

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