

Community Development Committee

AGENDA

Wednesday, November 25 at 3:00 pm

ZOOM LINK:

<https://us02web.zoom.us/j/81432499593?pwd=WUZNZ3NIeDZUSENCYW9NSHV4S2xJZz09>

Meeting ID: 814 3249 9593

Passcode: 590835

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Dial by your location: +1 647 374 4685 Canada

Find your local number: <https://us02web.zoom.us/j/81432499593?pwd=WUZNZ3NIeDZUSENCYW9NSHV4S2xJZz09>

- 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 28, 2020
- 6) **BUSINESS ARISING FROM THE MINUTES**
- 7) **DELEGATIONS**

None
- 8) **AGENDA ITEMS**
 - a. Development and Marketing Strategy
 - i. Next steps – Actions Table
 - ii. Request for funding through 2021 Capital Budget – Update
 - b. Educational Reform / School Boundary Working Group – Update
 - c. Alexandria Lagoon Project – Update
 - d. IHA – Update
 - e. 2021 Committee Calendar – Enclosed

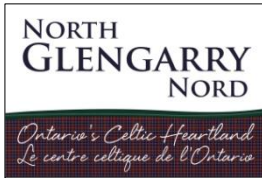
9) PENDING BUSINESS

10) CORRESPONDENCE/INFORMATION ITEMS

a. Key Information Report – Economic Development Update

11) NEXT MEETING January 27, 2021 at 3 pm

12) ADJOURNMENT



Community Development Committee

5 a

Wednesday, October 28 at 3:00 pm

Meeting through ZOOM

PRESENT: Carma Williams, Chair
Michael Madden, Councillor
Jeff Manley, Councillor
Brenda Noble, Councillor
Gina Dragone, Community Representative
David Filion, Community Representative
Rory Levert, Community Representative
Dean MacGillivray, 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 3:03 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 October 28, 2020 be adopted as amended.

Carried.

5) ADOPTION OF THE PREVIOUS MINUTES

Moved by: Brenda Noble

Seconded by: Rory Levert

THAT the minutes of the September 30, 2020 Community Development Committee meeting be accepted as modified.

Carried.

6) BUSINESS ARISING FROM THE MINUTES

There was no new business arising from the minutes.

7) DELEGATIONS

None

8) AGENDA ITEMS

a. Development and Marketing Strategy

- i. Next steps – Action Items worksheet and request for funding through 2021 Capital Budget (**see table attached to the Minutes**)

A report will be brought to the November Community of the Whole recommending that funds be preapproved as part of the 2021 budget in order to hire a contract employee to work on the action items for the Development and Marketing Strategy.

b. Educational Reform / School Boundary Working Group – Update

John Danaher was approached regarding the possibility of the Glengarry Encore remaining at the Glengarry District High School. Mr. Danaher will be bringing the information to the Board.

Mr. David Filion indicated that he had a conversation with Mayor Jamie MacDonald in regards to the Educational Reform pilot project. At this time, the Township of North and South Dundas, and North and South Stormont will need to work on defining the Educational Reform policy for their Townships before the project moves forward.

Mrs. Gina Dragone indicated that it is important to obtain the number of students that benefited from the changes to the busing boundaries and was wondering if the Student Council at GDHS might be an option to obtain this information from the school staff.

c. Alexandria Lagoon Project – Update

New COVID-19 Infrastructure funding was announced today by the Provincial Government but details will only be forthcoming over the next while.

The Lagoon project is being worked on to increase its visibility with the various levels of government.

d. IHA – Update

Mrs. Sarah Huskinson updated the Committee on the project. She indicated that lagoon upgrades would positively impact the development of the IHA Project names Glengarry Hill Village. Mr. Steve Grieveson from IHA presented the project to Council on October 26th. Phase 1

includes two initial residential hubs with green space and parking. The project is expected to break ground in the Spring 2021.

Mr. Michael Madden added that there are new partners that have joined forces with IHA including Modern Niagara and a yet to be named construction firm. This firm will be using innovative materials in the building process which is tentatively scheduled to be performed on-site.

13) PENDING BUSINESS

None

14) CORRESPONDENCE/INFORMATION ITEMS

a. Key Information Report – Economic Development Update

The report was submitted for review by the Committee regarding Community Improvement Plan, the Regional Incentives Plan, Business Retention and Expansion, Youth Retention, Branding Initiatives, Conferences, Training and Networking, Communications and various items. Staff shared the details regarding the SDG Radio Campaign and the proposed Shop Local Campaign that will be published the week of November 25th in the Glengarry News and in The Review.

15) NEXT MEETING November 25, 2020 at 3 pm either by Zoom or at the Glengarry Sports Palace

16) ADJOURNMENT

The meeting was adjourned at 4:45 pm by Michael Madden.

Carma Williams
Chair

Table attached to the Minutes

	Critical Step	Responsibility	Budget	Timeline	Comments
1a	Confirm Interest of Maxville Landowners to Pursue Subdivision Development <ul style="list-style-type: none"> Conduct due diligence with all landowners in Maxville with “subdivision-ready” land; be clear on the Township’s motivation and commitment; identify those to proceed with. 	Contract Employee	\$TBD cost to hire contract employee \$5K – for incidentals / outreach (meetings, events, mileage)	Months 1 and 2	
1b	Country estate and infill properties in Alexandria, Maxville and other areas in North Glengarry <ul style="list-style-type: none"> Reaching out to the owners of larger vacant rural properties to gauge their interest in subdivision development. 	Contract Employee	No additional costs	Months 1 and 2	Follow similar process to the critical path identified for Maxville.
	<ul style="list-style-type: none"> Clarify the inventory of sellable infill properties 	Contract Employee	No additional costs	Months 1 and 2	
1c	<ul style="list-style-type: none"> List properties on “real estate” portal (possibly at Township level if not yet possible at Counties level). 	Contract Employee Support from SDG Counties	No additional costs	Months 1 to 12 Done in parallel with other projects	Portal can be an extensive undertaking and costly. Knowing that this is a possibility through the United Counties will save considerable time and money Portal costs would be shared with other townships & SDG

 - Represent Critical Steps for Maxville Subdivision

 - Represent steps that are accomplished alongside the Critical Steps for Maxville

	Critical Step	Responsibility	Budget	Timeline	Comments
2	Create Two Township Development Teams <ul style="list-style-type: none"> One team will consist of technical experts who will support the landowner and land developer in understanding the opportunities and challenges of the site which leads to a clear understanding of the site's development potential. Another team will consist of community-minded ambassadors who will be available to answer questions from potential home buyers about aspects of living in North Glengarry. 	Township staff in consultation with Community Development Committee Members	\$2K – to support Team members' and Ambassadors' travel and meeting costs	Months 1 and 2	<p>Early in the process – put together mandate for Ambassadors.</p> <p>Present report on creation of Technical Development Team and Community Ambassadors with proposed call for nominations to Council</p>
3	Develop a Prospectus and Secure Land Developer for subdivision <ul style="list-style-type: none"> Negotiate future activities and costs with landowner. 	Contract employee	No additional costs	Months 3 and 4	
	<ul style="list-style-type: none"> Develop prospectus. 	Contract employee	\$5K to design prospectus and external printing.	Months 4 to 6	
	<ul style="list-style-type: none"> Create list of potential land developers, communicate with them, and secure land developer. 	Contract employee	No additional costs	Months 1 to 6	
4	Initiate the Development Process for subdivision <ul style="list-style-type: none"> Support the completion of the Plan of Subdivision. 	Township staff , Technical Development Team & Contract Employee	No additional costs	Ongoing	
	<ul style="list-style-type: none"> Leverage marketing / promotions / public relations campaigns for subdivision development. 	Township Staff & Contract Employee	No additional costs	Ongoing	

	Critical Step	Responsibility	Budget	Timeline	Comments
5	Reaching out to Home Buyers & Real Estate Professionals for subdivision <ul style="list-style-type: none"> Negotiation with land developer on who does what when it comes to marketing, promotion and public relations. 	Contract Employee Township's broader support of living in North Glengarry is also highly variable and dependent on County support	TBD depending on developer	Months 6 to 2	Highly dependent on land developer's approach and their established in-house resources.

Other Steps	Responsibility	Budget	Timeline	Comments
<p>Alexandria subdivisions</p> <ul style="list-style-type: none"> Reaching out to the owners of larger vacant rural properties surrounding Alexandria to gauge their interest in subdivision development. 	<p>Contract Employee or Township Staff depending on timing</p>	<p>No additional costs</p>	<p>Dependant on lagoon upgrade</p>	<p>Follow similar process to the critical path identified for Maxville.</p> <p>Effort ramps up significantly once process enters step 3 of Critical Path</p> <p>Hard costs could be less or minimal if Maxville campaign has been successful and development interest is coming to North Glengarry.</p>
<p>Community Improvement Plan</p> <ul style="list-style-type: none"> Based on results, adapt Community Improvement Plan so it appeals to the target sectors. 	<p>Township Staff in consultation with the Arts, Culture and Heritage Committee</p>	<p>Recurring costs included in the operating budget</p>		<p>Must be completed prior to the end of 2021</p>
<p>Commercial gap analysis &</p> <ul style="list-style-type: none"> Prioritize the types of retail and services that the township could support at its existing population level and with more people once homes are built and occupied. 	<p>Third party analysis</p> <p>Post-study implementation/sales support will require significant staff time and budget of minimum \$5k</p>	<p>TBD</p>		<p>For the future if deemed necessary</p>

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2021 Calendar

Council |
 Arts, Culture & Heritage |
 Glengarry Sports Palace Mtg.
 Community Development |
 Committee of the Whole |
 Holiday

JANUARY

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FEBRUARY

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OCTOBER

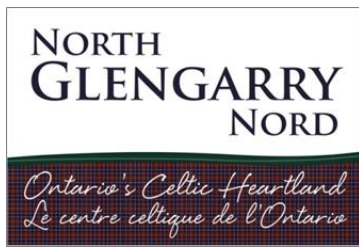
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NOVEMBER

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DECEMBER

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COMMUNITY DEVELOPMENT COMMITTEE

KEY INFORMATION REPORT

Report No: CD-2020-09

November 23, 2020

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 20, 2020 onwards.

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

- Met with a representative of Les Tapis Richard Ranger Carpets to sign their CIP contract.
- Prepared a CIP report for the ACHC regarding changes to the renderings for the proposed public art components of the ongoing CIP project at St. Margaret's Apartments. Had the committee vote by email and recorded the votes in an updated report, which went to the next ACHC meeting as a 'housekeeping' vote.
- Prepared a report for the ACHC regarding a CIP request for signage at The Atlantic Pub and Eatery.
- Prepared a report for the ACHC related to the Blue Plaque request at the "McIntosh House".
- Prepared a report for the ACHC related to the Blue Plaque request at the "Munro House".
- Prepared a report to the ACHC updating them on the September intake of the Regional Incentives Program.
- Closed out the CIP project for the Alexandria Curling Club and provided the applicants with their final grant cheque and closing letter of congratulations.
- Responded to a request from the property owner at 72 Kenyon Street West, asking that his renovation project be considered for a CIP grant, despite the fact that his project has now been completed. The request was brought to the ACHC committee who agreed that the applicant does not qualify.
- Met with the owners of Alexandria Stationery to discuss a proposed CIP project.
- Prepared the closing CIP staff report on the completed CIP Public Art project at St. Columba Presbyterian Church in Dalkeith.
- Met with the new owner of a property located at 68 Main Street South, in Alexandria to discuss a proposed CIP project. Set up a meeting between the property owner and the

Glengarry Artists' Collective to discuss a potential public art element. Leveraged a meeting between two prospective tenants to look at available commercial space in the building. Provided lengthy information on grants and available services.

- Participated in a meeting with SDG Counties discussing ways to improve the RIP intake process and any proposed modifications to the program eligibility criteria.
- Met with representatives from the Glengarry Golf & Country Club to sign their RIP contracts.
- Spoke with the owner of Manulife Insurance about an RIP project he has for a separate venture and discussed a potential CIP landscaping project at the Priests Mill. Set up a meeting between this client and the CFDC to discuss CIP matching loans.
- Prepared a CIP contract for a project at The Atlantic Pub and Eatery and arranged a meeting to sign the contract.
- Prepared a preliminary report on the CIP project at Fauxmagerie Zengarry, which is nearly complete.
- Requested a quote from Significo for the production of marketing signs for ongoing CIP projects. These signs have already been designed and are typically ordered every two years.

Business Retention & Expansion

- Provided the Maxville and Alexandria Chambers of Commerce with information related to numerous programs related to COVID-19, as it relates to business; including information on proposed changes to provincial legislation to better support Main Street businesses; and information on an OMAFRA workshop titled "Selling Food to Ontario"; and information on recent changes to the Emergency Rent Subsidy Program, which tenants can now directly apply for; and information related to changes to Ontario's Electricity Rebate program.
- Had an extensive meeting with a local sugar producer located in both North Glengarry and South Glengarry. Provided them with information on the North Glengarry CIP program and a link to the website for the South Glengarry CIP program. Copied the South Glengarry EDO on the email to facilitate networking. Also provided them with extensive information related the Regional Incentives Program, the Regional Opportunities Investment Tax Credit, local employment programs, the Alexandria Chamber of Commerce and other information to help them grow their business, which is in the process of expanding.
- Responded to an inquiry from a local food processor looking for grants to help with marketing strategies. Set up a meeting between the business owner and the regional representative for OMAFRA.
- Sent information to the Alexandria and Maxville Chamber of Commerce regarding an "office assistant training program" being run by the Eastern Ontario Training Board. The candidates involved in the program will soon be entering the workforce. Wage subsidies are available for companies that hire these candidates.
- Left a message with a business located in a surrounding municipality that is seeking a new location.
- Spoke with a large commercial and residential landowner seeking additional properties within the Township.
- Contacted over a dozen local merchants regarding a radio campaign being jointly organized by SDG Tourism, Corus Entertainment and the Township called the "Ultimate North

Glengarry Getaway Experience”. The radio campaign is being financed by the Counties as a way to support shop local initiatives and is being funded by the Tourism Industry Association of Ontario. During the week of November 23rd, listeners of Boom 101.9 FM Radio will be able to call in for a chance to win a \$2,000 grand prize, consisting of gift certificates to North Glengarry tourism businesses. The campaign will run at the same time as the print media Shop Local Holiday Edition.

- Prepared the marketing package and logistics for a “Shop Local Holiday Edition” print campaign that will run in The Glengarry News and The Review during the week of November 25th. The campaign, which is receiving \$2,000 in funding from SDG Counties, will help to provide a free ‘business card’ sized ad space for local businesses to advertise at no cost.
- Met with the owner of La Belle Sorelle to discuss a variety of marketing opportunities.
- Referred a local business to the CFDC for assistance with the Regional Recovery and Relief Program.
- Met with a large industrial client interested in relocating his business to North Glengarry.
- Met with an existing North Glengarry business interested in growing his company and expanding operations at a new location.
- Contacted the new owners of 68 Main Street South in Alexandria and arranged to meet with them to discuss the Community Improvement Plan and other programs that they might be eligible for as part of their proposed renovations.
- Provided a local non-for-profit organization with information related to the “Digital Main Street” program.
- Responded to an inquiry from a psychotherapist interested in relocating to the area from Ottawa to set up her home and business.
- Spoke with two local businesses potentially seeking new locations. Referred both business owners to a new potential location that has recently become available.
- Met with the owner of The Polished Tooth to discuss her recent renovations to become COVID-19 compliant. Discussed assistance programs and tax credits she may be eligible for.
- Shared information on OMAFRA’s new Canadian Agricultural Partnership funding streams with businesses that may be eligible, including the MacEwen AgriCentre, Faumagerie Zengarry, Lanthier Bakery, Stonehouse Vineyard and Wood Brothers Brewing.
- Phoned the Executive Director of the Eastern Ontario Training Board to discuss residential growth in Alexandria and the impact it will have on employment, particularly in the health sectors (PSWs in particular).
- Responded to a request from the Kenyon Presbyterian Church, in Dunvegan, seeking grant programs related to accessibility. They hope to create a ramp and stairs to access the cemetery. Referred them to the Enabling Accessibility Fund and provided information on a recent COVID announcement from the province related to funding for community groups – specifically allocating additional funds for accessibility.
- Met with the owner of McLeister House to discuss recent renovations and to provide information on the Regional Opportunities Investment Tax Credit.
- Met with numerous main street business to discuss the Holiday Shop Local campaign that will be featured in the Glengarry News and The Review on November 23rd and encouraged them to participate in the Light up Glengarry contest. This included meeting with representatives from Muir’s Bakery, the Village Quilt Shop, the Glengarry Market, Cedar and Fern, Left n’ Write, La Belle Sorelle, Georgian House and Chico and Jos. Also discussed

how these businesses are coping with COVID-19 and responded to questions relating to their individual businesses.

- Responded to an information request from a medical professional located in Ottawa who is interested in relocating to North Glengarry. Set up a follow up phone call next week.

Youth Retention

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

Branding Initiatives

- Continued to coordinate the logistics for the 2021 Kilt Skate in North Glengarry. Followed up with organizers of the “Great Canadian Kilt Skate and signed the requisite contracts with the Government of Scotland for a \$500 grant that was offered to participating locations, to help with advertising and other costs.

Conferences, Training and Networking

- Participated in the virtual edition of the Ontario East Municipal Conference.
- Spoke with Cassie Depratto of the Alexandria and District Lions Club about proposed activities for the Christmas holiday season.
- Met with a couple from Alexandria seeking information on the Ontario Renovates Program. They require major construction changes to address safety concerns in their home.
- Followed up with the Public Works Department regarding the installation of the Remembrance Day banners.
- Spoke with GIAG and the Eastern Ontario Training Board about specific gaps in skilled trades professionals in the construction industry. Provided a list of local contractors who might be interested in hiring candidates from a program proposed by the EOTB.
- Emailed the Alexandria and Maxville Chambers of Commerce regarding numerous programs and announcements, including the “Made in Ontario” program;
- Attended a meeting between Township staff and councillors, the Alexandria Lions Club and the Glengarry News to discuss the implementation of a new holiday contest called “Light Up Glengarry”. The contest will launch in late November and will challenge property owners, businesses and community groups to “light up” the community with holiday lights and displays. The winners will be announced in the Glengarry News and on social media just before Christmas. Cash prizes will be awarded in the form of Alexandria Chamber Dollars.

Communications

- Prepared a Remembrance Day ad for Council and sent it to the Glengarry News.
- Prepared a Council ad in support of the Maxville Christmas Parade.
- Prepared the marketing package and logistics for a “Shop Local Holiday Edition” print campaign that will run in The Glengarry News and The Review during the week of November 25th. The campaign, which is receiving \$2,000 in funding from SDG Counties, will

help to provide a free 'business card' sized ad space for local businesses to advertise at no cost.

A complementary radio campaign featuring "The Ultimate North Glengarry Getaway Experience" will also run starting on November 23rd. This project is being sponsored by SDG Counties and will showcase tourism assets in North Glengarry.

- Prepared a video with the mayor celebrating the tenth anniversary of the Tim Hortons Dome and announcing the winner of the photo contest.
- Forwarded an inquiry regarding historical information on the MacCrimmon Settlement to Allan MacDonald at the Glengarry County Archives.
- Revised the posters for the "Yard and Leaf Waste Day".
- Created a Council greeting for Christmas, which also advises of the holiday office closures.
- Created posters for RARE related to changes to garbage and recycling collection during Christmas and New Years.
- Prepared a letter to Habitat for Humanity advising them of the results of a property search on their behalf.
- Took photos of the newly installed "Glengarry Soldiers Memorial" plaque at the Alexandria Cenotaph and prepared a press release related to the installation and commission of four heritage plaques.
- Took numerous photos within Maxville to be used in the "Maxville Walking Tour" document and for general marketing purposes.
- Shared information with the Alexandria Legion regarding a new public sector hiring change that enables veterans to better compete for employment within that sector.
- Attended the Remembrance Day service in Alexandria and took photos of the event. Compiled the photos afterwards into a slideshow and shared it on social media.
- Responded to a request from the "Silver Cross Mother" who represented the Alexandria Remembrance Day service requesting photos taken on Remembrance Day.
- Created a chart of annual municipal events and communications documents and reminders.
- Sent information to SDG Tourism about a Christmas movie that was filmed on location at the Glengarry Pioneer Museum this summer, and which is expected to be released as part of Lifetime Televisions Christmas lineup.

Varia

- Participated in the November meeting of the Arts, Culture and Heritage Advisory Committee.
- Prepared for the installation of four heritage plaques, which are part of a Community Grant project. Obtained a building permit to install the plaques and coordinated the installation with the Public Works Department. All four plaques are to be installed in time for Remembrance Day, including one which will be located at the Alexandria Cenotaph.
- Coordinated the return of five murals to area schools. The murals were created by the Glengarry Artists Collective with the support of local students; and were partially funded by a North Glengarry Community Grant. The murals were on exhibition on the Alexandria

Water Treatment Plant building for approximately two years. As per the original plans, they have now been returned to their schools of origin for permanent display. Participating schools include École élémentaire catholique Elda-Rouleau, École élémentaire publique Terre des Jeunes, Glengarry District High School, École secondaire catholique Le Relais and St. Finnan's Catholic School.

COMMENTS

This report is presented for information purposes only.