

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

**ERTF2020-001**

**Tuesday, June 2, 2020**

**1:00 P.M.**

**Lindsay Service Centre - 2nd Floor**

**180 Kent Street West**

**Lindsay, ON K9V 2Y6**

**Members:**

**Mayor Andy Letham**

**Deputy Mayor Patrick O'Reilly**

**Councillor Kathleen Seymour-Fagan**

**Councillor Andrew Veale**

**Bjorn Alfredsson**

**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 1 pm. Deputy Mayor Patrick O'Reilly, Councillor Veale, Staff present were Directors Chris Marshall and Juan Rojas, Rebecca Mustard, Manager of Economic Development, Wendy Ellis, Executive Assistant, Development Services, and Lori Ferguson, Administrative Assistant, Building Division.

**2. Adoption of Agenda**

**Moved By** Councillor Veale

**Seconded By** Deputy Mayor O'Reilly

**That** the June 2, 2020 Economic Recovery Task Force Agenda be adopted.

**Carried**

**3. Disclosure of Pecuniary Interest**

There were no declarations of pecuniary interest disclosed.

**4. Adoption of Minutes**

**5. New Business**

5.1 ERTF2020-01.5.1

Appointments - Memorandum

Mayor Letham advised the Task Force members are delegated the authority to appoint community representatives to the Task Force from the sectors identified in the Terms of Reference. The three community members to be appointed at this time are Mark Wilson, founder and President of MVW Construction and Engineering Inc., Jill Quast, owner of Happy Days Houseboats in Bobcaygeon and Bjorn Alfredsson is the retired owner and operator of Holsag Canada. Mayor Letham thanked the community appointees for volunteering their time to be a member of this Task Force.

**Moved By** Director Marshall

**Seconded By** Deputy Mayor O'Reilly

**That** Bjorn Alfredsson, Jill Quast and Mark Wilson be appointed to the Economic Recovery Task Force.

**Carried**

## 5.2 ERTF2020-01.5.2

Review and Confirm - Terms of Reference for the Economic Recovery Task Force

The Task Force members reviewed the Terms of Reference for the Economic Recovery Task Force and there were no questions from the members. Mayor Letham noted Director Marshall represents the development portion and Director Rojas represents the development and engineering portion of this Task Force.

## 6. **Focus Area 1: Infrastructure Stimulus**

Director Rojas provided an overview of the Infrastructure Stimulus report that is attached to Report ED2020-016 Economic Recovery Task Force Terms of Reference. The first section (Appendix B) was the Active Municipal Construction Projects and Upcoming Municipal Construction work. The members asked Director Rojas several questions.

Director Rojas discussed with the members the Third Party Agency Projects (Appendix C) and Shovel Ready Design Projects (Appendix D) and the members asked several questions on the two reports.

Mayor Letham asked staff to circulate Report ED2020-016 so that the members could review the reports further following the meeting. Staff noted the report is also available on the City of Kawartha Lakes Website.

## 7. **Focus Area 2: Development Approvals**

Director Marshall provided an overview of the Development Approvals Report that was included in Report ED2020-016 as Appendix E. Director Marshall stated the first few projects were approved by Council at the May 26th Council meeting. Director Marshall stated staff are currently dealing with a large backlog of applications due to the pandemic but a July Planning Advisory Committee (PAC) and Committee of Adjustment meetings are scheduled to complete several of these applications.

The members asked Director Marshall several questions on the report.

Mayor Letham asked staff to provide the planning staff that are involved in the development approvals for the next meeting.

There were further questions asked regarding the report.

Mayor Letham asked staff to provide a breakdown of the processes for the next meeting and to circulate to the Task Force members.

Mayor Letham asked staff if there is an opportunity to utilize staff in the Economic Development department to work with the Planning staff to serve as a business Economic Development liaison person between both departments to help close the gap in the process.

There were further questions asked by the members.

Deputy Mayor O'Reilly asked staff to circulate a list to the members of projects that have been appealed.

Director Marshall and Rebecca Mustard noted staff are open to suggestions and there are areas in the process that can be streamlined to improve efficiencies.

## **8. Focus Area 3: Business Recovery**

Rebecca Mustard provided an overview of the Kawartha Lakes COVID-19 Business Impact Survey results. Rebecca advised the survey was conducted in two phases, (1) scientific representative phone survey, and (2) online open to all local businesses. A total of 502 business responded with a good cross-section of the business community.

Rebecca updated the Task Force on several initiatives to address business recovery including the development of shop local and tourism marketing campaigns and a new online transaction support program through Digital Main Street in partnership with Shopify and Google.

Rebecca advised the Task Force that campaigns will have three main targets: local residents shop local, visiting family, relatives and friends, and a broader tourism campaign.

The Task Force Members asked several questions on the Digital Main Street program.

Jill Quast reiterated the importance of how the tourism message is communicated with the community and public perception to be welcoming and that comfort station infrastructure such as washrooms and garbage cans needs to be in place.

Mayor Letham asked staff to draft messaging for the media and review with the Taskforce prior to issuing.

Bjorn Alfredsson asked staff to circulate the presentation to the members so that the members can review prior to the next meeting.

Rebecca noted the results were first being shared with the members to day and then will be circulated and made available on the City Website.

## **9. Engagement Strategy**

Mayor Letham asked for the members to give further thought on this matter and that this item will be discussed at our next meeting.

## **10. Timelines**

Mayor Letham asked the members if they had any items that should go forward to the June 23rd Council meeting.

Director Rojas raised the issue of outdoor patios in the community and if we should consider enlarging the patio areas including the fire regulations as well and make a recommendation to Council.

Director Rojas noted our department have 10 patio licenses currently in draft and should staff request the business's to send the amounts to our office, providing that Council waives the fee then staff will return the cheques to the business's.

Mayor Letham agreed for staff to hold the cheques until after the Council meeting and if Council waives the fee staff will return the cheques to the business's.

## **11. Round Table Discussion**

The Task Force had a round table discussion that included a suggestion to have signage on the main street to encourage the public to shop local and that e-transactions will be accepted.

Mayor Letham asked staff to bring forward the Shop Local Campaign plan to our next meeting.

Mayor Letham asked all the members to contact staff by e-mail if you would like items added to the Agenda for our next meeting.

Mayor Letham noted Tom Phillips from Sir Sandford Fleming College would like to join this Task Force and I suggest we add him as a community member.

Director Rojas commented if we could consider including the Active Transportation Plan with the community events in the community. Director Marshall suggested to have a discussion off-line with Director Rojas on this matter.

There was further discussion on helping the community by opening restaurants for the public and opening the Boys and Girls Club so the parents can return to work.

The members discussed the shop local campaign and if there were ways to put pressure on the Province to open up restaurants, tourism/culture related events.

**12. Correspondence**

Mayor Letham advised there is a media briefing held tomorrow and a soft messaging regarding patios, restaurants and the Boys and Girls Club will be circulated.

**13. Adjournment**

Mayor Letham suggested our next meeting will occur in two weeks and staff will send out the notification to all of the members.

Mayor Letham adjourned the June 2, 2020 Economic Recovery Task Force meeting at 3:10 p.m.