



Grand Valley Economic Development Committee

Meeting Minutes

September 19, 2024, 7:15 p.m.
Council Chambers, 5 Main Street North, Grand Valley

Members Present: Joanne Stevenson, Chair
Philip Rentsch, Deputy Mayor
James Jonker, Councillor
Laura Goulding
Demetrius Marshall

Staff Present: Donna Tremblay, Secretary
Mark Kluge, Town Planner

1. Call To Order

The meeting was called to order at 7:15 p.m.

2. Approval of the Agenda

Moved by: J. Jonker
Seconded by: D. Marshall

Resolution Number: 2024-09-01

BE IT RESOLVED THAT the Committee approves the September 19, 2024 Agenda as circulated.

CARRIED

3. Disclosure of Pecuniary Interest

There were no disclosures of pecuniary interest.

4. Minutes of Previous Meeting

The Committee reviewed the minutes with no requests for amendments.

4.1 May 16, 2024 Economic Development Committee Minutes

Moved by: J. Jonker
Seconded by: D. Marshall

Resolution Number: 2024-09-02

BE IT RESOLVED THAT the Committee approves the May 16, 2024 Minutes as circulated.

CARRIED

5. Presentations/Deputations

5.1 Staff Presentation - Re-Designed Town Website

Staff provided an overview of the functionality of the Town's new website launched on September 16, 2024.

5.1.1 Comments - Economic Development Website Content - October, 2023

Staff presented the Economic Development website content, the committee discussed the information and request that older content be removed from the page. Staff advised old content will be removed.

6. Town Updates

6.1 Verbal Updates

Staff provided an update on the completion of Town construction projects, including completion of Well 5, Bridge 10 replacement which continues, micro-surfacing of various areas of Town roads and the Leeson Street Traffic calming pilot. Staff advised the Town is conducting a Human Resources Review recruitment and the Town will be recruiting to replace a recent retirement.

Mark Kluge, Town planner provided an update on the Vision Grand Valley - Official Plan and Zoning By-law Review Project and summarized the approval status of the Dufferin County Municipal Comprehensive Review.

7. Unfinished Business

7.1 Economic Development Promotional Plan

7.1.1 Draft Survey Questions

Laura Goulding provided a summary of the survey questions, including the purpose and delivery of the survey and sought the committee's comments on the proposed questions.

Committee discussed the draft questions and timing of the survey and the addition of drop downs to included distances travelled for services, Cities or Towns.

Committee requested additional questions be included:
How many times are you shopping.
Are you shopping in-person or on-line.

Committee requested investigating using a prize to encourage individuals to complete the survey and incorporate the prize to promote local businesses.

Committee discussed promotion of the survey and suggested social media Facebook, Valley Alive Newsletter, Town's news section of the website, using a QR code on print media with a launch date in January, 2025.

7.1.2 Council Delegation - Minister of Municipal Affairs and Housing - Association of Municipalities of Ontario Conference

Councillor Jonker provided a summary of the Town's delegation to the Minister of Municipal Affairs and Housing at the August Association of Municipalities of Ontario Conference held in Ottawa August, 2024.

He advised the Town's request was to partner with the Province to see industrial land growth in Grand Valley with the primary focus of the delegation on Grand Valley's location to the new car plants in Alliston.

7.2 Employment M1 Zoning By-law Permitted Uses

Staff provided a summary of the Committee's previous discussion to remove bulk fuel from the Zoning By-law M1 Employment Lands permitted uses.

Mark Kluge, Town Planner, advised the Province has made legislative changes to employment lands. Staff advised certain uses in the Town's current M1 Employment lands list will need to be removed as a result of these changes and recommended the Committee put their request to remove bulk fuel before Council.

Committee discussed the M1 Employment Lands list and the steps to remove bulk fuel from the M1 Employment Lands permitted uses.

Moved by: J. Jonker

Seconded by: P. Rentsch

Resolution Number: 2024-09-03

BE IT RESOLVED THAT the EDC Committee recommends that "bulk fuel depot" be removed from the 4.9 Employment (M1) Zone.

AND FURTHER THAT a copy of the resolution be provided to the Town Planner and Council.

CARRIED

8. New Business

8.1 EDC Committee Member Recruitment

Chair Stevenson advised Sue Broniek has provided her resignation from the Committee. She advised Chris Vincent has missed 3 consecutive meetings and in accordance with the Committee's Terms of Reference his position becomes vacant.

The Committee discussed recruitment and requested the Secretary begin an open recruitment to fill vacancies.

8.2 Grand Valley Santa Claus Parade Committee Request for Volunteers

Committee reviewed and discussed the correspondence from Santa Claus Parade Committee.

9. Correspondence

10. Financial Reports

10.1 EDC Revenue and Expense Report

Committee was provided with the Revenue and Expense report and discussed.

Moved by: J. Jonker
Seconded by: L. Goulding

Resolution Number: 2024-09-04

BE IT RESOLVED THAT the Committee receives the EDC Expense and Revenue Report.

CARRIED

11. Next Meeting Date - November 21, 2024 at 7:15 p.m.

11.1 Agenda Items

Committee requested the November 21, 2024 meeting items include the following:

- Survey
- Update on Employment Lands permitted uses
- Member recruitment

12. Adjournment

Moved by: J. Jonker
Seconded by: D. Marshall

Resolution Number: 2024-09-05

BE IT RESOLVED THAT the Committee adjourns at 8:48 p.m.

Joanne Stevenson Chair

Donna Tremblay Secretary