

Kawartha Lakes Economic Recovery Task Force Agenda

ERTF2020-08

Tuesday, October 13, 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.	ERTF2020-08.4.1	3 - 7
	Draft minutes from the September 22, 2020 Economic Recovery Task Force meeting	
5.	Business Arising from Minutes	
6.	Focus Area 1: Infrastructure Stimulus	
7.	Focus Area 2: Development Approvals	
7.1.	ERTF2020-08.7.1 Current Planning Application Spreadsheet	
7.2.	ERTF2020-08-7.2 Concierge Pilot Program	8 - 9
8.	Focus Area 3: Business Recovery	
8.1.	ERTF2020-08.9.1	10 - 12
	Task Force recommendations to council	
9.	Round Table Discussion	
10.	Correspondence	
11.	Adjournment	

The Corporation of the City of Kawartha Lakes
Minutes
Economic Recovery Task Force

ERTF2020-07

Tuesday, September 22, 2020

10:00 A.M.

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 10:06 a.m. with the following members present:

Deputy Mayor P. O'Reilly, B. Alfredsson, T. Phillips, J. Quast, M. Wilson, Director C. Marshall, Director J. Rojas

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

Regrets: Councillor K. Seymour-Fagan, Councillor A. Veale

2. Adoption of Agenda

Moved By J. Quast

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 ERTF2020-07.4.1

Draft minutes from the September 1, 2020 Economic Recovery Task Force meeting

Moved By Dr. T. Phillips

Seconded By Deputy Mayor O'Reilly

That the minutes of the Economic Recovery Task Force meeting held on September 1, 2020, be adopted as circulated.

Carried

5. Business Arising from Minutes

6. Deputation

6.1 ERTF2020-07.6.1

Update on residents' work to develop concrete measures for the "new normal" that are better than the free market model.

Dennis Geelan

Joli Bennis

The deputants were not in attendance; the deputation will be completed at a future meeting.

7. Focus Area 1: Infrastructure Stimulus

7.1 ERTF2020-07.7.1

Early Start Approval

Update from Mayor Letham on the previous Council meeting which included a memo on behalf of the Task Force recommending that the Lindsay downtown phase 3 and Fenelon downtown reconstruction projects be considered for 2021. Council approved an early start for the Lindsay downtown phase 3 project.

7.2 ERTF2020-07.7.2

Update from Director J. Rojas on potential infrastructure projects coming forward for council consideration in 2021

Director J. Rojas indicated that most of these projects are still confidential so not able to share until they have gone to council for approval.

8. Focus Area 2: Development Approvals

8.1 ERTF2020-07.8.1

B. Alfredsson update on spreadsheet and concierge concepts

B. Alfredsson provided an update on the planning application spreadsheet as well as the concierge program. The concierge program is about to begin with Emily Turner as the lead. She will work with the applicants as they go through the development process. The concierge program is a nine month pilot project.

Discussion took place regarding possibly providing a monthly update at the Planning Advisory Committee. There will be additional information added to the spreadsheet document (Policy Work, Zoning By-law Update, Cannabis, Tribunal

Work) for tracking purposes. These would be updated quarterly instead of monthly.

A complete spreadsheet is to be brought to the next task force meeting and can be taken to council in November.

9. Focus Area 3: Business Recovery

9.1 ERFT2020-07.9.1

Summary of final ideas and recommendations for discussion

The summary report from the working groups was reviewed and discussion followed.

Rural transportation needs to be looked at not only from a consumer perspective but also look at the employment side of it. Perhaps a more creative system with partnerships formed and hub routes created. This may be something that could be included in the rural transit study, transit master plan. Mayor Letham will take it to the next council meeting.

Broadband is a top priority. We need to provide supportive messaging for the Arts and Culture.

Discussion took place regarding patios and if fees will be waived again in 2021 as well as allowing for expansion again. Public Works would need to provide input if patios were to continue operating during the winter months.

In the recommendations, the bylaw expiry date of 2022 for the DC exemption charges needs to be added.

The recommendations by the mayor were reviewed. These recommendations will come as a report to the next task force meeting and then to Committee of the Whole in November.

Mayor Letham and Rebecca to work together to summarize the working group's information and bring to the next task force meeting.

10. Round Table Discussion

11. Correspondence

12. Adjournment

Next meeting scheduled for October 13, 2020

Moved By M. Wilson
Seconded By Dr. T. Phillips

That the Economic Recovery Task Force Meeting adjourn at 11:19 a.m.

Carried

Concierge Pilot Program Backgrounder

Name: Pilot Concierge Program

Pilot End Date: 9 months from commencement to allow for development applications to go through the site plan control process

Program Criteria: Applications will qualify for the pilot program if they meet a number of criteria which establish them as ideal candidates for the program.

The pilot will focus on applications in the site plan approval phase. Focussing on applications in the site plan approval process will ensure that projects are viable and allow the Economic Development Officer (EDO) acting as the concierge to focus on getting projects over the line to construction.

Projects should have an identifiable impact on local economic development and growth.

The types of developments which could fulfil this criterion include:

- Local business expansions
- New businesses and/or industrial development which align with the five key local economic development sectors (manufacturing, engineered products, agriculture, arts/culture/heritage, and tourism)
- Large scale residential development
- Other projects which have an identifiable economic impact

The decisions regarding which projects should be included as part of the pilot program should be made together by Planning and Economic Development. Ideally, this will be the EDO acting as the concierge in conjunction with the Development Planning Supervisor with input from the Managers of Planning and Economic Development. Prioritizing projects in this way is supported by the Economic Development Strategy 2017-2022, which outlined as an action item the development of a business pilot program focussing on business expansion and start up. This project, however, focusses only on the development application aspect of business growth.

Program Overview:

The pilot program responds to the direction from the Economic Recovery Task Force aimed at stimulating the local economy in its recovery from the COVID-19 pandemic. One of the areas of focus for stimulus was the development sector and streamlining the approvals process for development applications. The goal of this program is to assist applicants going through the site plan approval process by piloting their application in order to shorten the timeline in which these types of applications are approved.

At the beginning of the pilot, the EDO acting as the concierge and the Development Planning Supervisor will identify existing applications which should be included in the program on the basis of the criteria outlined above. The EDO will reach out to existing applicants in the site plan approval phase to initiate a point of contact and introduce the concierge program. New applicants which are deemed suitable for the program will be provided with the EDO's contact information and information about the role when their application is received.

The EDO will provide a point of contact for the applicant during the site plan approval process. The intention is for the EDO to act as a bridge between the applicant and the planner working on the file and to troubleshoot issues that may be occurring which are delaying the process, either on the City's side or on the applicants.

During the site plan control process, the applicant will be invited to reach out to the EDO if they have questions about the status of their application. The EDO will be able to access the application tracking spreadsheet created by Planning staff and provide updates to the applicant. The EDO will also liaise with Planning staff as necessary. The EDO will also work to encourage the applicant to submit the required documentation in a timely manner so that the application can move forward, if, for example, Planning staff advise that certain reports or studies are missing.

Evaluation Criteria:

Teamwork and communications between departments

Customer satisfaction: Measured through survey/follow up with the applicant after approval

Timelines: Measurement of length of time from submission to approval based on similar applications

Number of approved applications

Economic Recovery Task Force Action Plan Draft:

The Economic Recovery Taskforce is established to provide advice and recommendations to Council and Staff on resources and support to stimulate local economic recovery from the COVID-19 Pandemic.

This will include a focus on three strategic areas;

i. **Critical infrastructure investments:** Refinement, prioritization and promotion of critical infrastructure projects that will stimulate construction and job creation including; active municipal and 3rd party construction projects; potential upcoming construction work; development driven construction;

ii. **Planning and Development Stimulus:** Advance a focused approach to a streamlined execution of development policy and approvals for shovel ready planning and development projects to stimulate private sector construction and residential and non-residential growth;

iii. **Business Recovery and Support;** Survey of local businesses to understand the Kawartha Lakes business experience, and identify gaps in current funding and support programs, and propose initiatives to address immediate and future challenges to support business

	Actions	Current Initiatives	2021 Budget considerations	Longer term recommendations
1.1	Opened up the Community Improvement Plan (CIP) for the full utilization of all tools if needed	x		
1.2	Allow patios and restaurants to expand into parking lots or sidewalks if requested	x	x	
1.3	Waived fees for parks, patios and events for 2020	x	x	
1.4	Deferred 3 property tax payments for 2020	x		
1.5	Current exemption in place for all Industrial DC charges and up to 25,000 square feet of Commercial DC charges. This exemption is being reviewed by council at end of 2021.	x	x	
1.6	Tourism and Shop local marketing campaigns	x		
1.7	Support digital transformation of local businesses through the Digital Main Street program	x		
2.1	That council consider, from an economic recovery perspective, Downtown Fenelon Falls reconstruction proceed in 2021		x	

2.2	That Council consider an increase in number of garbage cans and frequency of pick up in our downtowns and major parks for 2021		X	
2.3	That Council consider increased signage and portable washrooms in our downtowns.		X	
2.4	That Council consider increased investment in our boat launches and trails for improved access and enjoyment.		X	
2.5	That the Culture Master Plan implementation be accelerated, and that council consider setting up an emergency cultural sector grant program in 2021, which could be applied to operating costs for our arts and culture community, and that Staff develop an ongoing cultural organization operating program for consideration in the 2022 budget.		X	X
2.6	Improve timelines and processes in the Development Department. An updated spreadsheet to track applications is being finalized for review and recommendation. This should make it easier to follow and track progress on each file in the planning department. Concierge Pilot Project implemented. updated spreadsheet be brought forward to planning committee each month for discussion.		X	
2.7	The Transit master plan be accelerated with immediate focus on the need for linkage regarding transit between Pontypool and Lindsay, Peterborough and Lindsay, and Lindsay and Bobcaygeon. This immediate focus be based on an employment perspective to assist with the workforce challenges. Timing should include early morning links for work availability and early evening links for return home availability			X
2.8	That Council consider an extension to the Kawartha Lakes Innovation Cluster Pilot program to provide specific support for high growth businesses.			
3.1	That Council continue to work through EORN and EOWC and support the Eastern Ontario 1 GIG proposal for INCREASED BROADBAND capacity. This is by far, the #1 priority from an economic perspective			X
3.2	If the EOWC proposal doesn't play out, that council pursue a 'Made in Kawartha Lakes' solution and work with EORN on a local solution to supplying 1gig data to the home for all businesses and homes in Kawartha Lakes.			X

3.3	Increase housing stock across the city to improve and increase the workforce, fill vacancies in employment, and provide options for young working families.			x
3.4	Work with Fleming College to help fill labor market needs (trades, etc.)			x