



Township of Wellington North

P.O. Box 125 • 7490 Sideroad 7 W • Kenilworth • ON • N0G 2E0

Economic Development Committee

Wednesday, January 21st, 2015

4:30 p.m.

Municipal Office Council Chambers, Kenilworth

AGENDA

Page 1 of 2

AGENDA ITEM	PAGE NO.
<u>CALLING THE MEETING TO ORDER</u>	1
• Councillor Goetz, Chair	
<u>PASSING AND ACCEPTANCE OF AGENDA</u>	
<u>DECLARATION OF PECUNIARY INTEREST</u>	
<u>DELEGATION</u>	
<u>MONTHLY REPORTS:</u>	
1. From the Chair:	Councillor Goetz
2. Chamber of Commerce:	
○ Chamber News	Councillor Goetz
○ 2015 Grants & Donations Requests	April & Dale
3. Wellington County	Mayor Lennox
○ W.C. Economic Development Committee:	April & Dale
○ Municipal Economic Development Committee:	April & Dale

AGENDA ITEM	PAGE NO.
<u>ECONOMIC DEVELOPMENT OFFICE</u>	
1. Wellington North Showcase 2015	
2. Renew Wellington North	
3. Wellington North Signage Strategy	
4. Age Friendly Community Planning	
5. The Butter Tart Trail – Culinary Tourism Development Program	
6. Wellington North Cultural Roundtable – Doors Open 2015	
<u>MOTIONS FOR ECONOMIC DEVELOPMENT COMMITTEE APPROVAL</u>	
• Age Friendly Community Planning	3 – 5
• The Butter Tart Trail – Culinary Tourism Development Program	6 – 8
• Wellington North Cultural Roundtable Committee of Council	9 – 12
<u>ANNOUNCEMENTS</u>	
• Roundtable	
<u>NEXT MEETING DATE</u>	
• Wednesday February 18 th , 2015	
<u>ADJOURNMENT</u>	



Township of Wellington North

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**TO: MAYOR AND MEMBERS OF COUNCIL
WELLINGTON NORTH COUNCIL MEETING January 26th, 2015**

**FROM: DALE SMALL
ECONOMIC DEVELOPMENT OFFICE (Report dated January 21st, 2015)**

SUBJECT: Age Friendly Community Planning Funding Application

RECOMMENDATION

The Township of Wellington North Economic Development Committee recommend to Council

THAT the Economic Development Office report dated January 21st, 2015 regarding Age Friendly Community Planning be received.

AND FURTHER THAT The Council of the Corporation of the Township of Wellington North recognize the importance of Age Friendly Community Planning and the need to develop a strategy to encourage participation and healthy active lifestyles for older adults and all citizens

AND FURTHER THAT The Council of the Corporation of the Township of Wellington North supports the application for funding under the “Age Friendly Community Planning Grant” and is committed to work collaboratively with the partnering municipalities and community agencies to ensure that we identify and address both current and future needs of seniors in our community.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

None

BACKGROUND

Age Friendly Community (AFC) Planning is a key component in Ontario’s Action Plan for Seniors and responds to both the opportunities and challenges of an aging population by creating physical and social environments that support independent and active living. Currently eight provinces across Canada support AFC Planning.

The Province of Ontario has recently announced an “Age-Friendly Community Planning Grant” to support local governments and community organizations to undertake strategic planning with a focus on seniors as outlined in the Age Friendly Community Planning Guide. Applications are being accepted until January 30, 2015, with a project completion date of March 31, 2017.



Township of Wellington North

P.O. Box 125 • 7490 Sideroad 7 W • Kenilworth • ON • N0G 2E0

Projects that result in the planning, implementation and evaluation of activities that contribute to the creation and ongoing development of Age Friendly Communities will be considered for funding. Grants are available for amounts up to:

- \$25,000 for small communities (populations under 20,000 residents)
- \$35,000 for medium-sized communities (between 20,000 – 99,999 residents)
- \$50,000 for larger communities (more than 100,000 residents)

WHAT IS AN AGE FRIENDLY COMMUNITY

In an age-friendly community, policies, services and structures relating to the physical and social environment are designed to help seniors “age actively”. Examples are:

- sidewalks that are well lit and kept in good repair
- buildings that have automatic door openers and elevators
- seniors take part in all sorts of community activities such as visiting museums, libraries, taking courses or volunteering for charities or civic duties.

Age-friendly communities:

- recognize that seniors have a wide range of skills and abilities
- understand and meet the age-related needs of seniors
- respect the decisions and lifestyle choices of seniors
- protect those seniors who are vulnerable
- recognize that seniors have a lot to offer their community
- recognize how important it is to include seniors in all areas of community life

OVERVIEW

Recently Municipal Representatives from the Townships of Mapleton, Wellington North and the Town of Minto met with the Mount Forest Family Health Team and the Mapleton Seniors’ Centre for Excellence to discuss Age-Friendly Community Planning and the potential to work together to submit an application for funding under this program.

Funding to assist our communities in becoming “Age-Friendly” has numerous benefits from both a social and economic viewpoint. The demographic reality is that younger generations no longer represent the biggest growth market. Baby boomers are quickly controlling the bulk of wealth and spending. Further, providing services, social environments and physical environments to create age-friendly communities also benefits others who encounter functional obstacles including parents with infants & strollers, persons with disabilities and other chronic health ailments.

Any actions implemented through the funding will also highlight Wellington North’s commitment to the Province’s “Aging at Home” initiative and more particularly the Seniors’ Centre for Excellence and the programs and services it offers to allow seniors to remain in their homes for longer periods of time.



Township of Wellington North

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It is our intent to package an application as a “North Wellington” initiative to take advantage of the combined population threshold to apply for \$35,000 (versus \$20,000) in funding from the Age-Friendly Community Planning Grant. Municipal staff are of the opinion that a packaged application would also be received more favorably as it would reflect the collaboration of three municipalities and numerous community agencies. Township of Mapleton and Town of Minto council’s are being asked to pass similar resolutions in support of our application.

We are proposing to submit an application by the deadline of January 30th, 2015 outlining steps to hire a coordinator/consultant to complete a needs assessment, gap analysis and to develop an implementation plan for moving forward. This plan will address the gaps, improve access to services and ultimately improve the quality of life of seniors in our three municipalities.

At the present time, we have/are in the process of obtaining Letters of Support from a number of other individuals, agencies and Community Support Groups to provide further evidence of support to this initiative in Northern Wellington:

- MPP Randy Pettapiece (received)
- Mount Forest V.O.N. (received)
- Minto Mapleton Family Health Team (received)
- Mount Forest Family Health Team (received)
- Harriston 55+ Club (received)
- Minto Retiree Activity Group (received)
- Clifford Vitality Group (received)
- Seniors Centre Of Excellence
- Waterloo Wellington Local Health Integration Network
- Wellington County Economic Development
- Wellington County Accessibility Committee
- Wellington Dufferin Guelph Public Health

Should council support this program and funding be received future updates on the Age Friendly Community Planning Project will be provided to council through the Economic Development Committee.

PREPARED BY:	RECOMMENDED BY:
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DALE SMALL	MIKE GIVENS
ECONOMIC DEVELOPMENT OFFICE	CHIEF ADMINISTRATIVE OFFICER



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**TO: MAYOR AND MEMBERS OF COUNCIL
WELLINGTON NORTH COUNCIL MEETING JANUARY 26TH, 2015**

**FROM: APRIL MARSHALL
TOURISM, MARKETING & PROMOTION MANAGER
(Report dated January 21st, 2015)**

**SUBJECT: THE BUTTER TART TRAIL – OCTA PRODUCT
DEVELOPMENT PROGRAM**

RECOMMENDATION

The Township of Wellington North Economic Development Committee recommend to Council

THAT the Tourism, Marketing & Promotion Manager report dated January 21st, 2015 regarding The Butter Tart Trail – OCTA Product Development Program be received.

AND FURTHER THAT The Council of the Corporation of the Township of Wellington North recognize the importance of growing our local tourism industry by educating and engaging business on The Butter Tart Trail about food tourism, its benefits and the expectations of the food tourist with recommendations that they can implement easily to give immediate results

AND FURTHER THAT The Council of the Corporation of the Township of Wellington North supports the partnership with the RTO4 as part of the DMO Marketing Partnership Funding Program

PREVIOUS REPORTS PERTINENT TO THIS MATTER

N/A

BACKGROUND

Through the Regional Tourism Organization 4 Inc. (RTO4), DMO Marketing Partnership Funding for Wellington North's The Butter Tart Trail has been granted to utilize the Ontario Culinary Tourism Association (OCTA) Culinary Tourism Development Program to aid in growing Wellington North's tourism industry, specifically relating to The Butter Tart Trail.

There are several reasons why a program of this nature will benefit the businesses of The Butter Tart Trail, but first and foremost, ensuring that our participating businesses



Township of Wellington North

P.O. Box 125 • 7490 Sideroad 7 W • Kenilworth • ON • N0G 2E0

are market ready by ensuring that they are giving the best possible experience to our visitors stands at the forefront. We need to revitalize the businesses on the trail and let them know of the opportunity we have to grow our local tourism industry, in turn, growing their own business. We hope that the one on one business visits will do just this. By giving this opportunity to our trail participants, we will achieve growing their knowledge in the benefits and the expectations of food tourists with simple recommendations that they can implement easily, to give immediate results from knowledgeable industry leaders. An outsider view of their practices and ideas to enhance their business activities will only aid in their enthusiasm and bring a unified approach to visitors. The workshop component will reinforce the messages delivered from the one on one site visits and aid in bringing the partners together to grow camaraderie. It will show trail partners and prospects the economic benefits of Food Tourism and what is in it for them; how to meet the expectations of the Food Tourist; engage our audience through Social Media and educate them on the Region's Culinary Tourism Product Development efforts, enabling them to feel included in a greater effort. This program will also aid us in establishing criteria for trail participants and the opportunity to bring in and educate new business as well.

RTO4 – DMO MARKETING PARTNERSHIP FUNDING GUIDELINES FOR WELLINGTON NORTH, THE BUTTER TART TRAIL

RTO4 has access to Ontario Ministry of Tourism, Culture and Sport's partnership funding for 2014/15 for strategically aligned RTO4 partners and projects.

At the discretion of the RTO4 Board of Directors, a portion of these funds in RTO4 is being made available to active Partnership Council DMOs as funding in support of "on-strategy" marketing initiatives.

The RTO4 will match funds with the Township of Wellington North for the Culinary Program offered through OCTA for a total cost of \$6,199.00 + HST.

OCTA CULINARY TOURISM DEVELOPMENT PROGRAM SUMMARY OF SERVICES

1. Three Days of In-market Consultation including the following:
 - a. Review of Butter Tart Trail marketing materials – review of Trail Criteria, Financial Model, Marketing Plan
 - b. Review of Stakeholder Business Survey (created by contractor in advance, link distributed/communicated by client to stakeholders)
 - c. On-site market readiness confidential consultations and one on one coaching
 - d. The opportunity to add in-market consultations for new businesses to be on the Trail



Township of Wellington North

P.O. Box 125 • 7490 Sideroad 7 W • Kenilworth • ON • N0G 2E0

2. 1 Culinary Tourism Workshop with Facilitated Discussion
Topics include:
 - a. Economic Benefits of Food Tourism – What’s in it for me?
 - b. Market Readiness: How to meet the expectations of the food tourist
 - c. Trail Criteria Overview
 - d. Enhance your Experience through Partnerships
 - e. Best Practices for Trails and Businesses Participating in a Trail Program – showing the ROI to current stakeholders
3. Culinary Tourism Product Enhancement Report for the Butter Tart Trail including recommendations on the following:
 - a. Product Review - SWOTT
 - b. Trail Participant Recommendations (based solely on in-market visitations)
 - c. Trail Criteria
 - d. Future Opportunities
4. Food Tourism Market Readiness Check List PDF for each business participant in the program

OVERVIEW

All of the businesses currently on The Butter Tart Trail are successful in their own right, but education to embrace the ‘butter tart’ theme and promote it would be of most benefit to further enhance visitor experience and promotion of the trail as a whole.

The program will also help to breathe excitement back into the trail. We have received much recognition in the past two years with national press coverage and overall general excitement of Ontario’s quintessential dessert and its significance to the province that we want our own business community to leverage the opportunity to better their own business while building culinary tourism in Wellington North.

PREPARED BY:

RECOMMENDED BY:

APRIL MARSHALL
TOURISM, MARKETING & PROMOTION MANAGER

MICHAEL GIVENS
CHIEF ADMINISTRATIVE OFFICER



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**TO: MAYOR AND MEMBERS OF COUNCIL
MEETING OF JANUARY 26TH, 2015**

**FROM: APRIL MARSHALL
TOURISM, MARKETING & PROMOTION MANAGER**

**SUBJECT: WELLINGTON NORTH CULTURAL ROUNDTABLE
COMMITTEE OF COUNCIL**

RECOMMENDATION

The Township of Wellington North Economic Development Committee recommend to Council

THAT the Tourism, Marketing & Promotion Manager report dated January 21st, 2015 regarding the Wellington North Cultural Roundtable Committee of Council be received.

AND FURTHER THAT the Council of the Corporation of the Township of Wellington North support Wellington North's Cultural Roundtable request to become a Committee of Council and further the vision to preserving, promoting and developing Wellington North's unique cultural resources to build a vibrant community and prosperous economy.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

Municipal Cultural Plan – November 4, 2013

BACKGROUND

The Township of Wellington North recognizes the practice of cultural planning as an essential economic development tool. Cultural Planning is essential in supporting Wellington North in attracting investment, supporting creative talent, and boosting tourism. The Municipal Cultural Plan provides a strategy and recommended actions to leverage local cultural resources to grow the economy, to improve quality of life, and to build and sustain a sense of community cohesion and pride.

To this end, in August 2012, the Township of Wellington North Economic Development Committee obtained Council approval to move forward with a Municipal Cultural Plan. An application for funding was made to the Creative Communities Prosperity Fund of the Ontario Ministry of Tourism, Culture and Sport and in January 2013 word was



Township of Wellington North

P.O. Box 125 • 7490 Sideroad 7 W • Kenilworth • ON • N0G 2E0

received that the Government of Ontario application had been successfully approved. The planning process was launched in April 2013 and concluded with presentation of the Municipal Cultural Plan at the November 4th, 2013 Council meeting.

THE IMPORTANCE OF CULTURE

The Township of Wellington North joins leading municipalities across Canada in recognizing the powerful role played by cultural mapping and municipal cultural planning as tools for growing local economies and enhancing quality of life.

Supports A Thriving Economy – Culture strengthens the economy by revitalizing downtowns, attracting tourists and businesses and creating jobs.

Enhances Our Quality Of Life – Culture gives meaning and context to people’s lives. It engages our minds, improves our health and enriches the education of our children and lifelong learning.

Creates A Sense Of Pride In Our Communities – Culture helps define the character of a community. Residents feel a sense of pride in their unique local landmarks and history. Culture attracts new residents and keeps current residents in the community.

Encourages Social Cohesion – Culture engages citizens in activities that help build a sense of community. It celebrates different cultures and helps newcomers feel welcome.

MUNICIPAL CULTURAL PLAN GOALS AND ACTIONS

The Municipal Cultural Plan for the Township of Wellington North is grounded in four high-level Goals. These Goals anchor a series of 29 recommended Actions. The Municipal Cultural Plan is not to be considered a finished document. Rather, it is viewed as a thoughtful starting point based on an assessment of where the Township had found itself at that time, together with the expressed needs and aspirations for the future. The Municipal Cultural Plan must be dynamic and continue to respond to changing needs and opportunities. New actions will emerge throughout the lifespan of the Plan.

The Municipal Cultural Plan is made up of 29 recommendations that are grouped together under the following overarching Goals:

- Goal 1 - Broaden Municipal Roles and Partnerships
- Goal 2 – Leverage Cultural Resources to Grow the Economy
- Goal 3 – Build a Shared Identity and Increase Collaboration
- Goal 4 – Increase the Vibrancy and Aesthetic Appeal of Downtowns



Township of Wellington North

P.O. Box 125 • 7490 Sideroad 7 W • Kenilworth • ON • N0G 2E0

The Cultural Roundtable's Role

The Municipal Cultural Plan is not seen as a static document, but rather one that evolves based on new needs and opportunities that emerge in the course of implementation of the Plan. Given resource limitations and the need for flexibility, it was proposed that a Cultural Roundtable be established to define priorities with consideration being given to Actions that can generate a sense of confidence and momentum related to the implementation of the Plan.

Cultural Roundtables have proven extremely effective mechanisms for advancing a cultural and economy agenda. The Roundtable is an action-oriented group dedicated to implementing specific actions related to the plan. The group draws on individuals in the community with interests and expertise relevant to the set out Actions. The Roundtable also provides a forum for the continuous exchange of ideas among a cross-section of groups and individuals in the community.

To this end, one of the first steps after adoption of the plan was establishing Wellington North's Cultural Roundtable. Several community members came together, and include: Karen Armstrong (Wellington Dufferin Guelph Public Health), Dee Dee Eurig (Mount Forest Chamber of Commerce, Community Animator), Jim Taylor (Economic Development Committee Representative), Public members Cliff Smith, Ian Turner, Linda Hruska, Penny Renken, Bonny McDougall, Gail Donald, Trina Reid, Laura Aston, Councillor Dan Yake and Township of Wellington North representative's Dale Small and April Marshall.

Wellington North's Cultural Roundtable has proven to be a very successful element in delivering the Goals and Actions as identified through the Municipal Cultural Plan. The Cultural Roundtable is seeking a formal voice to Council and recognition for the volunteer hours given to implementing identified Action items of the plan and their overall efforts by the form of becoming an official Committee to Council.

This direct connection will allow Council to be kept apprised of the Cultural Roundtables plans, activities and accomplishments. It will also further show the Council of Wellington North's Vision to 'Preserving, promoting and developing Wellington North's unique cultural resources to build a vibrant community and a prosperous economy.'

Profile of Activities to Date

During the first year of formation of the Cultural Roundtable, two major projects were identified as Key Priorities and completed:



Township of Wellington North

P.O. Box 125 • 7490 Sideroad 7 W • Kenilworth • ON • N0G 2E0

1. Completion of an interactive web-based cultural map for Wellington North (www.simplyexploreculture.ca)

- Cultural mapping is a systematic approach to identifying, recording and classifying a community's cultural resources – both tangible and intangible cultural resources
- This online map allows you to easily search assets by filtering by region, location or category. Each asset is accompanied by a full listing detailing more information specifically relating to that asset
- The website features over 200 cultural asset listings

2. Participation in Doors Open Ontario and Culture Days Events

Doors Open Wellington North began on September 27, 2014. This event proved to be a very successful accomplishment for the Cultural Roundtable. Notable highlights include:

- Theme 'Remembering the First World War: Ontario in Transition'
- 19 sites participated throughout Wellington North
- 598 total site visits
- Visitors came from as far away as Moncton, NB; Sudbury; Toronto; Guelph and Stratford+ plus many local tourists
- 79 volunteers acted on the organizing committees, committing 578 combined hours!
- Wellington North was ranked #6 in the Culture Days Rural Top 10 Cities 2014
- Feedback from the event was very positive! Participating sites, visitors and media thoroughly enjoyed the experience and look forward to the 2nd Annual Doors Open Wellington North event in 2015.

Attachments

Municipal Cultural Roundtable Terms of Reference.
Wellington North Cultural Roundtable Recommendation

PREPARED BY:

RECOMMENDED BY:

April Marshall

TOURISM, MARKETING & PROMOTION MANAGER

MICHAEL GIVENS

CHIEF ADMINISTRATIVE OFFICER

THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH

TERMS OF REFERENCE Wellington North Cultural Roundtable

Name

The name of the Committee is the Wellington North Cultural Roundtable.

Term of the Committee

The term of the Committee shall be the same as the term of Council, as the group mandate is reviewed.

Meetings

The Committee will meet the 3rd Thursday of each month, or such other times as called by the Chair.

Mandate/Purpose/ETC

The Committee shall act as an advisory committee to Council and to build community capacity in cultural development by facilitating communication and supporting collaboration among community, business and municipal interests.

To accomplish this, the Cultural Roundtable will advance the cultural and economy agenda outlined in the completed Municipal Cultural Plan and the Vision to 'Preserving, promoting and developing Wellington North's unique cultural resources to build a vibrant community and a prosperous economy.'

Each Roundtable member will draw on other individuals in the community with interests and expertise relevant to the action items in the plan. The Committee will also provide a forum for the continuous exchange of ideas among a cross-section of groups and individuals in the community.

Composition

The Committee will be composed of 2 or more Economic Development Committee Representatives (including a Township of Wellington North Municipal employee) and 6 or more public members (representing various sectors and organizations throughout the community).

The Chair will be determined at the Committee's first meeting.

Appointment Process

Committee members will draw on individuals in the community with relevant interests and expertise among a cross-section of groups and individuals.

Compensation

The Cultural Roundtable is volunteer based, and as such no compensation is provided.

Staff Support and Funding

Financial support for the Committee will be reviewed annually as part of the

Municipality's regular budget preparation process. Additional, special project funding requests may also be submitted by the Committee from time to time for consideration by Council. The committee will be responsible for generating any additional funding support needed to sustain its work. This may take the form of funding and sponsorships and/or earned revenue and memberships through special related projects.

The designated staff of the Township of Wellington North shall provide administrative support for the committee including:

- Preparation of meeting schedules, agendas and minutes
- Supporting communications with the community (e.g. maintaining a contact list, press releases, website updates, period newsletters and communications)
- Serving as a contact point for referrals and networking

Conduct of Meetings

The meetings are generally 1-2 hours in length and are generally held in the Council Chambers at the Township of Wellington North Municipal Office; Exception to be given to events and special functions.