



A People Place, A Change of Pace
SHELBURNE
ONTARIO, CANADA

Meeting Date: Monday, April 24, 2023

To: Mayor and Members of Council

From: **Alice Byl, Deputy Clerk, Committee Coordinator and Carol Maitland, Economic Development Officer**

Report: LS 2023-03

Subject: **Economic Development Committee Restructuring**

Recommendation

BE IT RESOLVED THAT Council receives report LS 2023-03, Economic Development Committee Restructuring as information; and

THAT Council approves the restructuring of the Economic Development Committee to include one member from each of the following four groups:

- Financial Institutions (i.e., Banks, Credit Union)
- Local Business representative category
- Central Counties Tourism category
- Workforce Planning Board of Waterloo Wellington Dufferin category; and

THAT the Economic Development Officer bring back a further report to Council and appointment recommendations in May 2023.

Background

In November 2022 staff advertised for applicants for advisory committees of Council, applications were received for the Economic Development Committee (EDC).

Council appointed three members of the public and two members of Council to the committee.

The Terms of Reference for Committees is provided in Appendix 1. As is outlined in the Terms of Reference there is a provision "Council filling positions where specialized knowledge is required":

Boards and Committees may have one or more positions in its composition designated to a stakeholder group(s) with a specialized knowledge, experience or representation.

Council may determine the need to fill the position in the following manner:

- 1) by invitation;
- 2) by seeking the assistance of a recruitment agency; or,
- 3) outreach to specific organizations or other means deemed appropriate by Council.

Activities with respect to filling Board and Committee positions where specialized expertise is required will be coordinated by the Clerk, in consultation with applicable staff.

Analysis

The mandate of the EDC is to "enhance the economic opportunities as well as the quality of life for Town of Shelburne residents. Through the controlled development of commercial and industrial sectors, the EDC will advise on all aspects of economic development in the Town of Shelburne. We will promote and maintain communication with Council as an advisory role and work with public forums on initiatives that promote job creation."

Since 2020 due to Covid-19, the committee was not active as the previous members were dealing with a range of significant issues related to the pandemic and needing to devote their time to managing their businesses.

In 2022 staff has also reviewed expanding this committee's membership opportunities to include involvement from professional organizations associated with the Town of Shelburne that may not be residents of the Town, which is a requirement of the present Terms of Reference.

This report recommends the expansion of EDC membership to include members from groups and organizations based beyond the Shelburne boundary as they have a direct relationship regarding the provision of services and support to Shelburne. This would provide an enhanced ability of the committee to meet the directed mandate specifically when it comes to regional efforts.

General information on the recommended categories is:

1. Financial Institutions category includes Banks and credit unions - financial institutions that offer products and services — such as checking accounts and loans.
2. Local Business category includes those which are industrial, commercial or retail business.
3. Central Counties Tourism

Central Counties Tourism is a regional tourism organization (RTO) established in 2010 under a framework developed by the Ontario Ministry of Tourism, Culture and Sport.

Central Counties Tourism has sat on various economic development committees including Durham and Vaughn. CCT provides funding and each project is evaluated by Central Counties' Partnership Committee with input from the Industry Relations Managers and other CCT staff.

Central Counties Tourism (CCT) works with the existing tourism offices within the regions of York and Durham, and Headwaters (Dufferin County, Caledon), who are each responsible for product development and marketing to tourism consumers within the local municipalities. Their mission is to increase tourism in the region by promoting and developing unique and competitive tourism products that attract high yield visitors from outside the Central Counties region.

Website: [Central Counties Tourism](#)

4. The Workforce Planning Board of Waterloo Wellington Dufferin

The Workforce Planning Board of Waterloo Wellington Dufferin, founded in 1997, is a not-for-profit based in Ayr, Ontario, that serves all of Waterloo Region, Wellington County, and Dufferin County.

It provides leadership in local labour market planning which includes research on current labour market conditions, community consultations, review, and discussion of research findings, establishing priorities for labour market development and engaging partners in initiating action plans that respond to priorities of mutual interest.

WPB is funded by the Ontario Ministry of Advanced Education and Skills Development to conduct and distribute local labour market research and engage community stakeholders in a planning process that supports local solutions to local issues.

WPB serves as a neutral broker of research, disseminator of information, and facilitator of collaborative partnership development.

Website: [Workforce Planning Board of Waterloo Wellington Dufferin](#)

Financial Impact

N/A

Policies & Implications (if any) Affecting Proposal

Committee Terms of Reference

Consultation and Communications

Senior staff

Council Priorities

Council's Priorities has three Pillars - Sustainable, Engaged and Livable. There are a total of 14 Priorities with the three Pillars.

There are a total of 14 Priorities within the three Pillars.

This report aligns with the Engaged Pillars within the Priorities of:

EP1 Promote effective partnerships and

EP3 Consultation and collaboration with community.

Respectfully Prepared and Submitted:

Alice Byl, Deputy Clerk/Committee Coordinator and

Carol Maitland, Economic Development Officer

Reviewed by:

Denyse Morrissey, CAO