



## CLEARVIEW

### Clearview Economic Development Advisory Committee

MINUTES

March 1st, 2022

4:30 p.m.

[Webinar](#)

---

**Members Present:** Mayor Doug Measures (Chair), Deputy Mayor Barry Burton, Bill Roskar, Jennifer White, Kelly Kramer

**Staff Present:** Director of Community Services Clearview Township, Mara Burton, and CAO, John Ferguson and Administrative Assistant, Jennifer Cain-Percy and Community Culture and Tourism Coordinator, Amanda Murray

**Regrets:** Heather Harding, and Judith Crawford.

---

#### 1. Welcome

Chair, Mayor Measures welcomed members and called the meeting to order at 4:33p.m.

#### 2. Approval of Agenda

Resolution: Be It Resolved that the Economic Development Advisory Committee hereby approve the agenda dated March 1st, 2022 as presented. Moved by Deputy Mayor Barry Burton, seconded by Bill Roskar.

Motion Carried

#### 3. Declaration of disqualifying interests and general nature thereof

No pecuniary interest was declared.

#### 4. Approval of Minutes – February 1st, 2022

**Recommendation:**

Resolution: Be It Resolved that the Economic Development Advisory Committee hereby approve the minutes dated February 1<sup>st</sup>, 2022, as presented. Moved by Kelly Kramer, seconded by Bill Roskar.

Motion Carried

- #### 5. Community Improvement Program
- Director of Community Services, Mara Burton provided a very detailed presentation providing direction on Façade improvements, funding opportunities, elements being encouraged, where to find applications on our website and guide information, etc
- <https://www.clearview.ca/building-planning/current-projects/community-improvement-plan-update> Kelly will work with Mara

and bring information to local businesses and contacts. The committee further discussed lighting and LEDs and specialty lighting.

## **6. Business arising from the Minutes**

Mayor Measures updated the committee that John will be having further discussions with senior management and other key members who will be brainstorming further strategic planning.

## **7. Financial Report – NA**

## **8. New Business –**

- 8.1 Mayor Measures updated the committee about the Ontario's Newest [Red Tape Reduction Act](#) Features Fewer Fees, Better Services
- 8.2 Deputy Mayor Barry Burton provided an update on the Simcoe County Initiatives: **Simcoe County initiatives** - Virtual Job Fair Working Committee coming in the Spring 2022. The County and area partners, including member municipalities, the Cities of Barrie and Orillia, Georgian College, Lakehead University and Employment Ontario, please contact [hannah.conroy@simcoe.ca](mailto:hannah.conroy@simcoe.ca). The EDO has developed an online [Business Event Calendar](#) as a central repository for business related events in Simcoe County. Deputy Mayor Barry Burton is happy to share any information- please just reach out.
- 8.3 Mayor Measures provided an update on Small Halls Festival it will be evolving this year possibly to a longer event format and transition.
- 8.4 June 18<sup>th</sup> Concert at the New Farm tentative
- 8.5 Bill provided July 16<sup>th</sup> will be Sausage and Cider Event
- 8.6 Copper Kettle and Classics will likely be coming back
- 8.7 Mayor Measures received unfortunate news and learned today that Peace Naturals will be closing the Clearview location. The mayor encourages the committee to reach out to any industrial contacts looking for a location.
- 8.8 Bill discussed Music in the Park with the committee and will follow up with information for a request to be put on Council agenda in promoting Clearview Township.
- 8.9 Kelly provided an update on AGM for Chamber is March 16<sup>th</sup>

## **9. Resolution:**

Moved by Bill Roskar, seconded by Deputy Mayor Barry Burton, Be It Resolved that the Clearview Economic Development Advisory Committee meeting be adjourned at 5:50p.m.

Motion Carried.

## **10. Next Meeting April 5th, 2022**

Date Minutes Approved:

---

Mayor Doug Measures, Chair

---

Jennifer Cain-Percy, Administrative Assistant