

Community Development Committee

AGENDA

Wednesday, January 27, 2021 at 3:00 pm

ZOOM LINK:

<https://us02web.zoom.us/j/87524456495?pwd=eEJnTTk2SSs4aU5MQ1hkSVJEWf5Zz09>

Meeting ID: 875 2445 6495

Passcode: 052852

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- 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 November 25, 2020
- 6) **BUSINESS ARISING FROM THE MINUTES**
- 7) **DELEGATIONS**

None
- 8) **AGENDA ITEMS**
 - a. Development and Marketing Strategy
 - i. Update on Land Asset Portal – Verbal Update
 - b. Educational Reform / School Boundary Working Group – Verbal Update
 - c. Alexandria Lagoon Project – Verbal Update
 - d. IHA – Verbal Update
- 9) **PENDING BUSINESS**

10) CORRESPONDENCE/INFORMATION ITEMS

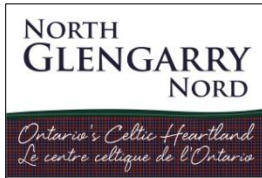
- a. Key Information Report – Economic Development Update

11) CLOSED SESSION BUSINESS

Identifiable Individual (as this matter deals with personal matters about an identifiable individual, including municipal or local board employees they may be discussed in closed session under sections 239 (2)(b) of the Ontario Municipal Act).

12) NEXT MEETING February 24, 2021 at 3 pm

13) ADJOURNMENT



Community Development Committee

5 a

Wednesday, November 25, 2020 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 3:01 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: Rory Levert

THAT the agenda for the Community Development Committee for November 25, 2020 be adopted as presented.

Carried.

5) ADOPTION OF THE PREVIOUS MINUTES

Moved by: Brenda Noble

Seconded by: David Filion

THAT the minutes of the October 28, 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. Development and Marketing Strategy

i. Action Table

The Committee members received the final Action Table for the Development and Marketing Strategy by email and no changes were made.

ii. Request for funding through 2021 Capital Budget

Council approved the request for \$80,000 to hire a Development and Marketing Coordinator for a period of one year to do the intensive work listed in the Action Table. The Job Description was reviewed by the Committee and minor modifications were made to the order of the responsibilities. The Job Description will be posted to the EDCO, AMTCO, the Glengarry News and a Real Estate magazine as soon as possible. The applications will be triaged by Staff but all applications will be forwarded to the Committee members for their comments. Interviews will be held with the Hiring Committee which is composed of Carma Williams, Gina Dragone, David Filion, Sarah Huskinson and Anne Leduc.

b. Educational Reform / School Boundary Working Group – Update

Mr. David Filion shared a conversation he had with Mayor Jamie MacDonald regarding the education reform. It seems that information was misinterpreted by some councillors at the SDG Council but at the conclusion of the meeting, it was decided that a consultant would be hired to move this process forward with a goal of creating Regional Strategy from information / guidelines from the municipalities and Province.

Mr. Jeff Manley indicated that he had obtained information from Erica on the GDHS Parent Council regarding new registrants to GDHS. The breakdown is as follows: from 24 grade 6 students from Maxville, 9 opted to go to GDHS. 8 high school students had a choice between Tagwi and GDHS – 6 went to Tagwi, 1 went out of the school board zone, and 1 to GDHS.

Mr. Dean MacGillivray mentioned that it would be important to obtain the number of children from the area that elected to go to Roxmore Public School for the French immersion program. This point was also affirmed by Mrs. Gina Dragone.

Mrs. Carma Williams highlighted that creating residential development in Maxville will have the benefit of increasing the number of students in Maxville and resulting in the need to bring French immersion to that school.

c. Alexandria Lagoon Project – Update

Ms. Sarah Huskinson shared the meetings held with different government officials and ministries over the last weeks and the plan to hold additional meetings with any ministry or official that would be supportive in moving the Alexandria Lagoon project forward. In preparation, Sarah will be meeting with the engineering firm who prepared the plans for the upgrade to discuss breaking down the project according to critical points that might meet the conditions for funding under this last round of Green Funding.

Sarah has asked the Planning and Public Works Departments to put together a timeline for the development of the lagoon project.

d. IHA – Update

Mrs. Sarah Huskinson has spoken with Mr. Steve Grieveson to obtain supporting documents on the Glengarry Village and Long Term Care Facility that would contain information on the number of units or beds, and the number of actual positions that would be created through this development.

At the last Council Meeting, the severance for the Long Term Care portion of the project was approved. IHA is now in a position to submit their application to the Ministry of Health and Long Term Care.

It was further explained that a way to ensure accountability for this project is through the site plan process. Staff will work with IHA to include an appropriate amount of time for questions and deliberations once the site plan is submitted to Council for review. No decisions will be made at the Council Meeting following the Public and Planning Meetings but rather a subsequent meeting.

It was highlighted how the IHA project and the Alexandria Lagoon project are closely knit together and that both supported and benefitted from each other.

e. Committee Calendar

Moved by: Michael Madden

Seconded by: Jeff Manley

THAT the calendar for Community Development Committee meeting dates be accepted as presented.

Carried.

9) PENDING BUSINESS

None

10) 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. Also the Light Up North Glengarry initiative was highlighted as a great community spirit builder.

14) NEXT MEETING January 27, 2021 at 3 pm either by Zoom or at the Glengarry Sports Palace

15) ADJOURNMENT

The meeting was adjourned at 4:34 pm by Michael Madden.

Carma Williams
Chair



COMMUNITY DEVELOPMENT COMMITTEE

KEY INFORMATION REPORT

Report No: CD-2021-01

January 27, 2021

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 November 2020 onwards.

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

- Prepared a closing staff report for the CIP project at Fauxmagerie Zengarry, which is now complete. Payment was authorized by the CAO and has been distributed to the property owner.
- Prepared a CIP closing staff report for the CIP project at 88 St. Paul Street in Alexandria. The majority of the work has now been completed, with the exception of the Public Art Components, which will close separately. Installation of the public art elements need to be undertaken inside of the apartments at this location. Work was delayed due to the COVID-19 pandemic.
- Met with the owners of The Atlantic Pub and Eatery to sign their Regional Incentives Project contract and to discuss their ongoing renovations and preparations to open.
- Responded to an inquiry from a resident interested in purchasing a CIP civic number sign. Referred them to “Left N Write”.
- Updated the CIP financials to indicate that the CIP loan at 17-19 Main Street North, in Alexandria has been paid off in full, as per the requirements of the sale of that building.

- Met with representatives from KMAC Electric to sign their Regional Incentives Program contract and to discuss their ongoing project; and business expansion. KMAC began the process of closing their RIP file in early January.
- Met with representatives from “The Blue Chicken” to sign their Regional Incentives Program contracts and to discuss their ongoing project. Strongly urged the clients to contact the Eastern Ontario Health Unit and have them vet their plans for a complete new commercial kitchen. Provided the clients with numerous grants they might be eligible for. Set up a meeting between the owners and the CFDC to help them with mentorship and grants.
- Prepared a closing CIP letter for the public art project at St. Columba Presbyterian Church, and handed over the closing cheque to the recipient.
- Spoke with a resident on Dominion Street about applying to the municipal heritage registry so that they would qualify for restoration work through the CIP.
- Emailed the owners of Munro and Morris about their ongoing CIP project in Maxville.
- Emailed the owner of 1 Main Street North, in Alexandria regarding their CIP project. Following this email, began the initial stages of closing that project. The EDO prepared a closing staff report which was authorized by the CAO. Payment was issued to the property owner in early January. Spoke with that owner about additional future projects at other locations.
- Met with representatives from Wood Brothers Brewing to sign their Regional Incentives Program contracts and to discuss their ongoing project. The process of handing in receipts and closing this project commenced in early January.
- Spoke with a property owner in Alexandria about adding her home to the Heritage Registry and applying to the CIP Program for restoration work to the façade of her heritage red-brick home.
- Participated in the SDG Counties Regional Incentives Program review. Offered suggestions on ways to improve the program and to better facilitate the processing of documents. Recommendations will be brought forward to County Council for their consideration

Business Retention & Expansion

- Provided the Maxville and Alexandria Chambers of Commerce with information related to numerous programs related to COVID-19 business supports;
- Provided information to the representatives of the Glengarry Sports Hall of Fame regarding a variety of grant programs, including the Enabling Accessibility Fund.

- Had a phone meeting with a medical professional located in Ottawa who is interested in purchasing a home, or property, in North Glengarry and relocating her practice here. Referred her to local realtors and suggested she speak with the staff at the Glengarry Memorial Hospital.
- Met with a local property owner who is interested in renting out an existing structure on one of his properties and transforming additional aspects of the property.
- Responded to a preliminary inquiry from “The Athletics Bar” seeking information on grants and assistance.
- Sent an email to all members of the North Glengarry Business Directory informing them of the “Light up Glengarry” holiday contest being featured in The Glengarry News and sponsored by the Township.
- Finalized changes to the “North Glengarry Holiday Shop Local” campaign which appeared in both The Glengarry News and The Review in late November.
- Emailed the Alexandria and Maxville Chambers of Commerce and notified them of a variety of programs and government updates; including the EOHU’s recent classification as a “yellow protect zone”; and an upcoming international (online) job fair to assist employers with recruitment efforts;
- After meeting with Wood Brothers Brewing to discuss their RIP project, sent an inquiry to OMAFRA asking for research relating to a specific question related to yeast. Experts from Guelph College provided this information later in the week, which was then relayed to the clients to assist them with their expansion plans.
- Emailed the Planning Department at the United Counties of Stormont, Dundas and Glengarry to inquire about a property they used to own in North Glengarry. Shared this information with the current owners of that property who will use the information as part of their environmental assessments and future expansion.
- Received a request from St. Finnan’s Catholic School related to population and demographics, as they are filling out a grant application related to technology. Provided them with the requested information as well as a list of around a dozen other grant programs they might be eligible for.
- Had a preliminary meeting with the municipal planner to discuss two privately held properties and potential allowable uses. Followed up with the property owner afterwards to discuss this preliminary information and to discuss grants the different ventures might be eligible for. Suggested that once he finalizes his intentions, he follow up with the planner to discuss a zoning amendment and possibly an official plan change. Provided him with names and resources to assist this.

- Prepared a letter of congratulations on behalf of the mayor to the new owners of The Atlantic Pub & Eatery. The mayor presented this certificate on the day of the official opening on November 27th. Took photos of this event and shared it to social media.
- At the request of the CAO followed up on a notice sent to the municipality in 2018 notifying the municipality of the proposed cancellation of a CN Rail spur line that passes through the Township. This is an ongoing project and the lead on the file is MP Francis Drouin. The EDO emailed the MP's office and also followed up with the MacEwen AgriCentre to see if they had heard of any changes to the file. Requested that MacEwen share documents they had prepared advocating for the continuation of the spur line. Using the ESRI analytics program, recently allocated to the municipality on a one-month license, the EDO prepared a number of reports showing the economic importance of the MacEwen AgriCentre, which is heavily reliant on its access to the spur line, to transfer its goods across the country and to receive inventory.
- Assisted Alexandria Moulding with a number of requests related to their ongoing expansion. Reached out to the Eastern Ontario Training Board to see if they had any suitable candidates seeking employment in one of the 20 positions currently being filled at that location. Between 2020 and 2021 they expect to hire 94 new employees.

Using OMAFRA's "ESRI program" which provides statistical information pulled from Federal and Provincial information, the EDO provided the Human Resources Manager at Alexandria Moulding with information related to average wages in a number of positions. The EDO also used this resource to calculate the financial impact the recent expansion at this facility will have on the surrounding community. The program was similarly used to evaluate some of the losses associated with the recent closure of Alltech and the gains to be attributed to the 300 jobs expected as a result of the IHA Seniors Village Project.

- Worked on a project for the CAO related to the sale of property. Conducted research on this file and arranged for follow-up meetings.
- Sent information to the Maxville and Alexandria Chambers of Commerce regarding the SDG Discovery Guide.
- Spoke with a representative from a company in Baie D'urfé, Quebec seeking a two-year lease on, in excess of 200,000 square feet of industrial space. Referred them to a property owner in Alexandria and provided them with the contact information for Bob Peters, at the City of Cornwall, as the request exceeded our current inventory.
- Referred a local industrial client to the Ministry of Economic Development to see if their proposed expansion project qualified for the Eastern Ontario Development Fund.

- Provided a local company with information related to median wages in Stormont, Dundas and Glengarry and in Prescott-Russell, as they relate to specific job descriptions, to aid with labour negotiations.
- Sent information directly to local bars and restaurants advising them of a provincial press release announcing that the province will be permanently allowing alcohol with food and delivery takeout.
- Provided information to a local honey producer regarding the launch of a new program with the Canadian Agricultural Partnership Fund (CAP) that directly applies to honeybee production.
- Followed up with the CAO and Planner in regards to a land inquiry.
- Provided The Glengarry Market with information related to the CIP program, as well as information on SDG Counties highway tourism signs.
- Reviewed a webinar hosted by OMAFRA on the Rural Economic Development (RED) program. Spoke with the Community Services Director about possible projects the municipality might be able to apply for.
- Sent information to Herb's Towing regarding a survey being conducted by the province related to the towing industry.
- Reached out to the owners of a new commercial location in Maxville.
- Responded to an information request from the Alexandria and District Chamber of Commerce relating to a business located in South Glengarry. Responded to the information request on grants and followed up with the EDO in South Glengarry to ensure they were aware of some aspects of the file that they would be able to assist the client with.
- Helped to coordinate the arrival of Fireside Pictures, which was in Alexandria on January 11th to film part of a movie. Coordination included ensuring that the film crew were vetted by the Eastern Ontario Health Unit; arranging for the Public Works Department to restrict the Mill Square parking on the date of filming; and renting out the Sandfield Centre to be used by cast members for makeup, and other requirements. Also assisted with a short press conference.
- Provided information to the Alexandria and Maxville Chamber of Commerce regarding the Small Business Support Grant, which begins accepting applications on January 15. Will send this out directly to all local businesses in the local business directory on January 15th.

- Received notification from the Province related to changes to provincial regulations directly impacting the sale of home-based food. Shared this information with the local chambers, farmers' markets and a number of former home-based food businesses.
- Shared information with the Chambers and local businesses related to the Employer One Survey being undertaken by the Eastern Ontario Training Board (EOTB). Participated in a zoom meeting with the EOTB and various government agencies to discuss the impact of this survey and the results they are seeking.
- Sent information to the "Friends of the Glengarry Trails" relating to the launch of the intake period for the "Species at Risk Stewardship Program", which funds stewardship projects that help species at risk and their habitat. They may be uniquely qualified to apply for this program.
- Spoke with a US based company looking at the potential of investing in a location in our community.
- Provided a local agricultural producer with information related to chronic wasting disease in deer, as it directly relates to their business.
- Provided information to two forestry sector businesses related to the "Forest Sector Safety Measure Fund".
- Consulted with a local business owner who is in the process of converting a former school into a residential apartment complex. Discussed the project and relevant grant programs and supports.
- Met with a business owner in Alexandria who has recently completed renovations on a new office space. Three of the six office spaces are currently available for rent. Discussed ways to best market these spaces, which are new, modern and well furnished.
- Responded to an information request from a company in Montreal interested in relocating their manufacturing services. Provided them with information on the region and potential locations. Referred them to local realtors to assist them.
- Responded to an information request from a health professional interested in relocating his current practice from Montreal.
- Helped to promote the Maxville Manor's recruitment campaign by sharing information with the Chambers, GIAG and the EOTB.
- Reached out directly to dozens of businesses relating to the launch of the new "Tourism Business Support Program", the "North Glengarry Community Grants"; the new "Ontario Small Business Support Program"; and others. This included contacting: The North Glengarry Restaurant, La Belle Sorelle, The Quirky Carrot, La Buvette, Muir's Bakery, The Atlantic Pub and Eatery, Santa's Village Dalkeith, Herb's Travel Plaza, the

Centre Lochiel Centre, the Glengarry Pioneer Museum, The Maxville Farmers' Market, the Glengarry Highland Games, the Glengarry Market, KMAC Electric, Fauxmagerie Zengarry, the Bonnie Glen Pavilion, Cedar and Fern, the Priest's Mill Arts Centre, and others. The information was also provided to both chambers, as well as the members of the "What's New in North Glengarry" mailing list.

- Researched a vacant industrial building in North Glengarry, including internal and external documentation and contacting the property owner. This was related to a potential lead.

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. Originally this event was intended to be held at the Glengarry Sports Palace, but due to the lockdown measures, it transitioned into a "Home Edition" where participants send in photos in their own, socially distanced backyard rinks and ponds.

Conferences, Training and Networking

- Met with Yvonne Callaway of the Glengarry Artists' Collective to discuss the concept of a virtual art show to launch at the 2021 Kilt Skate. Worked out some logistics and set up the framework for the event, which will be supported by the Township, in terms of assistance with the preparation of the final slide deck.
- Had a phone meeting with SDG Counties to discuss proposed changes to the Regional Incentives Program.
- Participated in the first ever virtual edition of the "Eastern Ontario Communications Conference".
- Participated in the municipality's Health and Wellness Committee.
- Participated in OMAFRA's "Data Tools & Analysis for Economic Development" course. Following this course, with the authorization of the CAO, requested access to the analysis program. Licensing is provided freely to municipalities, by OMAFRA on one-month periods and is based on a variety of criteria. We are approved to use this program in December, so that we could use this tool to help predict the outcome of a future project in Alexandria and to establish the effect of a variety of local business expansions and one closure.

- Met with the municipal planner to discuss real estate subdivision and a recent inquiry.
- Participated in a zoom meeting with the Community Services Director and representative from SDG Counties to discuss a real estate portal that could mutually benefit both parties, by highlighting commercial and industrial municipal properties and lands.
- Met with representative of the CFDC, on zoom, to discuss ongoing and upcoming grant programs and to discuss challenges facing a number of businesses and how we might be able to best assist them.

Communications

- Prepared a draft poster for the 2021 Kilt Skate. Attended a virtual conference with Kilt Skate organizers across Canada to better plan for the event, which will include a virtual “Home Edition” option for participants to do on their own.
- Responded to a request from a local seniors’ residence looking for help decorating for Christmas and bringing cheer to residents isolated by the pandemic. Shared this information with the Chambers and had a follow up discussion with The Glengarry News.
- Took photos of the newly installed heritage plaque located at the Lochiel Street entrance to the Glengarry Trails and provided a project update to the Arts, Culture and Heritage Advisory Committee.
- Reviewed the ads being prepared for the “Shop Local” campaign being featured in the Glengarry News and The Review next week. Spoke with both newspapers and coordinated some alterations.
- Responded to an inquiry from Father Blake at St. Finnan’s Cathedral asking for details on how to participate in St. Vincent du Paul’s annual toy and food bank drive. Referred them to the proper representative at that organization.
- Designed a Township Christmas ad to fill a space in the Shop Local campaign that was created when re-sizing the pages to fit two separate publications.
- Updated a job poster for the Public Works Department related to the recruitment of part-time flaggers. Shared this information online and sent the job posting to GIAG and the Eastern Ontario Training Board.
- At the request of the CAO, designed a Christmas card to be distributed to staff.
- Assisted Michel Cuerrier with a poster and preliminary marketing for the Alexandria Tree Lighting (virtual) ceremony. Fimed the event, edited the footage and arranged for “What’s Up Glengarry?” to host the Facebook event.

- Sent information to RARE regarding the province’s new Environmental Action Plan.
- Shared information with community groups related to the province’s “Reconnect Festival and Event Fund”.
- Shared information with SDG Tourism regarding the December 16th release date for a film titled “Christmas at Maple Creek” which was partly filmed earlier this year at the Glengarry Pioneer Museum, in Dunvegan.
- Filmed and prepared a video with Councillor Manley related to the launch of the 2021 North Glengarry Community Grants. Shared this to Township social media.
- Provided The Glengarry News with a copy of the 2021 Council and Committee Meeting Calendar.
- Prepared ads for the Glengarry News relating to the temporary closure of Town Hall to the public, due to the ongoing lockdown measures.
- Issued a press release relating to the “Kilt Skate Home Edition”.
- Responded to a media request from the “Chesterville Record” regarding the Kilt Skate.

Varia

- At the CAOs request, responded to a request from the St. Vincent de Paul Food Bank to be an official location of the food drive and toy drive. Picked up recycling bins at RARE to be used to collect the goods and prepared simple posters based on information provided by St. Vincent de Paul. Shared information on the community drive with the local Chambers of Commerce and community groups.
- Forwarded a request from a building owner in North Glengarry to the CAO at the Township of North Stormont related to an inquiry about a property in North Stormont.
- Coordinated the fabrication of two new “Blue Plaques”. An initiative of the ACHC committee.
- Reviewed the cv’s of candidates for a new position at the municipality within the Economic Development Department.
- Responded to an information request from the CAO of the Township of North Stormont relating to the snowsuit drive that takes place in North Glengarry, which is administered by the Caisses Populaires.

COMMENTS

This report is presented for information purposes only.