

## Community Development Committee

### AGENDA

Wednesday, June 24, 2020 at 3:00 pm

#### ZOOM TELECONFERENCE INFORMATION:

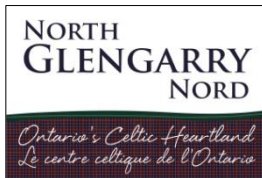
<https://us02web.zoom.us/j/85406397225?pwd=MzJSSWYydVNMYVhNZDF2OU5EMkZCZz09>

**Meeting ID: 854 0639 7225**

**Password: 649266**

- 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 May 27, 2020
- 6) **BUSINESS ARISING FROM THE MINUTES**
- 7) **DELEGATIONS**
- 8) **AGENDA ITEMS**
  - a. Agricultural issues impacting local farmers and Farmers Markets – Update (Brenda Noble)
  - b. Educational Reform / School Boundary Working Group – Update (Jeff Manley)
  - c. Alexandria Lagoon Project – Update (Carma Williams)
    - i. Minutes from June 10, 2020 Meeting
  - d. Development and Marketing Plan Workshop conducted by MDB Insight – Update
- 9) **PENDING BUSINESS**
- 10) **CORRESPONDENCE/INFORMATION ITEMS**
  - a. Key Information Report – Economic Development Update
- 11) **NEXT MEETING** – July 29, 2020 at 3 pm – ZOOM Teleconference

## 12) ADJOURNMENT



## Community Development Committee

### MINUTES

Wednesday, May 27, 2020 at 3:00 pm  
Zoom Teleconference

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

**REGRETS:** Sarah Huskinson, CAO

#### 1) CALL TO ORDER

The meeting was called to order at 3:00 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

None

#### 4) ADOPTION OF THE AGENDA

**Moved by: Jeff Manley**

**Seconded by: David Filion**

THAT the agenda for the Community Development Committee for May 27, 2020 be adopted as presented.

**Carried.**

#### 5) ADOPTION OF THE PREVIOUS MINUTES

**Moved by: Dean MacDonald**

**Seconded by: Rory Levert**

THAT the minutes of the April 29, 2020 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. Agricultural issues impacting local farmers and farmers Markets**

Ms. Brenda Noble spoke to the opportunity that COVID-19 represents to promote changes to agricultural issues for our farmers and farmers markets.

- Increasing access to products and encouraging the use of local products especially now that items are difficult to get in regular stores
- Home-based slaughtering
- Encouraging the use of local products especially now that items are difficult to get in regular stores
- Agri-tourism
- Producers disposing of excess food
- Disruption in the agricultural supply chain

Ms. Carma Williams mentioned that the Eastern Ontario Health Unit had a board meeting scheduled for May 28<sup>th</sup> and the reopening of Farmers Markets was on the agenda.

Ms. Gina Dragone indicated that due to COVID-19, there were changes in the way home-based producers are operating and a lifting of certain restrictions. An example is the Eastern Ontario Agri-Food Network's Virtual Vendors portal that was launched recently and will be active as of June 11<sup>th</sup>. Ms. Dragone suggests identifying one or two issues in order to pursue them successfully. She also notes that it is important that the different ministries are aware that producers are throwing away food.

Mr. Jeff Manley noted that COVID-19 has had an impact on response times from government agencies busy dealing with this crisis.

A meeting/call will be organized by Ms. Noble with a few stakeholders to identify an issue that can be resolved with a plan to use that as a template to resolve others on the list in the future.

**b. Educational Reform / School Boundary Working Group**

i. Draft letter on school boundaries for consideration

The Committee members reviewed and approved of the letter. This information will be distributed as soon possible to advise the residents in that boundary area that they have options when it comes to which high school a youth can attend. It was decided to present this letter through a staff report to Council for their approval and signature by the Mayor. Staff will prepare the report for the June 8<sup>th</sup> Council Meeting.

**Moved by: Jeff Manley**

**Seconded by: David Filion**

THAT the Community Development Committee accepts the letter and that it be presented to the Council for the Township of North Glengarry at their next Council meeting for their approval, signature and distribution.

**Carried.**

**c. Alexandria Lagoon Project**

The initial Green Fund had a cap of \$3,000,000 for infrastructure projects and the Alexandria Lagoon Project greatly surpasses this amount. Ms. Carma Williams had a discussion with MP Francis Drouin regarding possible lobbying efforts by the Township but was advised that presently there is no funding available for infrastructure projects. Ms. Williams will be speaking with MPP Amanda Simard about this project given that the province is often the lead partner on infrastructure projects.

There are hopes that the Green Fund II version will be redesigned for larger projects and will have a higher funding cap.

Mr. David Filion indicated that he was pleased that the Alexandria Lagoon Project is shovel-ready and that it is a critical component to be able to attract new residential growth to Alexandria. Mr. Filion spoke to the importance of having the ability to garner grassroots momentum the minute funding announcements are made.

Mr. Michael Madden underlined the fact that the lagoon project would be the biggest opportunity to create a positive environmentally-significant impact for the community, especially with the pending IHA plans for the Seniors' Village.

An Alexandria Lagoon Working Group composed of Ms. Carma Williams, Mr. David Filion, Mr. Rory Levert, Ms. Brenda Noble and Mr. Michael Madden will meet on June 10<sup>th</sup> to discuss next steps.

**d. Development and Marketing Plan Update**

MDB Insight has sent a Project Charter that the members have been asked to review, especially the development piece. The consultants will be conducting a workshop with the Community Development Committee members at the next June 24<sup>th</sup> meeting.

**9) PENDING BUSINESS**

None

**10) CORRESPONDENCE/INFORMATION ITEMS**

**a. Key Information Report – Economic Development Update**

Staff updated the Committee on activities that are on-going during COVID-19 such as the Community Improvement Plan, the Regional Incentives Plan from which the Priests Mill and the Groovy Yurts were both successful applicants, The Shop Local advertising in the May 6<sup>th</sup> edition of the Glengarry News, the SDG Business Survey results, work done with business clients regarding different funding programs to support their activities, the creation of a Communications Plan for the Township that will be presented at the June 8<sup>th</sup> Council Meeting, and the work being done with the Maxville Farmers' Market and the Eastern Ontario Agri-Food Network.

**11) NEXT MEETING**

The next Community Development Committee will take place on June 24, 2020 at 3 pm through ZOOM.

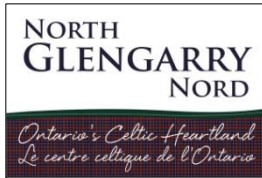
**12) ADJOURNMENT**

The meeting was adjourned at 4:21 pm by Michael Madden.

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**Carma Williams**  
**Chair**





## Alexandria Lagoon Working Group

### MINUTES

June 10, 2020 at 3:00 pm

ZOOM Teleconference

**PRESENT:** Carma Williams, Chair  
Brenda Noble, Councillor  
David Fillion, Community Representative  
Dean MacGillivray, Community Representative  
Rory Levert, Community Representative  
Michael Madden, Community Representative  
Sarah Huskinson, CAO  
Anne Leduc, Director – Community Services / Recording Secretary

**REGRETS:** None

#### 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 a) Timing
- b) Research and stakeholder contacts
- c) Establishing methods for lobbying
- d) Exploring funding options
- e) Ongoing communications with MPs and MPPs
- f) To Do items and owners

#### 4) ADOPTION OF THE AGENDA

THAT the agenda for the Alexandria Lagoon Working Group for June 10, 2020 be adopted as presented by the Chair.

**Carried.**

#### 5) ADOPTION OF THE PREVIOUS MINUTES

**None**



## **6) BUSINESS ARISING FROM THE MINUTES**

None

## **7) DELEGATIONS**

None

## **8) AGENDA ITEMS**

### **a. Timing**

Mrs. Carma Williams advised that she spoke with MPP Jim McDonell regarding possible funding options for infrastructure projects and he has confirmed that nothing has been presented as of yet but that there has not been any discussion about not funding infrastructure and that he expects the 2<sup>nd</sup> round of the Green Fund to go forward.

Mrs. Sarah Huskinson addressed the following

- The Green Fund or this type of funding would be appropriate for the Alexandria Lagoon.
- She responded to a question from Mr. Filion about the importance ranking of the Alexandria Lagoon project in comparison to others in the region / province. Mrs. Huskinson indicated that the engineering plans were funded through an infrastructure grant and that typically means a commitment towards funding for the construction portion.
- If COVID-19 follows true to form when other economic downturns have occurred, we should expect to see the government use infrastructure projects to create economic stimuli both provincially and Canada-wide.
- The plans were finalized in 2019 and that the Township could expect that they remain valid for up to 10 years.
- The project costing formula would comply with any federal / provincial / municipal equal-share funding opportunity.
- At this time, there are no plans to hire a lobbyist but rather there are steps that can be done at the Township / working group level in preparation for the project.
- It is good to keep the Township's visibility high and to keep sending reminders to government representatives about the project.

Ms. Williams advised that cost will be a great issue, as this will increase over time, rather than an expiration date for the plans.

Mr. Filion suggests preparing a fact sheet with information on the past, present and future with careful positioning about how growth can positively impact the community. The information document on the lagoon prepared by Mrs. Angela Cullen will be as a starting point for the fact sheet.

Mr. Michael Madden indicated that the Conservation Authority might be a valuable resource to speak about the environmental impact that the lagoon has on the Delisle River and how the greening of the lagoon would positively impact the river.

**b. Research and stakeholder contacts**

Mr. Madden will send out an email with some names of individuals / businesses that could be important stakeholders in this projects. The Working Group members are asked to add to the list.

**c. Establishing methods for lobbying**

Once the draft letter is finalized and the timing is appropriate, the working group will canvas business owners / operators and influences in the future to embark on:

- Letter writing campaigns
- Phone calls
- Social media campaigns

In addition, Township staff will create an Alexandria Lagoon Facebook Page to coincide with the lobbying efforts.

**d. Exploring funding options**

All members are asked to share any funding opportunities that they might come across in the future.

**e. Ongoing communications with MPs and MPPs**

Ms. Williams will have follow up conversations with MPP. Jim McDonell, MPP Amanda Simard and MP Francis Drouin to ensure that the Alexandria Lagoon Project is foremost in their minds in the event of funding announcements.

The Association of Ontario Municipalities will be holding a virtual conference this year. Ms. Huskinson has entered an application for delegation with the Minister of Infrastructure Laurie Scott to discuss the Alexandria Lagoon Project.

**f. To Do Items and Ownership**

<b>To Do Items</b>	<b>Ownership</b>	<b>Timing</b>
Alexandria Lagoon 2 pager Fact Sheet	Anne Leduc Working Group members	Anne to prepare draft and have reviewed by Sarah. Will be circulated to Working Group members afterwards.
Start preparing draft letter to government representatives regarding Lagoon	Carma Williams Sarah Huskinson	After Fact Sheet is prepared

Stakeholder list	Michael Madden Working Group members	Finalized for next meeting.
Facebook page for Alexandria Lagoon	Township Staff	When appropriate

**9) PENDING BUSINESS**

None

**10) CORRESPONDENCE/INFORMATION ITEMS**

None

**11) NEXT MEETING**

The next Community Development Committee will take place on July 2, 2020 at 3 pm through ZOOM.

**12) ADJOURNMENT**

The meeting was adjourned at 4:55 pm by Michael Madden.

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**Carma Williams**  
**Chair**



## COMMUNITY DEVELOPMENT COMMITTEE

### KEY INFORMATION REPORT

Report No: CD-2020-05

June 24, 2020

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

RE: Economic Development Update

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The following is a summary of activities from May 21, 2020 onwards.

#### **Community Improvement Plan (CIP) and SDG Regional Incentives Plan (RIP)**

- Prepared the CIP contract for KMAC Electric (19506 County Road 43, in Alexandria). The project was approved by Council on June 8, 2020. The applicants signed their paperwork on June 11.
- Working with the property owners of the CIP project at 88 St. Paul Street on the renderings and details of the public art component of their project, which involves the installation of multiple pieces of stained glass. Clarifying exactly what the stained glass will look like, so that it can be approved by the committee.
- Took photos of Main Street Alexandria, to update the imagery in the CIP Official Plan, which is being reviewed this year.

#### **Business Retention & Expansion**

- Created a Business Reopening Toolkit, webpage and press release launching this tool to the business community.
- Continued working with KMAC Electric on the proposed expansion of their business, including assisting them with a Regional Incentives Program application.
- Continued working with Wood Brothers Brewing on the proposed expansion of their brewery, including machinery and brew-pub enhancements. They were unsuccessful in their application for the Rural Innovation Initiative, available through the CFDC, but have decided to continue with the expansion.

- Working with Genesis Industries on preparations for the arrival of a new industrial tenant. This included providing information on the CIP and RIP program, as well as other government resources available to this tenant, who is currently working with the building department.
- Continue to consult with the owner of “The Quirky Carrot Restaurant”, who is in the process of selling her business.
- Continue to consult with the owners of “We Spin”, which closed on March 16<sup>th</sup> due to the pandemic and is now seeking a new location and possibly business model.
- Referred Muir’s Restaurant to the Chief Building Official for assistance in creating a patio space so that she can reopen under pandemic legislation. Fielded similar inquiries from La Belle Sorelle Restaurant and La Buvette Gastropub.
- Spoke with a new business opening in Lancaster that would like to operate on a model similar to the Glengarry Market. The new owner is interested in renting the North Glengarry Community Kitchen to produce baked goods for resale in the store. Suggested the owner out the required paperwork and contact the EOHU so that the business can be ready to use the space once it has reopened to the public. Also referred the owner to the operator of the Glengarry Market; the Alexandria and District Chamber of Commerce (which accepts businesses in South Glengarry); the Township of South Glengarry EDO and the CFDC who can assist with business loans).
- Responded to multiple inquiries from Stonehouse Vineyard regarding marketing projects and business assistance.
- Working on a “Bingo” promotion with both the Maxville and Alexandria Chambers of Commerce, which is intended to serve as a buy local campaign. Both Chambers have now decided to incorporate prizes, which are being built into the promotion, which has also been reviewed by Council. Once complete, it will be sent back to Council. Additional options are being discussed with the chambers to lengthen the “Buy Local campaign and to incorporate other complementary promotions and activities.
- Reached out to industrial and commercial clients directly to share continuous updates on COVID-19 assistance programs being provided by the provincial and federal government, including the Canadian Emergency Response Benefit and the Emergency Wage Subsidy. These programs are updated almost daily by the province and are being added to the North Glengarry website.
- Responded to an information request from an industrial/commercial property owner who owns a property that has been vacant for a number of years. Discussed a number of options for either the lease or sale of this property.
- Continuing to assist a local business that is seeking a larger industrial space within North Glengarry.
- Continued to share business information related to the pandemic with the Alexandria and Maxville District Chambers of Commerce, so that it could be shared on their social media platforms. Worked with their members to answer questions regarding assistance programs and support.

- Continued tracking community events that will be cancelled or delayed this year as a result of the pandemic and working with those organizations on next steps.
- Responded to a high volume of calls and emails from businesses seeking government funding and loans needed to survive their temporary closure during the pandemic. Continuing to work with these companies on strategies to stay afloat.

### **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**

- Promoted a job placement program spearheaded by the Ontario Ministry of Agriculture, Food and Rural Affairs, which seeks to fill needed agricultural job placements.

### **Branding Initiatives**

- Working with Annie Dalton Designs on the final stages of the Alexandria Walking Tour publication which will be unveiled later this year.
- Plans for the “2020 Glengarry Routes Heritage Walking Tour and Musical Expedition through North Glengarry” remain on hold for now. Earlier this week I touched base with the lead organizer for the Glengarry Pioneer Museum’s annual “Battle of Glengarry, War of 1812 Event”, which is being organized in conjunction with the Glengarry Routes Tour and Glengarry Artists’ Collective Art Show and Musical Event in Mill Square.

As of now, all three events are still scheduled to take place, but planning and expenditures have been temporarily halted while all three groups wait to see if the province will continue to lift restrictions. Plans are also being made by all three groups to incorporate varying levels of social distancing into the design of the collaborative events. This includes cancelling buses for this year.

### **Conferences, Training and Networking**

- Participated in various Economic Development workshops and forums such as the Stormont, Dundas & Glengarry Economic Development Working Group, the SDG Communications Group and the North Glengarry Emergency Preparedness Group.
- Participated in bi-weekly EDO meetings with the Counties to discuss new and changing programs to assist businesses and community groups facing hardships as a result of the pandemic and to share strategies.
- Participated in tele-townhall meetings with various ministries, including the Ministry of Tourism and the Ministry of Economic Development.
- Participated in tele-townhall meetings with OMAFRA to guide ways to respond to and track food security issues and to support farmers and food producers during the pandemic.

- Continue to speak regularly with our representative at the Ministry of Economic Development and to provide daily updates to our website on the programs available to support our businesses and residents.

## **Communications**

- Working closely with the CAO and Community Services Director, the EDO drafted a Corporate Communications Plan for North Glengarry and updated the North Glengarry Social Media Policy. These documents were approved by Council in early June.
- Prepared script for Mayor's video launching Business Reopening Toolkit.
- Continued working on a variety of posters and marketing pieces related to the COVID-19 pandemic, including those related to changes to taxation and garbage collection.
- Cancelled the monthly ad "What's New in North Glengarry," which appeared in the Glengarry News and followed up with social groups and organizations to see how they have been impacted by COVID-19 and to share resources to assist them.
- Worked on a civic address sign maintenance promotion for the fire department, which has received complaints of broken and missing signage. Reported this concern to the By-Law Officer and prepared a poster for release to the Fire Department Facebook Page.
- Began preparations for a press release, poster and social media campaign to announce North Glengarry's participation in "Farm 9.1.1., The Emily Project", which aims to ensure that farm property's and rural lands have civic address signs. This release will also include general information on civic address sign requirements.
- Created a press release on the ShopHERE program, which offers free websites to small businesses. Spoke to both the Alexandria and Maxville Chambers of Commerce about how this program can help local businesses.
- Responded to an information request from the SDG Weed Inspector.
- Took photos of a Cornwall firefighter cycling through Apple Hill on Friday to raise funds for the muscular dystrophy society. The Apple Hill Fire Department came out in force to support the cyclist.
- Responded to a sponsorship request from Josée Jeurond of the group "MIEV". As this fundraiser has already received sponsorship funds for a separate element, it did not qualify.
- Responded to an inquiry from MPP Simard's office inquiring about renovation grants. Referred her back to the Ontario Renovates Program, which best suited the needs of the resident on who's behalf she was calling.
- Postings on Facebook – have reached over 4,301 Likes. This is up from about 900 followers in 2017. Concerned citizens seeking information on COVID-19 helped to grow this following by around 700 people.

## **Varia**

- Continued working on the new North Glengarry Business Directory, which is nearing completion. Spoke to the Alexandria & District Chamber of Commerce, which is updating its own directory, which also includes South Glengarry businesses. The Township directory will be shared with the Alexandria Chamber of Commerce to help them rebuild their directory. Once completed, it will also be widely shared with the Maxville & District Chamber of Commerce, the United Counties of SDG and with internal staff.

## **COMMENTS**

This report is presented for information purposes only.