



ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

Date: September 23, 2024

Time: 3:30 p.m.

Place: Council Chamber
1 Ottawa St E, Havelock

Attendees: Deputy Mayor Hart Webb (Chair), J.J. Hudson, B.J. Hay, Dave Sharpe, Jill Hutcheon, Elmer Buchanan (Advisor), Paul Wood (Havelock Chamber), Shari Gottschalk (Economic Development Officer and Secretary)

Regrets: Councillor Beverly Flager, Richard Wood, Paul Wood (Havelock Chamber), Joe Rees (PKED)

Call to Order: 3:35 pm

An open Regular Meeting of the Economic Development Committee for the Township of Havelock-Belmont-Methuen was held on September 23, 2024, and commenced at 3:35 p.m. in the Council Chamber at the municipal office. Committee Chair Hart Webb requested members declare any pecuniary interest if, and when, it should arise. No written Declarations of Pecuniary Interest were received prior to the publication of the agenda.

Meeting Minutes Acceptance

- June 24, 2024
- J.J. Hudson noted that the minutes should be adjusted to reflect Belmont Lodge is using the same photographer as J.J.'s Re/MAX firm and not J.J. personally.
- Elmer Buchanan requested an update regarding the muttmixx proposal for financial support. Hart Webb explained she presented to Council her Puppy Pitstop initiative, rough costing, and request for municipal assistance. Council explained they weren't able to provide financial assistance. Staff explained muttmixx received \$3,000 micro-grant from the Tourism Innovation Lab for the Puppy Pitstop initiative, which as per her financial projections would cover 1st year costs.

A motion was put forward to accept the committee minutes, as per above noted adjustment and update.

Moved by J.J. Hudson
Seconded by B.J. Hay
Carried.

Delegations and Presentations:

- Downtown Revitalization, Carolyn Puterborough, OMAFRA Economic and Business Advisor who manages the Downtown Revitalization fund and RED fund for the Ontario province and would be our application coach.
- Funding is 30/70% split, where OMAFRA covers 30% up to a max of \$250K of minor capital costs. For full details, see attached PowerPoint presentation.
- B.J. Hay asked for clarification regarding RED grant objectives/desired outcomes, see attached ppt deck.

- Elmer Buchanan asked for clarification regarding the total 2024 RED fund envelope, which was confirmed to be \$5M.
- Hart Webb confirmed the in-take will be announced at the ROMA conference (Jan. 19/2025), application deadline 1-month later and Minister will likely be in May 2025. Carolyn confirmed project related expenses will be permitted as early as April 1/2024 pre-announcement.
- Staff confirmed gov't funding stacking is permitted, only Federal which is typically up to 90%, e.g. My Mainstreet, Community Activator - to be explored.
- Hart Webb asked if the Council setting aside monies as part of the 2025 budget through resolution would strengthen our application and Carolyn confirmed it would. She encouraged us to include a copy of the Resolution with our submission to demonstrate commitment and depth of planning.
- Dave Sharpe asked whether we should include the 2018 Economic Development & Tourism Strategy. Staff outlined that under the new Township Strategic Plan, one key EcDev strategic imperative is to update the EcDev & Tourism Plan. Carolyn stressed that we include that in our application and reference for the review the precise page number.
- Following the end of the delegation presentation and exit, staff explained that the 16 George St vacant property slated for downtown parking is considered a major capital expense and not eligible under the RED funding but may be under federal.
- B.J. Hay raised a concern that the reconstruction project doesn't include the removal of hydro poles and overhead wires from the downtown core and inquired if the utilities could be placed underground as part of the Spring 2025 phased road work.
- B.J. Hay noted that several of the commercial buildings need updating. Staff explained that the township is working with Community Futures Ptbo to provide financial assistance through our CIP, tax incentives, and flexible low interest loans. Staff will include a copy of the TRIP downtown design guide with minutes, see attached.
- Elmer Buchanan highlighted there may be an appetite to share costs with utilities, e.g. Bell, cable, etc. This is to be explored with Bob Angione and the Project team.

A motion was brought forward for staff to bring the issue of burying the utilities below grade between Quebec St and the Post Office before Council including impact on project scope, timing, and cost.

Moved by J.J. Hudson
 Seconded by B.J. Hay
 Carried

BUSINESS:

1. George St Reconstruction Update

- Hart Webb confirmed this phase of building will end at Victoria St and resume in the spring. There is a grant co-application with Ptbo County where, if successful, would allow us to potentially have Phase 2 start on the heels of completed Phase 1.
- Hart sought feedback regarding the project's progress to date. J.J. Hudson shared many people are disappointed Council didn't eat the costs of connecting sump pumps to the new drainage system. In the current economy, people don't have \$5K for sump pumps. J.J. Hudson expressed disappointment Council didn't place greater value on the EcDev Committee's earlier recommendation. Hart Webb clarified that sump pump hook-up is voluntary.

- B.J. Hay asked why Jewell Construction is based at the entrance of the Splash Pad. The proximity of workers and their tools is required. Placement of workers is a difficult problem to resolve, but the input will be raised to Bob Angione and Peter Lauesen.
- B.J. Hay hasn't had an issue with communication between the construction team and property owners. Hart Webb's understanding is the retaining wall material will be armour stone. Social media updates, as well as information shared in the Havelock RAIL has been good.

2. Signage Update

- The Gateway Sign designs have been approved by Council, and logo usage permission retrieved except two (RCL Branch 389 and Masons). B.J. Hay will let his dad on the Masons know that we need sign-off. Staff will be collecting the Legions approval.
- The signage production company is standing by final approval, production will take 2-weeks, and Public Works will install signs.

3. Strategic Plan Update

- Staff and Council met with Praxis and reviewed the Mission, Vision, Values, as well as Strategic Imperatives and Operational Goals based on earlier working session(s) and data collected via online survey (600+).
- The first draft was tweaked and final one-pager Strategic Map like Ptbo County's. The plan map will be presented to Council for final approval in October. Staff noted there will be a communication strategy to present the official Strategic Plan to residents and businesses, however the details around this plan are not finalized.

4. PKED Dissolution Update

- Rhonda Keenan is chairing the committee and interfacing with the City and County. There's been little planning on the City's part, but County is moving progressively forward.
- The EcDev resources will report under the Planning Dept (Ian Mudd) and Tourism & Communications will line up under Strategic Initiatives. Tracie Bertrand has been selected as the Tourism & Communications GM with 2 FTE's and there will be EcDev GM with 1 – 2 FTE's.
- All critical digital assets, research data and reporting assets, in the Tourism space have been secured for County's benefit. Sheridan Graham is negotiating to safeguard and acquire all County-based InvestPtbo assets too. Hart Webb shared that staff member Shari Gottschalk sits on the Committee and is Chaired by Mayor Martin, so we have good representation.
- Elmer Buchanan shared his observations, that Tracie Bertrand has been very supportive of our Township but found agri-tourism was largely unsupported. More specifically, the smaller farming organizations were underserved and their voices unheard. Staff will bring this feedback forward to the Transition committee.

OTHER BUSINESS:

1. New Businesses / Business Relocations / Closures

- **Belmont Health & Wellness Centre**, 3 George St W, Maeghan Ireland-Danielis is relocating her business to the United Church basement in Cordova Mines which is not ready. In the interim, she's set up in the old General Store in Cordova and running off-sight Wellness Clinics.
- **Stemz N Gemz / Joy Esthetics**, 15 George St W, have moved into shared space, had a successful re-opening event. They are both very pleased with the location, space, and cross-training to better support one another.
- **Ang's Space, 4 George St W**, remains vacant (restaurant with no kitchen equipment), is for sale. J.J. Hudson shared their asking price is above market so it may sit on the market for some time.
- **Old Re/MAX & Floral Shop**, 6 George St W, J.J. Hudson shared that the commercial space has been converted residential. The township is unable to investigate this unless there's an online complaint or written complaint to place us legally on premise to investigate.
- **Cag One Skate Sharpening**, 14 Mary St, Ben Lovblom has sold the business and his automated sharpening tech is around the world. The unit is now available for rent. It's a large space.
- **Wildflower Bakery**, Scott Williams and Lea confirmed their business is strong but is up for sale and \$100K in kitchen equipment. The building is a separate owner and there's quite a lot of business interest. They are a fantastic draw to our downtown hub, which was confirmed by J.J.'s Re/MAX business and Amanda O'Rourke's Belmont Farmstead business through her placement of plants inside the bakery.

2. Criminal Element (George and Quebec Streets)

- Hart Webb confirmed he continues to work to have Inspector Galeazza speak with the EcDev Committee about the issues local businesses and residences are experiencing.
- Hart is trying to arrange for the Inspector to our November meeting and include a few businesses that are struggling a criminal element in-town. He would like to better understand their policing strategies, and the influx of non-HBM residents that have been placed by Ptbo Housing without needed services.
- J.J. Hart highlighted, which was confirmed by staff, that many of our new business owners are female and very concerned for their safety.
- Staff informed the group the Havelock Hub (placed at 17 Smith Drive) will now have Tuesday, 9am – 3:30pm, there is Drop-in services for housing, mental health, job placement, and addiction counselling services.

3. Ribbon-cutting Ceremony

- **Riverside Vaping Co.** - cancelled their planned grand opening due to Province tax excise changes. Given the promotion limitation, it's a more challenging event.
- **Page One Tattoo** - does not want to proceed with Grand Opening. He's

- **Feet Retreat Diabetic Foot Care** - is based out of the Town N Country and now operational, however Grand Opening is unplanned until site is fully completed. Elmer Buchanan expressed concern that there's a saturation of foot clinics in Havelock area. Tanesha Trunks outgrew her space at Belmont Wellness Centre and she has an established clientele with solid growth plan.

Written Correspondence

- Community Futures Peterborough Start Company Plus Program PowerPoint presentation. In-take is now open and being promoted by staff.

Next Meeting: Monday, November 25, 2023 @ 3:30 pm

Meeting Adjournment

A Motion was raised to adjourn the meeting.

Moved by J.J. Hudson

Seconded by Dave Sharpe

Carried

The meeting was adjourned at **5:04** p.m.

Attachments:

- OMAFRA – RED, Investing in the Future of Rural Ontario ppt
- Township Revitalization Improvement Report (TRIP), Façade Improvement Guidelines and Models, Stempski Kelly Associates Inc.
- Community Futures Peterborough Start Company Plus Program release.

Chair

Secretary