



Minutes

Community Development, Tourism and Culture Advisory Committee

March 12, 2021, 8:30 a.m.

City Hall - 808 2nd Avenue East - Council Chambers

**MEMBERS
PRESENT:**

Councillor Richard Thomas

Mayor Ian Boddy
Member Mike Comello
Member Jacqueline Furtner (via video)
Councillor Scott Greig
Member James McGregor
Deputy Mayor Brian O'Leary
Member Derek Smith

**MEMBERS
ABSENT/REGRETS:**

Member Doug Younghusband

STAFF PRESENT:

Tim Simmonds, City Manager
Pam Coulter, Director of Community Services
Dennis Kefalas, Director of Public Works and Engineering
Aidan Ware, Director and Chief Curator, TTAG
Brent Fisher, Manager of Community Development and Marketing
Michelle Palmer, Manager of Purchasing, Risk and Asset Management
Jamie Eckenswiller, Deputy Clerk
Melissa Crannie, Tourism Marketing Coordinator
Jacklyn Iezzi, Junior Planner
Carly McArthur, Communications & Strategic Initiatives Advisor
Staci Landry, Community Services Administrative Assistant

GUESTS:

Diane Austin, Chamber of Commerce
Barb Fisher, BCDC (via WebEx)
Savanna Myers, Grey County
Lisa Taylor, Georgian College (via WebEx)

1. CALL TO ORDER

Chair Thomas called the meeting to order at 8:30 a.m.

2. CALL FOR ADDITIONAL BUSINESS

There was no additional business.

3. DECLARATIONS OF INTEREST

There were no declarations of interest.

4. CONFIRMATION OF MINUTES

4.a Minutes of the Economic Development & Tourism Advisory Committee meeting held on December 11, 2020.

CD-210312-001

Moved by Deputy Mayor O'Leary

"THAT the Community Development, Tourism and Culture Advisory Committee approves the minutes of the meeting held on December 11, 2020."

Carried.

5. DEPUTATIONS AND PRESENTATIONS

5.a Deputation from Mike Goman Re: M.S. Norgoma

Mike Goman, Principal of GOMAN + YORK Property Advisors, LLC, provided a presentation respecting a proposal from Tobermory Real Estate Investors Inc. (TREII) to relocate the M.S. Norgoma from Sault Ste. Marie to a portion of the public docks within the Owen Sound Harbour in 2021. They are seeking Committee and Council's endorsement of the scope and intent of the proposal with the following general understanding:

- That TREII engages a professional firm to conduct a detailed engineering study of the available dock space and configuration,
- That TREII work with City staff to determine the scope of that study,
- That the study must include accurate depictions and information necessary to permit the City to thoroughly evaluate any suggested locations,
- That a primary goal of the study is to accommodate the Norgoma within the Harbour without a reduction in the number of available dock slips, and

- That, if it is determined that the Norgoma can be accommodated within the Federal Harbour, any agreement to do so must have a financially neutral or positive outcome for the City.

Mr. Goman detailed the benefits to the community of relocating the Norgoma to the Owen Sound Harbour, including:

- Contribute to the economic development of Owen Sound,
- Add a context-appropriate attraction,
- Create another activity for visitors while in Owen Sound,
- Support local businesses,
- Secure a notable chapter of the Norgoma's marine heritage,
- Create a community asset, and
- Enhance the Marine Museum and Owen Sound harbour area experience.

Member Furtner joined the meeting at this time.

Mr. Goman advised that TREll currently have an agreement in principle to purchase the Norgoma; however, there are four potential alternative structures for long-term ownership. All four structures would require the adoption of an acceptable Acquisition & Repurposing Plan, providing for revenue generation, long-term dockage agreement, lease with Project Sponsors for required space, and creating some form of a marine exhibit.

1. TREll take ownership,
2. New not-for-profit entity takes ownership,
3. City of Owen Sound takes ownership, or
4. New joint venture takes ownership.

Deputy Mayor O'Leary asked why the City of Sault Ste. Marie took over ownership of the Norgoma. Mr. Goman advised that the Norgoma was operated entirely as a museum and was docked at the Roberta Bondar Marina, which was not an ideal location for tourists. Mr. Goman believes that some form of commercial use is needed for it to be profitable. Deputy Mayor O'Leary is concerned that if this does not work, then it could end up being a financial burden on the City.

Mayor Boddy noted that he supports the initiative in principle and exploring the various options; however, the financial aspect is the most important factor. He also noted that staff would need to consult with the

Saugeen Ojibway Nation since they have a claim to the waterway as well as Transport Canada. If there will be a commercial use on the Norgoma, then staff should also complete a retail study regarding commercial rental costs and competing commercial uses within the River District.

Councillor Greig inquired about the approximate value of the ship's salvage at this time. Mr. Goman noted that he does not know the salvage value. Councillor Greig referred to the Captain John's Harbour Boat Restaurant in Toronto and its eventual bankruptcy and closure following a fire.

5.b Presentation from the Junior Planner Re: Community Improvement Plan Program Guidelines

The Junior Planner provided a presentation respecting the new program guidelines under the City's Community Improvement Plan, which include the Façade and Structural Improvement Grant, the Accessibility Improvement Grant, and the Start-Up Space Leasehold Improvement Grant.

The Start-Up Space Leasehold Improvement Grant Program assists new businesses and start-up companies with permanent interior leasehold improvements to commercial or mixed-use spaces that increase the marketability of the property and commercial rental units. This program offers grants to eligible property owners and authorized tenants within a commercial or mixed-use building within the City's downtown. The program provides a capital grant equal to 50% of eligible costs, to a maximum of \$5,000 per project, per year, and projects must have a minimum cost of \$1,500 to be considered eligible. Applications for this program are processed on a first-come, first-serve basis.

Member Smith inquired if there is a change in the program funding budget. Ms. Iezzi advised that City Council allocated \$95,000 towards the Community Improvement Plan programs for 2021, with \$15,000 of that budget being dedicated to the Heritage Property Tax Relief Program. The balance of the \$80,000 is being distributed between the three active programs: Façade and Structural Improvement Grant, Accessibility Improvement Grant, and Start-Up Space Leasehold Improvement Grant.

Ms. Iezzi left the meeting at this time.

5.c Presentation from Member Smith & Diane Austin, CEO of the Owen Sound & District Chamber of Commerce Re: Chamber of Commerce Update

Member Smith and Diane Austin, CEO of the Owen Sound & District Chamber of Commerce provided a presentation on the Chamber of

Commerce, its staff, Board Members, and various Committees. They discussed the changes that were made in 2020, including:

- Replacing their existing publication with the Outlook magazine,
- Attracting new members,
- Shifting their traditional in-person programs (political forums, member education, and meetings) to online after COVID, and
- Replaced their Executive Assistant position with a Social Media and Events Coordinator.

The Chamber's membership has grown steadily over the past several years. In 2018, there were 326 members, and this grew to 402 in February 2020. COVID has impacted their membership but they have been able to maintain 375 members with some flexibility in their membership programs to help the businesses that need assistance.

In 2021, the Chamber plans to continue to grow the Outlook magazine series, resume their Alive at Five, Golf Tournament, and Business Excellence Awards within public health requirements, and continue with member education events and political forums. Their goal is to help businesses in this region succeed and grow.

Ms. Austin noted that if Committee members have any questions or concerns regarding the Chamber and how they can do better, please contact her because they want to work together.

6. PUBLIC QUESTION PERIOD

There were no questions from the public.

7. CORRESPONDENCE RECEIVED FOR WHICH DIRECTION IS REQUIRED

There were no correspondence items presented for consideration.

8. REPORTS OF CITY STAFF

8.a Community Development

8.a.1 Report CS-21-022 from the Manager of Community Development & Marketing Re: M.S. Norgoma

The Manager of Community Development & Marketing provided an overview of the report respecting the request to relocate the M.S. Norgoma to the federal harbour in Owen Sound.

Mayor Boddy noted that determining the financial cost to the City should be the first step before staff go through the site plan approval process. The Director of Community Services advised that

the City will not be a financial partner for this initiative and staff have made this clear to Mr. Goman. The purpose of the pre-consultation process is to determine servicing, required parking spaces, receive feedback from commenting agencies, etc. and determine the components of a draft lease agreement and the feasibility of the proposal.

Councillor Greig commented that it is the financial aspect and the potential unknowns that give him significant trepidation in moving forward with this proposal and he would not support the recommendation as written in the staff report.

Member Smith supports the recommendation in the report. He noted that this proposal should be treated no differently than a developer coming forward to the City with a development proposal. Staff should complete the study and determine if it would be feasible for the City. Chair Thomas agreed with Member Smith.

Lisa Taylor advised that Mr. Goman has discussed a partnership with Georgian College with some of their faculty. For it to be useful for educational purposes for the Marine Engineering program, the engines would need to be in working condition.

Barb Fisher agrees that it is worth looking into this proposal and whether it is feasible for the City.

Member Furtner commented that this is a unique opportunity, especially in the downtown core, but it does need to make sense financially for the City.

CD-210312-002

Moved by Mayor Boddy

"THAT in consideration of Staff Report CS-21-022 respecting a proposal to relocate the M.S. Norgoma, the Community Development, Tourism and Culture Advisory Committee recommends that City Council:

- 1. Support the initiative in principle;**
- 2. Direct staff to proceed with the next steps as outlined in Table 1; and**
- 3. Direct staff to report back with the approvals, site plan, and draft lease agreement as outlined in the report."**

Prior to a vote on the motion, Councillor Greig requested a recorded vote:

	In Favour	Opposed
Mayor Boddy	x	
Member Comello	x	
Member Furtner	x	
Councillor Greig		x
Member McGregor	x	
Deputy Mayor O'Leary	x	
Member Smith	x	
Chair Thomas	x	

The resolution was carried with seven (7) votes in favour and one (1) vote opposed.

8.b General

8.b.1 Report CM-21-005 from the City Manager Re: Strategic Plan Refresh - Draft Priorities and Key Results

The City Manager provided a presentation and overview of the report respecting the draft priorities and key results of the Strategic Plan Refresh. There are six key themes or Council priorities in the Strategic Plan Refresh, each with their own key results:

- Safe City: We are committed to supporting inclusivity, diversity, and accessibility in our community. We recognize the importance of a safe and secure community.
- Prosperous City: Working toward a positive business environment and support initiatives that increase our competitive economic advantages.
- Green City: We work to enhance the City's resiliency and capacity for mitigating and adapting to the impacts of climate change. We support and promote healthy lifestyles.
- A City that Moves: We facilitate sustainable transportation options and create community connectivity.
- City Building: Planning community amenities that create great places and spaces for community living. Cultivating a vibrant and diverse arts, culture, and heritage environment throughout the City.

- Collaborative City: We understand the importance of maintaining and improving key relationships.

There are also two themes for corporate priorities that build the foundation for staff succeeding in developing and achieving the six Council priorities:

- Clear Direction: We cultivate an environment to support a common understanding of where the organization is going in the future.
- Service Excellence: We are committed to being a modern and efficient municipal government that makes citizens' lives better every day.

The four key results that will be led by the Community Development, Tourism and Culture Advisory Committee are:

- Prosperous City KR 1: Reduce commercial vacancy in the River District by 10%.
- City Building KR 2: Increase pedestrian counts in the River District by 10%.
- City Building KR 3: Undertake a City-wide public art strategy by June 2022.
- City Building KR 4: Complete two adaptive re-uses of heritage buildings that serve the public interest by April 2023.

Staff will also develop a seventh Council priority of 'A City that Grows' and there will likely be three or four key results that will be achievable during this term of Council.

The final Strategic Plan Refresh will be presented to Council in April. The "lead" Committee will receive quarterly updates on the key results and Council will receive a six-month report highlighting the progress across all Council priorities and key results. A public facing dashboard will be designed and launched in the fourth quarter of 2021.

Councillor Greig left the meeting at this time.

CD-210312-003

Moved by Member McGregor

"THAT in consideration of Staff Report CM-21-005 respecting Strategic Plan Refresh: Draft Priorities and Key Results, the Community Development, Tourism and Culture Advisory Committee recommends that City Council receive the report for information purposes."

Carried.

Mr. Kefalas left the meeting at this time.

- 8.b.2 Report CS-21-025 from the Director of Community Services Re: 2021 Work Plans - Community Development & Marketing and Tourism Divisions

The Director of Community Services provided an overview of the report respecting the 2021 work plans for the Community Development & Marketing and Tourism Divisions.

CD-210312-004

Moved by Deputy Mayor O'Leary

"THAT in consideration of Staff Report CS-21-025 respecting the 2021 Work Plans for the Community Development & Marketing and Tourism Divisions, the Community Development, Tourism and Culture Advisory Committee recommends that City Council receive the report for information purposes."

Carried.

8.c Culture

- 8.c.1 Verbal Report from the Director and Chief Curator of the Tom Thomson Art Gallery Re: Art Gallery Expansion Ad Hoc Committee

The Director and Chief Curator of the Tom Thomson Art Gallery provided an update on the Tom Thomson Art Gallery Facility Expansion Ad Hoc Committee. The purpose of the Committee will be to strategically plan and undertake activities and initiatives to support the execution of an expansion plan for the current Art Gallery facility to address the critical needs and provide an opportunity for growth. The mandate of the Committee includes:

1. Provide recommendations to Council respecting the development and implementation of an expansion plan for the

facility at its present location and inclusive of the adjacent property which is owned by the City.

2. The mandate shall be met once the expansion plan is complete. It is anticipated that this will take approximately 18 months, by the end of the current City Council's term, September 2022.

The staff resources required to support the Committee will be the City Manager, two City staff as assigned by the City Manager, the Gallery Director, and the Gallery Recording Secretary. The composition of the Committee will consist of four members of Council to serve until the earlier of the completion of their term on Council or the mandate of the Ad Hoc Committee is met, one public member from the Art Gallery Advisory Committee to serve until the earlier of the completion of their term on the Advisory Committee or the mandate of the Ad Hoc Committee is met, and one member of the public to serve until the mandate of the Ad Hoc Committee is met.

Ms. Ware advised that they are currently advertising for the public member on the Ad Hoc Committee and are hoping to have the Committee in place by May 17, 2021. This will provide them with a feasibility study of the Gallery to let them know what costs are involved and a set of plans that would look towards a growth strategy for the Gallery while also meeting their current facility needs.

CD-210312-005

Moved by Member Comello

"THAT in consideration of the Verbal Report provided March 12, 2021 from the Director and Chief Curator of the Tom Thomson Art Gallery respecting the Art Gallery Expansion Ad Hoc Committee, the Community Development, Tourism and Culture Advisory Committee receives the Verbal Report for information purposes."

Carried.

8.d Grey County

- 8.d.1 Report from the Director of Economic Development, Tourism & Culture of Grey County Re: Q1 Workplan Priorities

The Director of Economic Development, Tourism & Culture of Grey County provided an overview of the first quarter work plan priorities for Grey County.

Deputy Mayor O'Leary and Mr. Simmonds left the meeting at this time.

CD-210312-006

Moved by Member Smith

"THAT in consideration of the Report provided March 12, 2021 from the Director of Economic Development, Tourism & Culture of Grey County respecting Q1 Workplan Priorities, the Community Development, Tourism and Culture Advisory Committee receives the report for information purposes."

Carried.

8.e Tourism

None.

9. MATTERS POSTPONED

There were no matters postponed.

10. MOTIONS FOR WHICH NOTICE WAS PREVIOUSLY GIVEN

There were no motions for which notice was previously given.

11. CORRESPONDENCE PROVIDED FOR INFORMATION

There were no correspondence items presented for information.

12. DISCUSSION OF ADDITIONAL BUSINESS

There was no additional business.

13. NOTICES OF MOTION

There were no notices of motion.

14. ADJOURNMENT

The business contained on the agenda having been completed, Chair Thomas adjourned the meeting at 10:27 a.m.