Educational Reform / School Boundary Working Group – Verbal Update
 - d. 2020 Meetings
 - e. Population and Maintenance of Community Assets Listing
- 9) **PENDING BUSINESS**
- 10) **CORRESPONDENCE/INFORMATION ITEMS**
 - a. Key Information Report – Economic Development Update
- 11) **NEXT MEETING** – January 29, 2020 at 3 pm – Sandfield Centre at Island Park
- 12) **ADJOURNMENT**



Community Development Committee

5a

MINUTES

Wednesday, October 30 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
Brenda Noble, Councillor
Rory Levert, Community Representative
Michael Madden, Community Representative
Anne Leduc, Director – Community Services / Recording Secretary

The meeting was chaired by Jeff Manley as of 4 pm.

REGRETS: Sarah Huskinson, CAO
Dean MacGillivray, Community Representative

1) CALL TO ORDER

The meeting was called to order at 3:05 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

Agenda Items

- 8 f Economic Development event – David Campbell
- Move 8 a to the end of the agenda section

Correspondence

- 10 b Email from Carilyne Hébert on Volunteer Administrators Network
- 10 c Email from Kasia Olszewska regarding Tiny Homes
- 10 f Economic Development event with speaker David Campbell

4) ADOPTION OF THE AGENDA AS MODIFIED

Moved by: Jeff Manley

Seconded by: David Fillion

THAT the agenda for the Community Development Committee for October 30, 2019 be adopted as modified.

Carried.

5) ADOPTION OF THE PREVIOUS MINUTES

Moved by: David Filion

Seconded by: Rory Lever

THAT the minutes of the September 25, 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. Hospital related residential development – Verbal Update

Mr. Robin Flockton provided notes to Mr. Michael Madden regarding the possible Seniors' Residence Project. Assumptions are that residents, who are active seniors, would have 325 available units to rent from.

The growth from the turnaround of homes in North Glengarry would be positive on the local economy. IHA Canada is the promoter of this project and will be attending a senior's symposium in Martintown. The project name is Shire and the units would be between 1100 to 1300 sq ft in size.

b. Marketing Plan Working Group – Verbal Update

No update at this time.

c. Staff Report – Marketing Plan

Moved by: Michael Madden

Seconded by: Rory Levert

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.

Carried.

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

Next meeting is on October 30, 2019 and have rebranded the committee as North Glengarry SOS. The reason is to be inclusive of other schools that may be in affected in the future. The creation of a Rural Education Reform Package is a priority. The United Counties of SDG passed a motion at their last County meeting similar to the one passed in North Glengarry on educating children in their own community. The motion passed by North Glengarry was circulated to the MMP Jim McDonell and the 443 other Ontario municipalities. Councillors Manley and Noble and Deputy Mayor Williams noted that they have been receiving emails from other municipalities.

Challenges with Senior Staff from the Ministry of Education were brought up.

There is a plan for a Town Hall meeting in Maxville at the end of November, drawing from the surrounding population to discuss saving North Glengarry Schools.

An invitation should be extended to the SDG Counties to glean from the SOS North Glengarry's past and present activities on the school issue.

The Ministry of Education is passing a resolution on November 13th to review the school boundaries.

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

The information is presented as a placeholder.

f. Economic Development event with speaker David Campbell

Mr. Campbell presented information on Cornwall and the region, especially on the population growth issue pertinent to the area. The issue of qualified employees is found to be common across the board. Even though the population has been stable in the region, a large part of the available workforce living here commutes to the larger urban centres. Several dignitaries from Cornwall, Akwesasne and SDG agreed that these challenges were common to all. The parties agreed that communication and cooperation between the municipalities are a priority for all.

Cornwall Councillor Eric Bergeron spoke specifically about Alexandria and the positive changes that have occurred over the recent years, especially the revitalization of Main Street.

9) PENDING BUSINESS

None

10) CORRESPONDENCE/INFORMATION ITEMS

a. Key Information Report – Economic Development Update

Staff gave a verbal update on the various activities in the Economic Development Department.

- b. Email from Carilyne Hebert on the creation of a Volunteer Administrators Network.

Staff advised that they will be working with the Social Council on this subject.

- c. Correspondence between Kasia Olszewska and Anne Leduc regarding City of Kitchener allowing for the construction of a 3rd residential unit on property.

Staff will update the committee members as a property in North Glengarry goes through the process of building a small home in the rural zone. This applications will be presented to the Township's Planning Committee on November 25th.

11) NEXT MEETING

The next Community Development Committee will take place on November 27, 2019 at 3 pm at the Sandfield Centre (102 Derby Street W., Alexandria).

12) ADJOURNMENT

The meeting was adjourned at 4:32 pm by Michael Madden

Carma Williams
Chair

MARKETING PLAN

8b

From: Paul Hicks <hicks@republicurbanism.com>
Date: November 20, 2019 at 7:21:21 PM EST
To: Carma Williams <carmawilliams@northglengarry.ca>
Subject: Development Attraction Strategy

Hi Carma

Sorry for the delay in providing this to you, it's been a hectic week.

Further to what we chatted about, as I mentioned, there are many ways to tackle an assignment such as what you described, but what it essentially comes down to in my mind is the municipality would be looking at a development attraction strategy. Usually when municipalities undertake this type of exercise it's focused on a specific segment that the municipality is looking further develop or enhance (i.e. industrial, commercial, or residential).

These strategies are usually conducted in 3-parts:

- Situational Analysis - demographic, servicing, economic, and housing context
- Community Engagement - asset mapping exercise, focus groups, open house, etc to obtain resident / industry feedback
- Action Plan - series of concrete actions, interventions, programming, or tools needed to achieve the desired outcome

In this case, if we were looking a new resident attraction strategy, the focus would be on identifying such things as land availability, housing costs, as well as target demographics and developers. It would also focus on matters such as, what makes North Glengarry unique and attractive to new residents, what kind of residents would be most likely to relocate / remain to North Glengarry, does the municipality have the right product to offer (i.e. land, housing, services, community assets) to attract people, and what can the municipality do to re-position itself to best attract new residents (or businesses as the case may be).

Depending on the scope of issues that the municipality would want to look at this could involve engaging with planners, market analysts, economic development specialists, and / or engineers.

For a municipality of North Glengarry's size I would recommend putting aside a budget of \$30,000 to \$40,000 to undertake an exercise that like.

I hope this helps. As always, I'm always happy to chat.

Cheers,

Paul

ACTIVITIES	COMPLETED OR PARTIALLY COMPLETED	CONSULTANT
<p>Situational Analysis - demographic, servicing, economic, and housing context</p> <p>*Employment market analysis (Local and Regional Job Demand)</p>	<p>Partially completed – Demographic, economic picture performed in part by McSweeney for the Corporate Strategy</p> <p>Servicing update – Can be provided by Staff</p>	<ul style="list-style-type: none"> • Employment market analysis - • Housing context
<p>Community Engagement - asset mapping exercise, focus groups, open house, etc to obtain resident / industry feedback</p>	<p>Partially completed – Asset Mapping, focus groups conducted by McSweeney.</p>	<p>Most likely a consultant (other than McSweeney) would want to perform their own but this information could still serve as a launching point.</p>
<p>What kind of residents would be most likely to relocate / remain to North Glengarry, does the municipality have the right product to offer *(accessibility to the world – location & communication)</p>		<ul style="list-style-type: none"> • Determine target segments
<p>What can the municipality do to re-position itself to best attract new residents (or businesses as the case may be).</p>		<ul style="list-style-type: none"> • Develop as part of the Action Plan
<p>Action Plan - series of concrete actions, interventions, programming, or tools needed to achieve the desired outcome</p>		<ul style="list-style-type: none"> • Develop the Action Plan

2020 Community Development Committee Meeting Dates

Last Wednesday of the Month

January 29th

February 27th

March 25th

April 29th

May 27th

June 24th

July 29th

August 26th

September 30th

October 28th

November 25th

December – no meeting



COMMUNITY DEVELOPMENT COMMITTEE

KEY INFORMATION REPORT

Report No: CD-2019-10

November 27, 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 October 30, 2019 onwards.

Report to be provided on Monday, November 25th, 2019