

The Corporation of the City of Kawartha Lakes

Minutes

Agricultural Development Advisory Committee Meeting

ADAC2019-05
Thursday, October 10, 2019
9:00 A.M.
Weldon Room
City Hall
26 Francis Street, Lindsay, Ontario K9V 5R8

Members:
Councillor Andrew Veale
Phil Callaghan
Michelle Murphy-Ward
Rebecca Parker
Matthew Pecoskie
Shawn Westland

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1. Call to Order

Chair R. Parker called the meeting to order at 9:05 am.

2. Administrative Business

2.1 Adoption of Agenda

Moved By Councillor Veale
Seconded By P. Callaghan

That the agenda be adopted as circulated.

Carried

2.2 Declaration of Pecuniary Interest

There were no declarations of pecuniary interest disclosed.

2.3 Adoption of Minutes - August 8, 2019 meeting

Moved By M. Pecoskie

Seconded By S. Westland

That the minutes of the Agricultural Development Advisory Committee meeting held on August 8, 2019, be adopted as circulated.

Carried

3. **Deputations/Presentations**

3.1 Agriculture and Food Action Plan Draft, Wilton Group

The Wilton Group participated in a presentation to the committee by conference call, with a PowerPoint presentation to review updates since the previous draft Agriculture and Food Action Plan of June 2019. The committee was able to ask questions and provide input on the action plan items and their priority. The committee passed the following motion to recommend Council endorsement of the plan.

Moved By M. Murphy-Ward

Seconded By M. Pecoskie

That the Agricultural Development Advisory Committee recommends that Council endorse the Kawartha Lakes Agriculture and Food Action Plan 2020-2024.

Carried

4. **Correspondence**

5. **New or Other Business**

6. **Update from Economic Development Division**

6.1 Skills Advance Ontario Project

The Agriculture Development Officer provided a verbal update on the development of a Skills Advance Ontario application for jobseeker and incumbent employee training in the agriculture and manufacturing sectors. Employers are being sought who may have entry level positions to hire in the coming year, who would benefit from pre-employment job-specific training to better prepare candidates for the skills needed for the job. Additionally, incumbent training would be available to up-skill existing employees to build a stronger workforce across these sectors.

6.2 VIP Agricultural Tour

The VIP Agricultural Tour was held on Friday, September 6th in partnership with the Kawartha Lakes Haliburton Federation of Agriculture. Tour sites included Mariposa Woolen Mill, Willowtree Farm and Two Blokes Cider. Lunch was held at the Cidery, and approximately 60 people attended from across the corporation, related agencies, and agricultural representatives.

6.3 International Plowing Match 2019 & 2020

As the Lindsay Exhibition Grounds has been selected by the Ontario Plowmen's Association as the site for the Tented City for the 2020 International Plowing Match, the Economic Development Division staff attended and participated with a booth at the 2019 event in Verner with a tourism attraction focus. Staff members Rebecca Mustard, Laurie McCarthy, Jennifer Johnston and Kelly Maloney, as well as Mayor Letham and Councillors O'Reilly and Ashmore attended. The OPA have held one community information in July, and have plans for a second information on October 24 in order to attract volunteers.

6.4 Kawartha Farmfest

Kawartha Farmfest was held on Saturday, October 5th, with nine farms participating, plus four farmers' markets and four other rural attractions. As the weather was perfect attendance was high. New and renewed efforts on marketing and tracking attendance included greater advanced promotion with program confirmed and finalized in early August, additional social media, printed bookmarks, an event passport with stamps to collect and a draw for a prize basket, re-designed webpages within the City site, advanced sales through EventBrite and reward coupons provided by Kawartha Dairy. This work was primarily led by Summer Student, Caroline Bull with assistance by Communications, Advertising and Marketing division and oversight by the Agriculture Development Officer.

7. News and Updates from Members

Members noted the following updates in the agriculture sector:

- the drought is affecting the bean crop harvest volumes;
- sheep prices have seen a crash recently with large volumes being shipped from western Canada;
- there appears to be large volumes of truck traffic on Colborne Street West related to moving soil into the new retail development at hwy 35, which may affect the hard-top pavement.

-there are plans moving forward for a business expansion for a local trucking company

8. Next Meeting - December 12, 2019

The next meeting will be Thursday, December 12, 2019 at 9:00 a.m. in the Economic Development Boardroom.

9. Adjournment

The meeting was adjourned by the Chair at 10:25 am.