

Kawartha Lakes Economic Recovery Task Force Agenda

ERTF2020-07

Tuesday, September 22, 2020

Commencing at 10:00 a.m. - Electronic Participation

Economic Development Boardroom

Economic Development

180 Kent Street West, Lindsay, Ontario

Members:

Mayor Andy Letham

Deputy Mayor Patrick O'Reilly

Councillor Kathleen Seymour-Fagan

Councillor Andrew Veale

Bjorn Alfredsson

Tom Phillips

Jill Quast

Mark Wilson

Director Chris Marshall

Director Juan Rojas

Note: This is an electronic participation meeting and public access to the Economic Development Boardroom will not be available. Please visit the City of Kawartha Lakes Youtube Channel at <https://youtube.com/c/CityofKawarthaLakes> to view the proceedings.

Accessible formats and communication supports are available upon request. The City of Kawartha Lakes is committed to accessibility for persons with disabilities. Please contact AgendaItems@kawarthalakes.ca if you have an accessible accommodation request.

1.	Call to Order	
2.	Adoption of Agenda	
3.	Disclosure of Pecuniary Interest	
4.	Adoption of Minutes	
4.1	ERTF2020-07.4.1	4 - 7
	Draft minutes from the September 1, 2020 Economic Recovery Task Force meeting	
5.	Business Arising from Minutes	
6.	Deputation	
6.1	ERTF2020-07.6.1	8 - 11
	Update on residents' work to develop concrete measures for the "new normal" that are better than the free market model.	
	Dennis Geelan	
	Joli Benns	
7.	Focus Area: 1 Infrastructure Stimulus	
7.1	ERTF2020-07.7.1	
	Early Start Approval	
7.2	ERTF2020-07.7.2	
	Update from Director J. Rojas on potential infrastructure projects coming forward for council consideration in 2021	
8.	Focus Area 2: Development Approvals	
8.1	ERTF2020-07.8.1	
	B. Alfredsson update on spreadsheet and concierge concepts	

9. Focus Area 3: Business Recovery

9.1 ERFT2020-07.9.1

12 - 22

Summary of final ideas and recommendations for discussion

10. Round Table Discussion

11. Correspondence

12. Adjournment

The Corporation of the City of Kawartha Lakes

Minutes

Economic Recovery Task Force

ERTF2020-06

Tuesday, September 1, 2020

Commencing at 10:00 A.M. – Electronic Participation

Economic Development Boardroom

Economic Development

180 Kent Street West, Lindsay, Ontario

Members:

Mayor Andy Letham

Deputy Mayor Patrick O'Reilly

Councillor Kathleen Seymour-Fagan

Councillor Andrew Veale

Bjorn Alfredsson

Tom Phillips

Jill Quast

Mark Wilson

Director Chris Marshall

Director Juan Rojas

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1. Call to Order

Mayor Letham called the meeting to order at 10:02 a.m. with the following members present:

Deputy Mayor P. O'Reilly, Councillor K. Seymour-Fagan, B. Alfredsson, T. Phillips, J. Quast, M. Wilson, Director J. Rojas

Staff Present: R. Mustard, J. Johnston, R. Holy, C. Sisson, R. Cowieson

Regrets: Councillor A. Veale, Director C. Marshall

2. Adoption of Agenda

Moved By Councillor Seymour-Fagan

Seconded By Deputy Mayor O'Reilly

That the agenda be adopted as circulated.

Carried

3. Disclosure of Pecuniary Interest

There were no declarations of pecuniary interest disclosed.

4. Adoption of Minutes

4.1 ERTF2020-06.4.1

Draft minutes from the August 11 Economic Recovery Task Force meeting

Moved By J. Quast

Seconded By Dr. T. Phillips

That the minutes of the Economic Recovery Task Force meeting held on August 11, 2020, be adopted as circulated with the following amendment:

Item 5.2 and 5.1 be switched to the order in which they were read.

Carried

5. Business Arising from Minutes

6. New Business

7. Focus Area: 1 Infrastructure Stimulus

8. Focus Area 2: Development Approvals

8.1 ERTF2020-06-8.1

Development Working Group update - B. Alfredsson

Progress is being made. The spreadsheet from the Planning department shows the complete overview of applicants and status of each application. Will also help with customer service.

Emily Turner is going to be the contact person/concierge for when larger site plans are submitted. She will work with the developer through the planning process.

Thanks to Richard and Rebecca for their work on this.

9. Focus Area 3: Business Recovery

9.1 ERTF2020-06.9.1

Round Table Discussion on Past Presentations and Future Direction

Our recovery will be different from pre-pandemic. Discussion followed as to what the Economic Recovery Task Force feels that they can do as immediate action in 2021 as well as long-term growth.

The downtown cores are a priority along with high speed and increased broadband across the area. Strategic plans are already in place for some of the long-term growth.

Determine skill gaps in the local labour force.

9.2 ERTF2020-06.9.2

Round 2 Working Group Meeting

All of those who participated in round one of the working groups will be invited to participate in round two. There will only be three groups. Discussion took place to determine those groups. The working group sessions will take place the week of September 14.

Things to ask the working groups are:

- how they are doing now

- what their plans are for next year
- their employment/resources
- what their plans are for 2 to 5 years

This information will be shared at the next Economic Recovery Task Force meeting.

Moved By Deputy Mayor O'Reilly

Seconded By Councillor Seymour-Fagan

That the Economic Recovery Task Force recommends for council to work with EORN individually to look at a local solution for increasing broadband within Kawartha Lakes if the current proposal that EORN has submitted to both the provincial and federal governments does not go through.

10. Correspondence

11. Adjournment

The next Economic Recovery Task Force meeting will be held on September 22, 2020 at 10:00 a.m.

Moved By Dr. T. Phillips

Seconded By J. Quast

That the Economic Recovery Task Force Meeting adjourn at 11:21 a.m.

Carried



Request to Speak before Council

Request to Make a Deputation/Presentation to
Council/Committee
City of Kawartha Lakes
City Clerk's Office
26 Francis Street, PO Box 9000
Lindsay, ON K9V 5R8
705-324-9411

Name: *

Mike Perry

Address: *

13 Richard Avenue

City/Town/Village:

Lindsay

Province: *

ON

Postal Code:

K9V5H4

Telephone: *

7059342704

Email: *

mikeperry08@gmail.com

There can be a maximum of two speakers for each deputation. Please list the name(s) of the individual(s) who will be speaking. The names that are listed here will be included on the Council Meeting Agenda.

Deputant One:

Dennis Geelan

Deputant Two:

Joli Benns

Please provide details of the matter to which you wish to speak: *

A presentation to the COVID-19 Economic Recovery Task Force to update on residents' work to develop concrete measures for the "new normal" that are better than the free market model.

Please attach any additional supporting documents you wish to provide and submit with this completed form.

Have you discussed this matter with City Staff?

☒ Yes

☐ No

If yes, Which department and staff member(s) have you spoken to?

What action are you hoping will result from your presentation/deputation? *

Commitment to ongoing engagement and communication.

By signing this form you are acknowledging that all of the information you are providing on this form is true, and giving the City permission to collect your personal information for the principal purpose of a request to make a deputation to Committee or Council as outlined below.

Signature:

Mike Perry

Date:

8/28/2020



The personal information is being collected by the City of Kawartha Lakes for the principal purpose of a request to make a deputation to Committee or Council pursuant to the City's procedural by-law. This information, including all attachments submitted may be circulated to members of Council, staff, the general public and posted on the City website. Questions about the collection of this information should be directed to the City Clerk or Deputy Clerk at 705 324-9411 ext. 1295 or 1322.

Do you understand how your information will be used and agree to allow the City to use your personal information provided on this form, including any attachments for the purposes of requesting to make a deputation to Committee or Council? *

☒ Yes

Please complete this form and return to the City Clerk's Office by submitting it online or:
Fax: 705-324-8110 Email: agendaitems@kawarthalakes.ca

The Corporation of the City of Kawartha Lakes

Economic Recovery Task Force Report

Report Number ERTF 2020-004

Meeting Date: September 22, 2020

Title: Working Group Session 2

Description: An overview of the first round of Working Group meetings

Ward Number: All

Author and Title: Rebecca Mustard, Manager of Economic Development

Recommendation(s):

That Report ERTF2020-004, **Working Group Session 2**, be received;

Background:

At the Economic Recovery Task Force (Task Force) Meeting of September 1, 2020, the Task Force provided direction for Session 2 Working Group meetings. Three (3) meetings were to be held including Session 1 participants and other interested parties, and include discussion on the expectations of businesses for the upcoming months and input on municipal actions to support business recovery.

Three meetings were held the week of September 14;

Tourism, Monday, September 14, 2020

Construction and Innovation, Wednesday, September 16, 2020

Agriculture and Industry, Thursday September 17, 2020

Many Task Force members were in attendance. The meetings were structured to encourage discussion between participants and the Task Force members.

This report provides an overview Working Group Session 2 as a background for Task Force action planning discussions.

Rationale:

The Session 2 Working Group discussions identified trends that are being seen in the Kawartha Lakes area including;

- Tourism visitors; diversification of visitors from the GTA area were noticeable this year with a strong interest in outdoor activities
- Resident opportunities; remote work is evident with people working from cottages, expectation that less residents will travel south this winter and remain in Kawartha Lakes, noticed increase in volunteers
- Business transformation; adaptation to process and products due to impacts of the pandemic, increased technology adoption in local business

Below is a high level overview of the discussion at each Session 2 Working Group to inform Task Force discussions at the September 22 meeting;

Tourism: This discussion noted that improvements to broadband across Kawartha Lakes are essential. The discussion also identified the importance of developing outdoor tourism opportunities, continued development of a strong tourism program with collaborations, and the beautification and maintenance of downtowns and municipal infrastructure.

Construction and Innovation: This discussion included the importance of broadband improvements, the value of business development and training services for small and growing business, facilitation of development through improved municipal services, and utilizing municipal assets to stimulate recovery.

Agriculture and Industry: This discussion noted challenges in workforce and supply chains.

Overall, the key themes from Session 1 were reiterated as areas for municipal action to stimulate the local economy; broadband improvements, business development, resources and training support, communications and marketing (tourism, business and resident attraction), improvements in the development process, municipal infrastructure and services, and workforce limitations.

E-Mail: rmustard@kawarthalakes.ca

Phone: 705-324-9411 ext. 1395

Department Head: Chris Marshall, Director of Development Services

Attachment 1: Working Group Session 1 Recommendations

All of the recommendations are listed for consideration by the Task Force with the top issues as identified by each Working Group is bolded at the top of each list;

Restaurants

- **Communication from City to the public about health standards and expectations (physical markings on sidewalks, signage, promotions etc) Include enforcement options**
- **Advocate for wage subsidy program expansion beyond August**
- **Deferring property tax or sewer/water rates**
- **Information, policy training on best practices for front line staff and employer legal advice**
- Restaurant Forum group to encourage ongoing connection between restaurants
- Marketing Campaign encouraging staycations
- Support for workforce retention and attraction
- Kent Street construction deferred another year (Lindsay)
- Allowing use of public infrastructure: picnic tables, fencing
- Public washrooms and garbage cans in Downtowns

Tourism

- **City infrastructure –washrooms, garbage cans**
- **City signage directing to what is open (beaches) and to assets (boat launches) etc.**
- **Tourism Marketing Campaign – promotion of all that can be experienced safely (cottage rentals, boat rentals, window shopping etc)**
- Creation of Blogs, lists, of what can be experienced.
- Opening of City Facilities(Chamber of Commerce)
- Consistent messaging and marketing from the City to the public
- Business protocols and procedure certifications to support consumer and resident confidence
- Support for businesses to be able to communicate with all levels of government (health unit, municipal, provincial, federal etc)
- Advocate for support for staffing challenges
- Virtual Event platform

Small Business

- **Continue to offer business workshops and business mentoring**
- **Improve internet structure**
- **Facilitate peer to peer meeting for strategic alliances. Introductions, connections, network for partnerships**
- **Need advocacy. Promote KL as a safe place to visit and shop**

- Provide low cost flexible spaces for businesses to rent for short term
- Messaging has been confusing about resources available . Need for 1 source of information.
- Incentive for homeowners to do home improvements.

Culture

- **Tourism Marketing Campaign to encourage visitation and showcase what is open**
- **Landing page on the website where everything that is open can be listed as well as what to expect when you arrive**
- **Marketing dollars given to businesses for their marketing**
- **Operational funding for cultural facilities**
- **Streamline City regulations to support outdoor performances and activities**
- Increase broadband and cellular service in Kawartha Lakes
- Reactivating Cultural Hub activities to support arts

Construction

- **Change the tenor of the planning and building process to increase efficiency and issue permits/approvals more quickly**
- **Introduce electronic permitting including an electronic application process and internal electronic tracking and approvals**
- **Increase communication from the City on the building/planning processes in general and to individual applicants as the pandemic progresses**

Retail

- **Campaign promoting KL is a safe place to shop and that measures are in place for public safety for locals and visitors**
- **Promotions to cottagers that they are welcome back.**
- **Looking for ways to increase daily store visitor numbers by encouraging people to shop local**

Manufacturing and Food Processing

- **Tax increase to be shared residential/non-residential not just on business**
- **Building process improvements to LOCATE & expand businesses in KL**
- **Employee/resident attraction (to increase labour force)**
- Find space for businesses to move into (existing buildings not ok)
- Expand space for patios into the street
- More industry/businesses (to retain workers)
- Child care solution/Support
- Support working from home/ in office transitions

Agriculture and Agri-Business

- **Address needs for labour force** (including support in finding good, qualified employees and filling vacant and under filled jobs which aligns with the SAO project and direct supports to the ag sector by VCCS)
- **Address issues with the local food processing sector** (including addressing diversity of processing options to maintain a safe/secure processing capacity in the food chain, supporting small and medium businesses needing to provide processing locally when capacity becomes an issue for large corporations)
- **Support direct to consumer sales**
- **Improve rural broadband services**
- Continue to emphasize the importance of local agriculture
- Setting up protocols and processes for the changing state of the agriculture industry
- Continued communication and direct support for accessing funding and programming opportunities
- Implement tariff system on imports to promote buying local products

Innovation

- **Developing new partnerships and relationships with communities**
- **Define who the City wants to be (and build/design/invest from there)**
- **Increase and ensure accessibility to technology and rural internet**
- Companies and municipality facilities available to test new technology/ commercialize/ Use and support local businesses to develop new technologies
- Address shortages in the local labour market (attraction/ repatriation)
- Create services and opportunities to attract talent to Kawartha Lakes
- Provision of employment grants for companies to innovate
- Address shortages in local housing for new workers (diversity of stock)
- Provide opportunities for students to understand and experience being in the workforce
- Incentives to help people work innovatively at home

Downtowns

- **City to increase municipal services to support downtown businesses**
- garbage cans, public washrooms, signage
- **Shop Local campaign and marketing should include open and safe messaging**
- **Clear communications for the revised funding programs to support the downtown business community post -COVID i.e. million dollar makeover, digital main street**
- Increase communication from the municipality to downtown organizations
- City to take lead on Health and Safe measures

Closing roads to support physical distancing measures

Attachment 2: Working Group Participants

Restaurants

Laurie McCarthy – City of Kawartha Lakes
Carlie Arbour – City of Kawartha Lakes
Andy Letham – City of Kawartha Lakes
Bjorn Alfredson – Task Force
Julia Kirby - Original Just for the Halibut
Nicki Dedes - Olympia
Wesley Found - Hobarts
Erastus Burley - Pie Eyed Monk
Vinh Mac - Fenelon Falls Brewery
Heather - Murphy's Lockside Pub

Tourism

Laurie McCarthy – City of Kawartha Lakes
Donna Goodwin – City of Kawartha Lakes
Bjorn Alfredson - Task Force
Chris Marshall - Task Force
Jill Quast - Happy Days Houseboats/Task Force (phone)
Denise Benning-Reid - Bobcaygeon Chamber of Commerce
Carly Poole - Buckeye Marine/Impact 32
Candace Buckley - Days Inn & Suites Lindsay (phone)
Mary Lee Boston - Fenelon Falls Chamber of Commerce
Harry Stoddart - LEX
Danielle French - South Pond Farms
Karen Haagsma - Pigeon Lake Resort

Small Business

Diane Steven – City of Kawartha Lakes
Sandy Greenburg – City of Kawartha Lakes
Bjorn Alfredson - Task Force
Chris Marshall - Task Force
Tammy Adams – Silver Lights Senior Services
Debra Kemp – Kawartha Mediums
Denise Benning-Reid – Bobcaygeon Chamber of Commerce
Mark Imrie - Imrie Group
Lisa Vehrs - Recovered Treasure Upholstery
Marylee Boston – Fenelon Falls Chamber of Commerce
Jennifer Bain- Kawartha Lakes CFDC

Culture

Laurie McCarthy – City of Kawartha Lakes
Donna Goodwin – City of Kawartha Lakes
Bjorn Alfredson - Task Force
Chris Marshall – City of Kawartha Lakes /Task Force

James Barrett - Globus Theatre + Lakeview Arts Barn
Tim Wisener - Colborne St. Gallery
Lesley Drummond - Kawartha Lakes Art Council
Erastus Burley - Pie Eyed Monk
Craig Metcalf - Academy Theatre
Robert Plummer - Bobcaygeon Music Council
Barbara Doyle - Olde Gaol Museum
Darlene Mann- Kinmount Artisans Guild + Kinmount Artisans Marketplace

Construction

Carlie Arbour – City of Kawartha Lakes
Kelly Maloney – City of Kawartha Lakes
Pat Murphy
Tim Wisener
Mike Barkwell
Bjorn Alfredsson - Task Force

Retail

Sandy Greenburg – City of Kawartha Lakes
Diane Steven – City of Kawartha Lakes
Chris Marshall – City of Kawartha Lakes
Bjorn Alfredsson – Task Force
Larry McCaw – Canadian Tire
Colleen Collins - Lindsay Chamber

Manufacturing and Food Processing

Rebecca Mustard – City of Kawartha Lakes
Kelly Maloney – City of Kawartha Lakes
Caley Ferguson - Northern Casket
Scott Wilson - MITY Inc. (Holsag)
Raphael Dube - Cardio Med
Vinh Mac - Fenelon Falls Brewing
Bruce VandenBerg - Mariposa Dairy
Carolyn Puterbough – OMAFRA
Bjorn Alfredsson - ER Task Force

Agriculture and Agri-Business

Kelly Maloney – City of Kawartha Lakes
Emily Turner – City of Kawartha Lakes
Guy Masters – Masters Farm
Michelle Murphy-Ward – Wards Farm
Rebecca Parker – Middle Kingdom Farm
Matt Pecoskie – Alliance Agri-Turf
Mark Torrey
Alice VanVught
Andrew Veale – City of Kawartha Lakes /ERT Task Force
Chris Marshall – City of Kawartha Lakes /ERT Task Force

Bjorn Alfredsson - ERT Task Force

Innovation

Rebecca Mustard – City of Kawartha Lakes
Emily Turner – City of Kawartha Lakes
Joanne Ilaqua – Mamasoup Inc
Wesley Found – Linborough Property Corp
Paul Tamlin – Dapagee Industrial IOT
Graeme Barrie - Netmechanics
Mike Perry – Kawartha Lakes Community Foundation
Dennis Geelen – Zero In
Ryan Oliver – Pinnguaq Association
Dan Kitchen – Invent Art Inc
Tom Phillips - ERT Task Force
Bjorn Alfredsson - ERT Task Force

Downtowns

Carlie Arbour – City of Kawartha Lakes
Donna Goodwin – City of Kawartha Lakes
Andrew Veale – City of Kawartha Lakes Council
Chris Marshall – City of Kawartha Lakes
Bjorn Alfredsson – ERT Task Force
Marylee Boston – Fenelon Falls Chamber
Wesley Found – Hobarts Restaurant, Lindsay Downtown
Lynn Manning - DRAC, Fenelon
Melissa McFarland - BIA, Lindsay
Denise Benning Ried – Bobcaygeon Chamber
Vinh Mac – Fenelon Brewery
Carolyn Puterbough - OMAFRA
Hayley Pheonix - Coboconk Chamber

OUTLINE FOR OCTOBER 6TH COMMITTEE OF THE WHOLE

Current initiatives in place for 2020:

- 1) Opened up the Community Improvement Plan (CIP) for the full utilization of all tools if needed.
- 2) Allowed patio's and restaurants to expand into parking lots or sidewalks if requested.
- 3) Waived fees for parks, patios and events for 2020.
- 4) Deferred 3 property tax payments for 2020.
- 5) Current exemption in place for all Industrial DC charges and up to 25,000 square feet of Commercial DC charges.
- 6) Tourism and Shop local marketing campaigns

Requested budget considerations for 2021:

- 1) That council consider, from an economic recovery perspective, that downtown Lindsay Phase 3 and downtown Fenelon Falls reconstruction proceed in 2021.
- 2) That council consider an increase in garbage cans and frequency of pick up in our downtowns and major parks for 2021.
- 3) That council consider increased signage and portable washrooms in our downtowns.
- 4) That council consider an increased investment in our boat launches for improved access.
- 5) That Council consider an extension to the Kawartha Lakes Innovation Cluster Pilot program to provide specific support for high growth businesses.
- 6) Economic Development Strategy and sector based strategies; Destination Development Plan (draft), Agriculture and Food Action Plan, Cultural Master Plan, and Downtown Revitalization plans.
- 7) That Staff continue to support small business growth through consultation services and digital transformation support.
- 8) That Staff implement the Skills Advance Ontario project for Manufacturing and Agricultural sectors.

Longer Term Recommendations:

- 1) That Council continue to work through EORN and EOWC and support the Eastern Ontario 1 GIG proposal for increased broadband capacity. This by far, the #1 priority from an economic perspective.

- 2) If the EOWC proposal doesn't pan out, that council pursue a made in Kawartha Lakes solution and work with EORN on a local solution to supply wire to the home for all businesses and homes in Kawartha Lakes.
- 3) Increase housing stock across the city to improve and increase the workforce, fill vacancies in employment, and provide options for young working families.
- 4) Market Kawartha Lakes for resident attraction to support the workforce needs of our businesses, and new business investment.
- 5) Work with Fleming College to help fill labour market needs (trades, etc)
- 6) Continue to work to improve timelines and processes in the development department. An updated spreadsheet is being finalized for review and recommendation. This should make it easier to follow and track progress on each file in the planning department. Working on a "concierge" concept as a link between planning and economic development. Idea being as planners work on reports, the concierge will assist in following up with customers. The goal being better communication and flow between applicants and staff.
- 7) Advocate to the Province for childcare and supply chain concerns that are need to be addressed for stability of workforce and inputs for local businesses.

These are the core recommendations coming from the Economic Recovery Task Force and will be presented to council for their consideration in a final report in November.