



THE CORPORATION OF THE TOWNSHIP OF MAPLETON

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

MONDAY, MARCH 1, 2021 @ 6:00 P.M.

VIA ZOOM

<https://us02web.zoom.us/j/87936319713>

Meeting ID: 879 3631 9713

- 1. Call to Order**
- 2. Declaration of Pecuniary Interest**
- 3. Confirmation of Minutes**
 - 3.1 March 2, 2020
- 4. Matters Arising from Minutes**
- 5. Delegations – None**
- 6. Matters arising from Delegations – None**
- 7. Reports and Updates from Staff**
 - 7.1 BR+E Survey Results – discussion on findings
 - 7.2 Photo Contest
 - 7.3 2020/2021 CIP Grants
 - 7.4 Digital Main Street - verbal update
 - 7.5 Signage – Moorefield Entrance – verbal update
 - 7.6 Northern Wellington Jobs and Housing Platform – verbal update
 - 7.7 MakeitMapleton.ca – verbal update
 - 7.8 Mapleton Water Tower – Verbal update
- 8. Correspondence for Committee’s Direction – None**
- 9. Correspondence for Committee’s Information**
- 10. Adjournment**

NEXT MEETING:

Monday, June 7, 2021 at 6:00 PM

VIA Zoom



THE CORPORATION OF THE TOWNSHIP OF MAPLETON

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

MONDAY, MARCH 2, 2020 @ 6:00 P.M.

MAPLETON TOWNSHIP OFFICES

PRESENT: Luc Joye, Member
Lori Woodham, Member
Stephanie Drost, Member
Paul Douglas, Councillor
Evan Robertson, Member

STAFF: Aly Cripps, Executive Assistant
Manny Baron, CAO

REGRETS: Gregg Davidson, Mayor
Jeff Duimering, Member

1. **Call to Order** – took place at 6:00 p.m. by Chairperson Evan Robertson
2. **Declaration of Pecuniary Interest** - None
3. **Confirmation of Minutes**

2.1 Committee Minutes dated November 4, 2019

VERBAL RESOLUTION

THAT the Economic Development Committee Minutes of November 4, 2019 be confirmed as circulated.

CARRIED

4. **Matters Arising from Minutes** – None
5. **Delegations** – None
6. **Matters arising from Delegations** – None

7. Reports and Updates from Staff

- 7.1 Northern Wellington Economic Development Enhanced Partnership
- 7.2 Updated Community Improvement Plan and Financial Incentive Program Application
- 7.3 Farm of Mapleton Idea – Verbal Update
- 7.4 Photo Contest Idea – Verbal Update

8. Correspondence for Committee’s Direction – None

9. Correspondence for Committee’s Information – None

10. Adjournment

There being no further business, the meeting adjourned at 6:40 p.m.

Chairperson

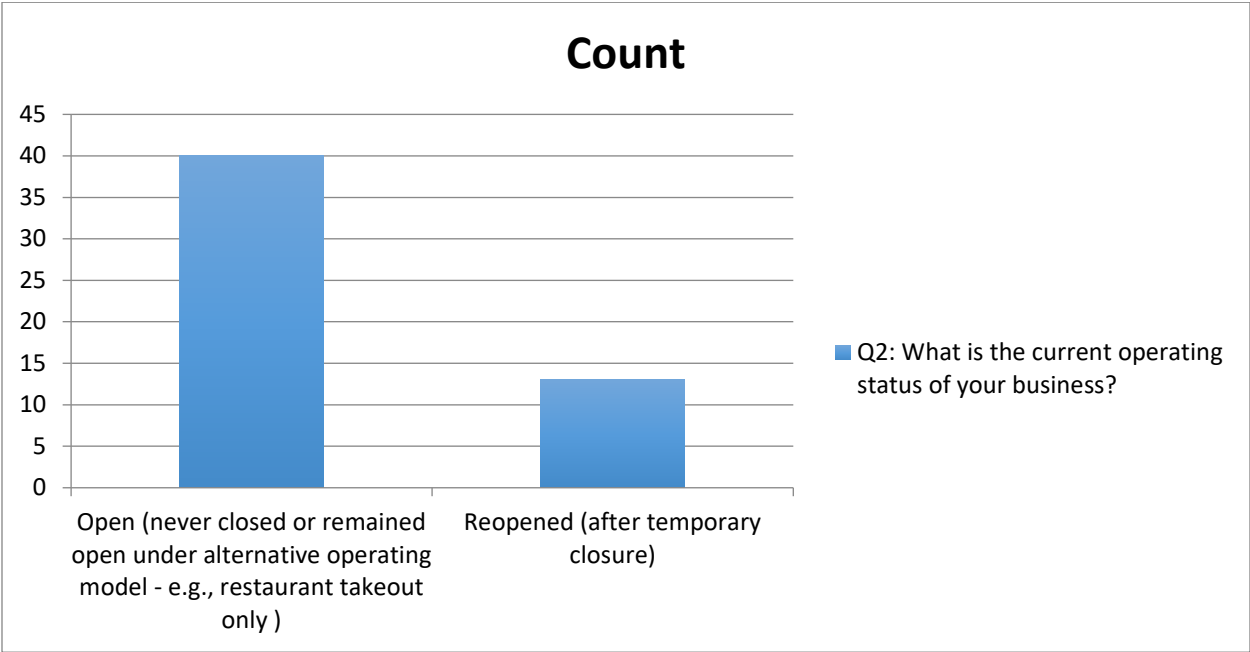
Recording Secretary

BR+E General Results

Summary of Q1: Which one of the following best describes your organization's primary industry?

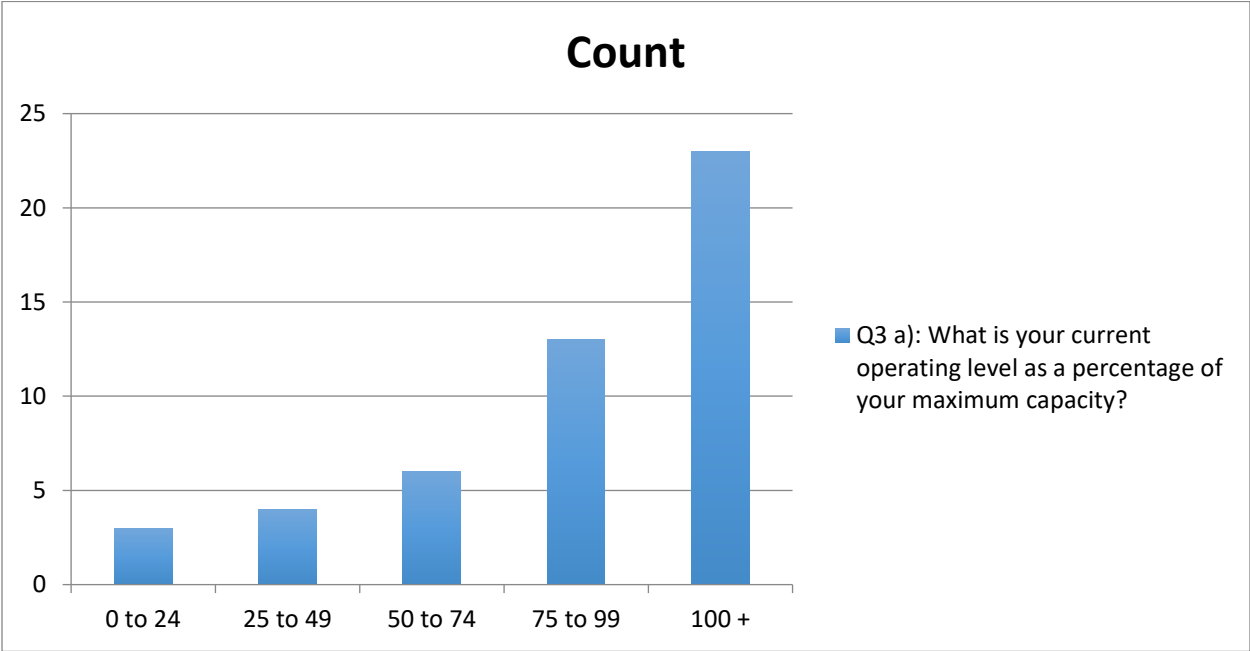
Q1: Which one of the following best describes your organization's primary industry?	Count
Agriculture, Forestry, Fishing and Hunting	2
Utilities	1
Construction	6
Manufacturing, (food, beverage, etc.)	7
Manufacturing, (wood, paper, etc.)	4
Manufacturing, (primary and fabricated metal, etc.)	4
Wholesale Trade	1
Retail Trade, (motor vehicle, furniture, etc.)	5
Retail Trade, (sporting goods, book, music, etc.)	5
Transportation and Warehousing, (air, rail, truck, etc.)	1
Finance and Insurance	3
Real Estate and Rental and Leasing	1
Professional, Scientific, and Technical Services	1
Health Care and Social Assistance	3
Arts, Entertainment, and Recreation	3
Accommodation and Food Services	2
Other Services (except Public Administration)	2

Summary of Q2: What is the current operating status of your business?

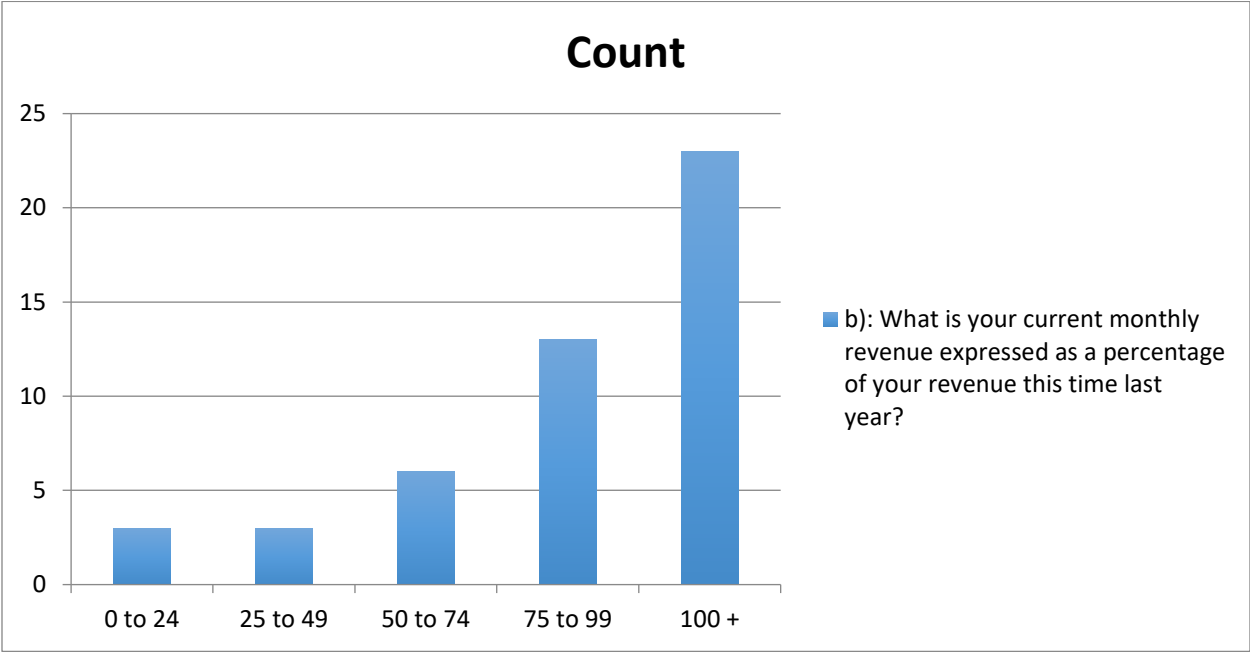


No businesses interviewed had permanently closed

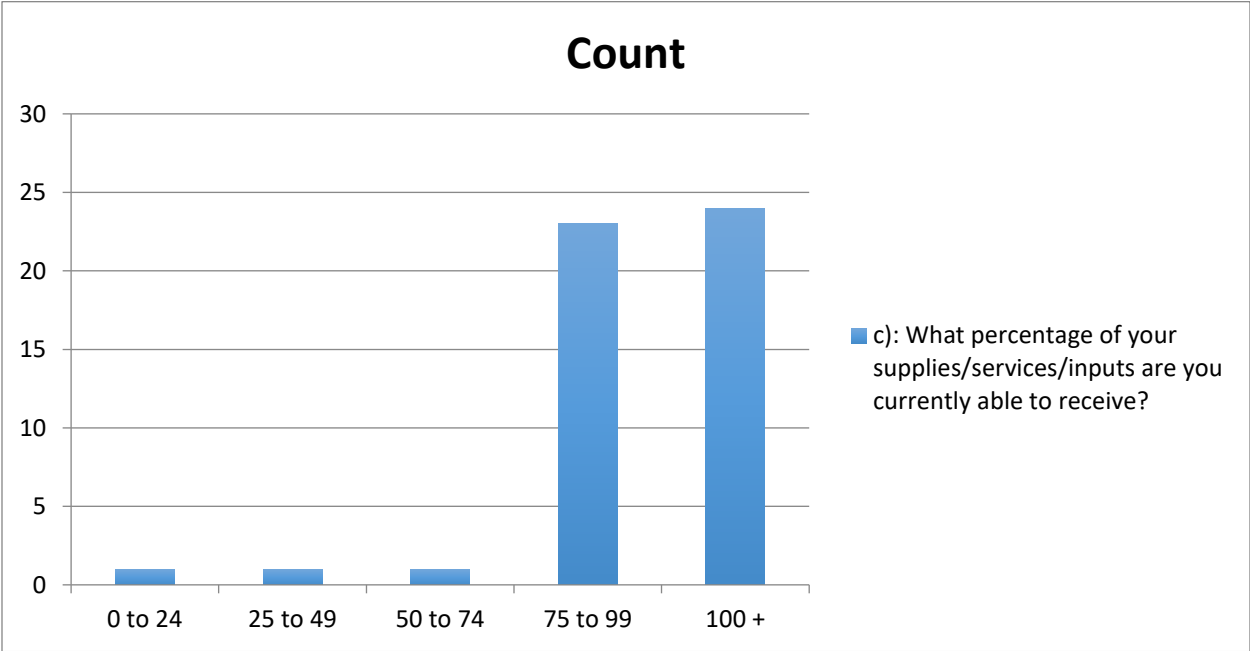
Summary of Q3 a): What is your current operating level as a percentage of your maximum capacity?



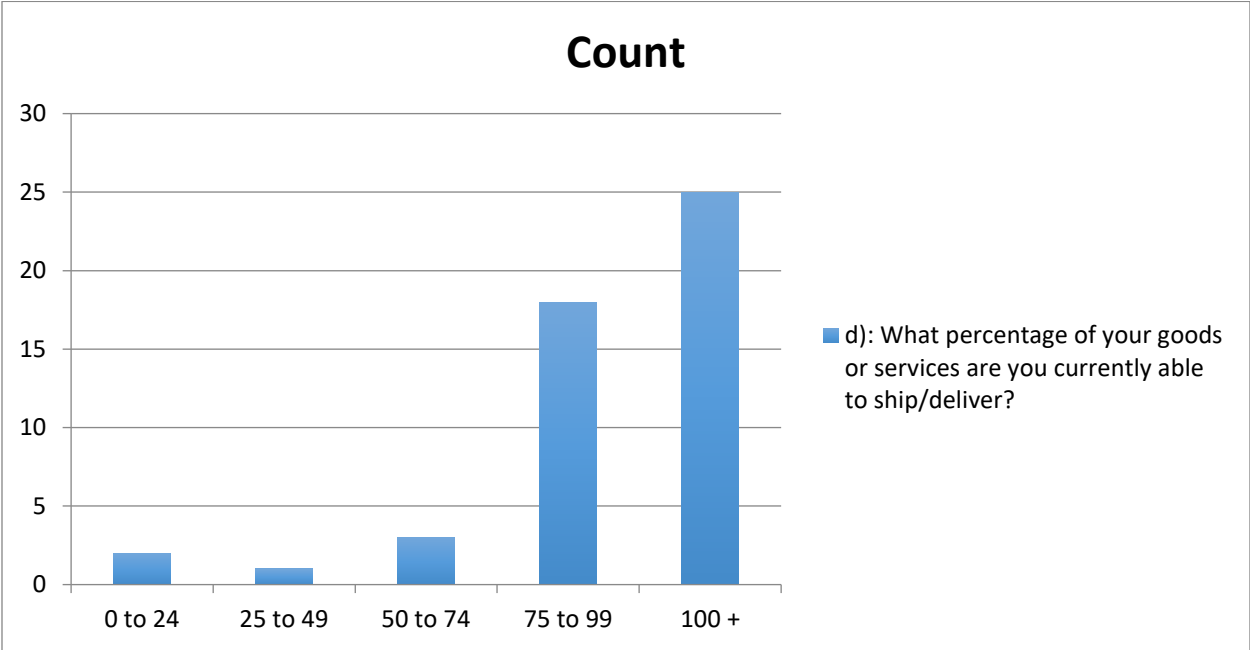
Summary of Q3 b): What is your current monthly revenue expressed as a percentage of your revenue this time last year?



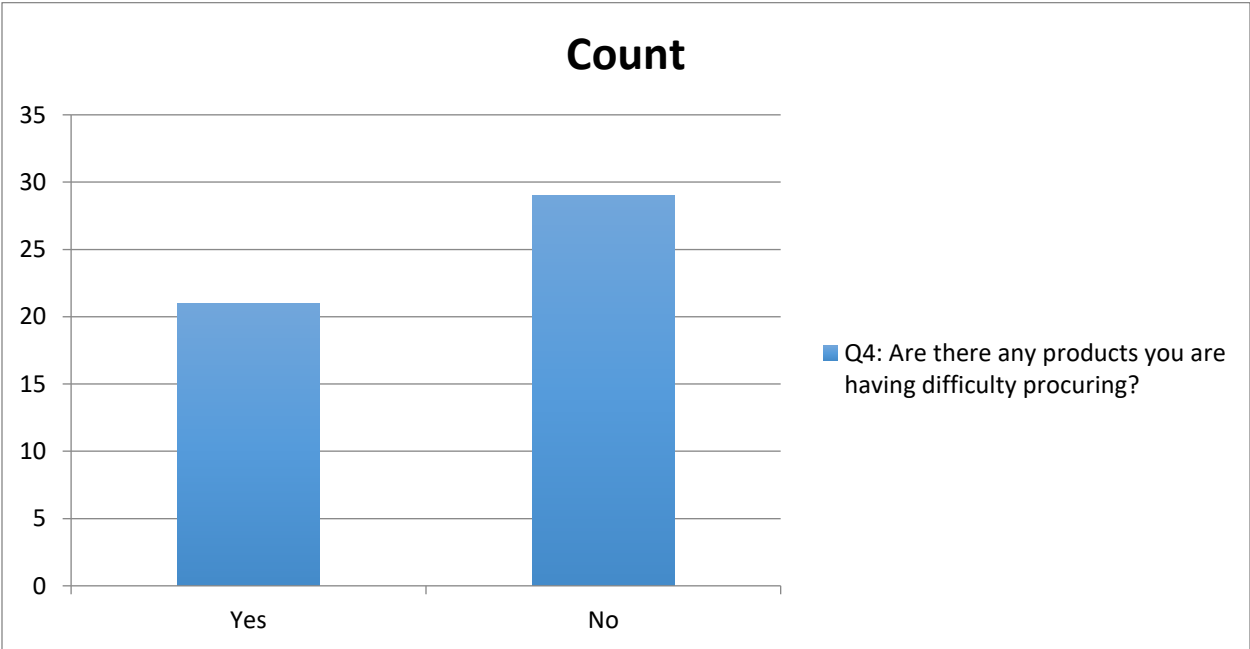
Summary of Q3 c): What percentage of your supplies/services/inputs are you currently able to receive?



Summary of Q3 d): What percentage of your goods or services are you currently able to ship/deliver?



Summary of Q4: Are there any products you are having difficulty procuring?



Very wide range of specific products brought up that were difficult time procuring, most people said it was just longer delays for products.

Summary of Q5: How many employees did you have prior to the COVID-19 outbreak?

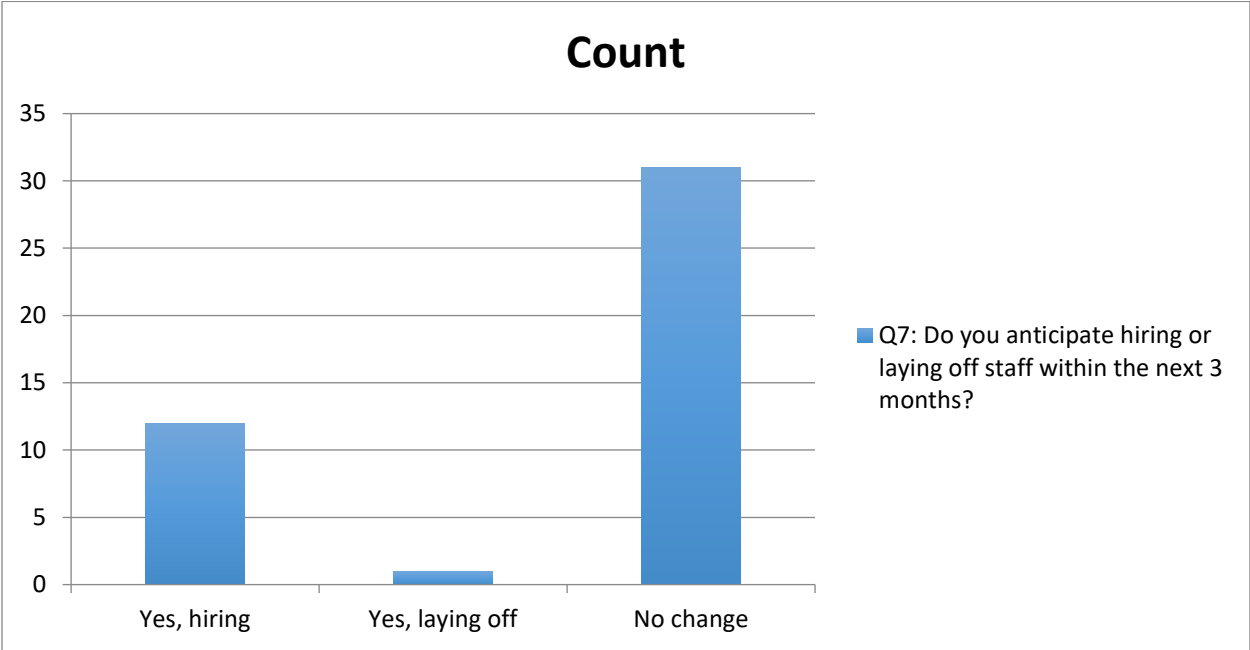
	Count of Q5: How many employees did you have prior to the COVID-19 outbreak?	Total Employees
0	19	19
5	4	20
10	7	70
15	4	60
20	1	20
25	2	50
30	4	90
35	2	70
50	1	50
65	1	65
70	1	70
95	1	95
100	1	100
110	1	110
Total		889

Summary of Q6: How many employees do you have currently?

	Count of Q6: How many employees do you have currently?	Total employees
0	18	18
5	7	35
10	5	50
15	3	45
20	3	60
25	3	75
30	3	90
35	1	35
40	2	80
65	1	65
75	1	75
85	1	85
105	1	105
Total		818

Mapleton Lost 71 Jobs during the pandemic from 51 Employers.

Summary of Q7: Do you anticipate hiring or laying off staff within the next 3 months?



Summary of Q7 a): If 'Yes, hiring' how many additional workers do you anticipate hiring?

Employees (.5 = part time)	Count
0.5	1
1	3
1.5	1
2	4
2.5	0
3	2
3.5	0
4	0
4.5	1
Total Employees	22 full time 3 part time

Summary of Q7 b): If 'Yes, hiring', what skills will you be seeking? (e.g., computer programming, welding, etc.)

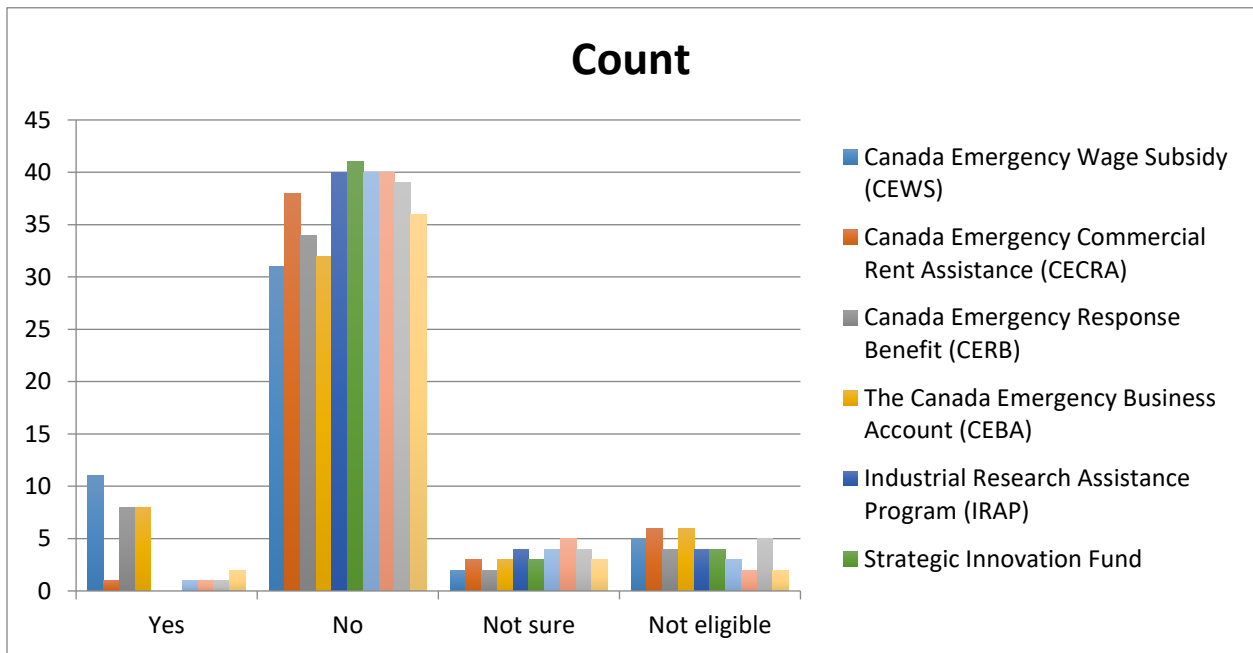
- Customer Service
- Cook
- General Labour Framing

- Office Staff and Drivers
- Production staff
- Sales and Trades
- Technicians
- Delivery Drivers
- Painters
- Computer Technicians

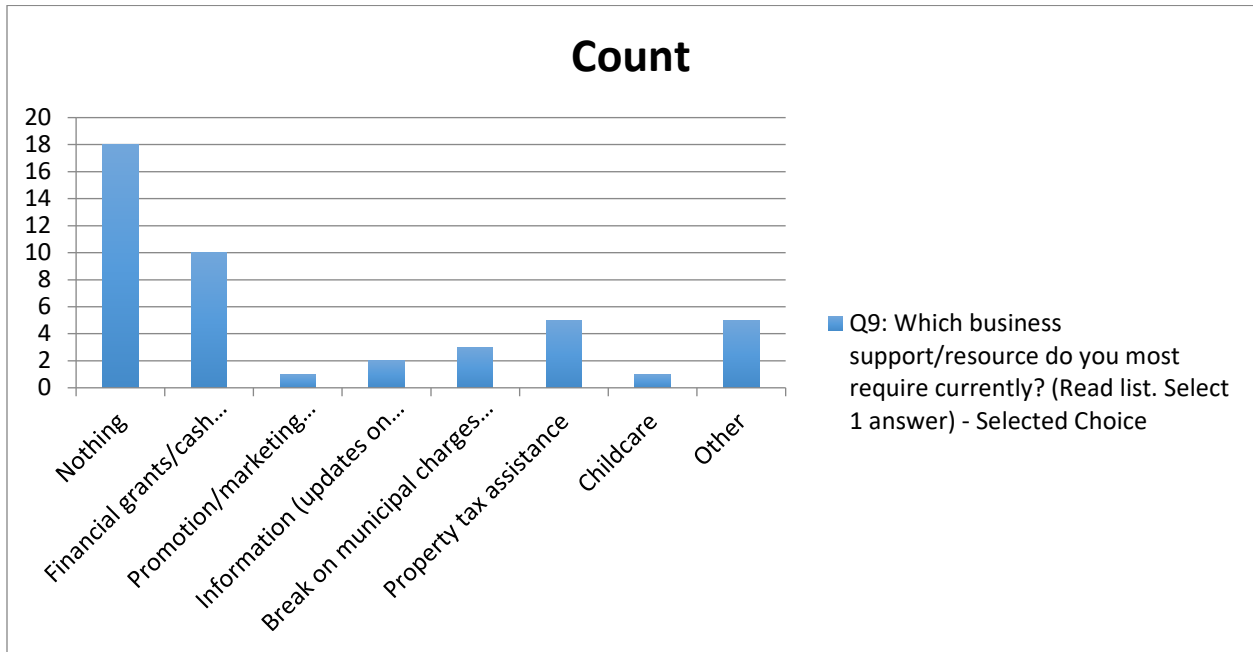
Summary of Q7 c): If 'Yes, laying off', how many workers do you anticipate laying off?

- One said laying off 10 staff

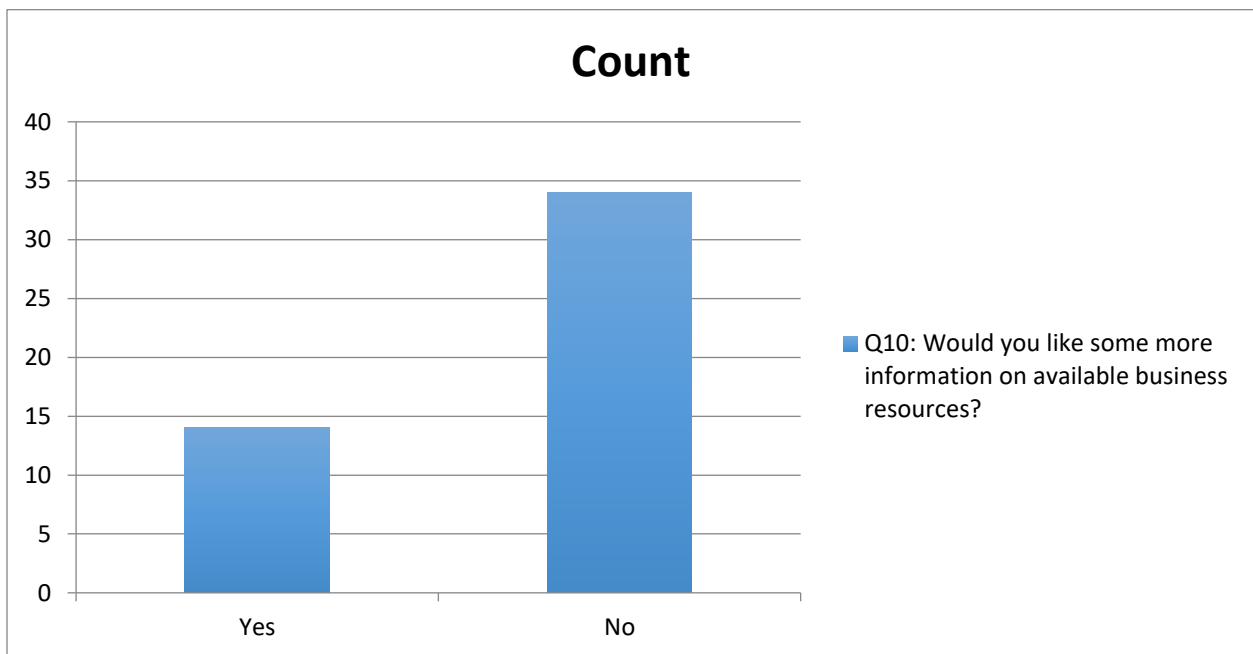
Summary of Q8 Have you used any of the following business supports?



Summary of Q9: Which business support/resource do you most require currently? (Read list. Select 1 answer)



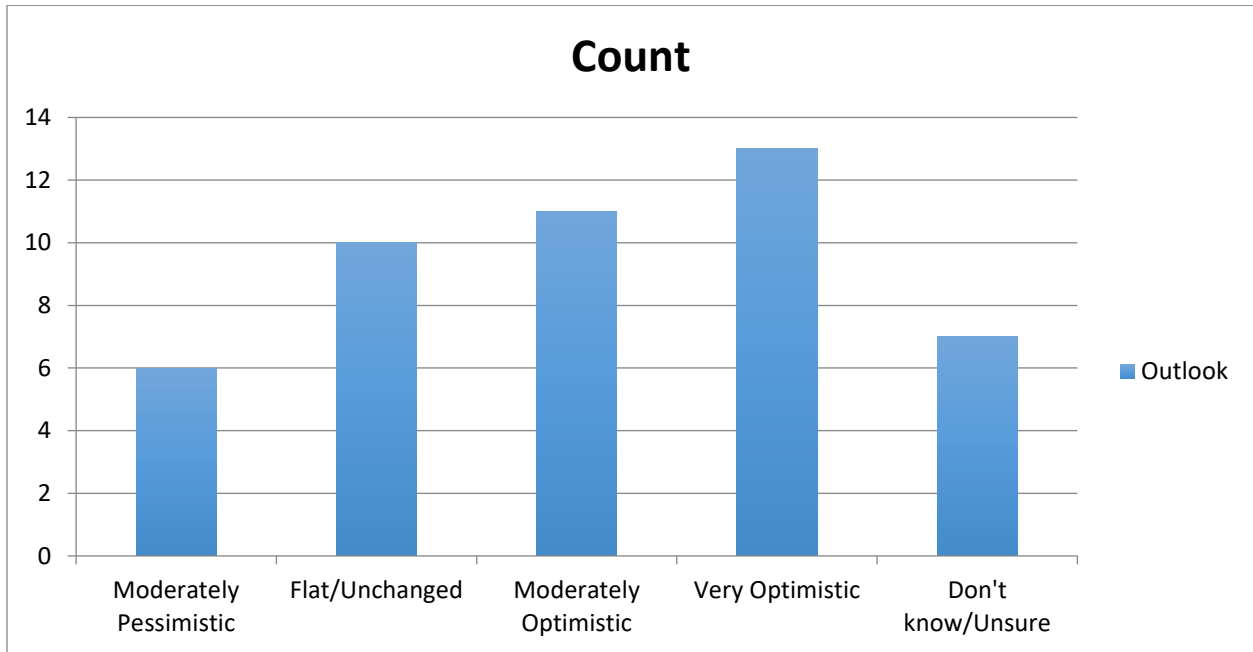
Summary of Q10: Would you like some more information on available business resources?



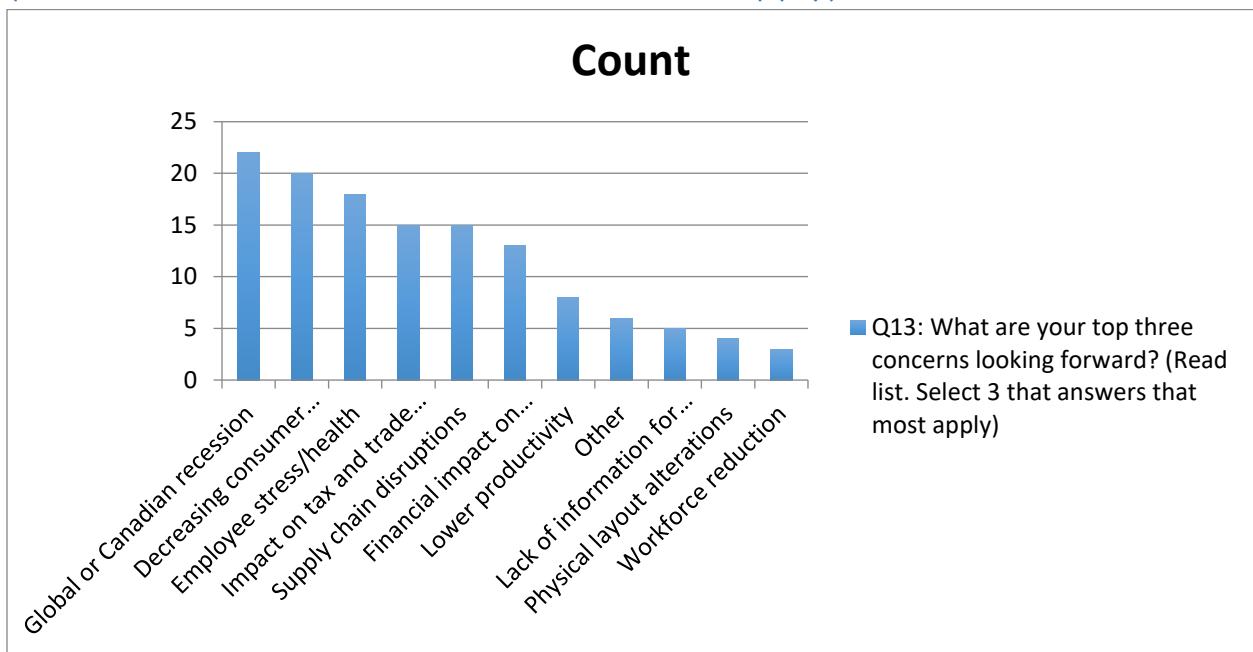
Summary of Q11: Please Specify

- Grant Information and more information on filling it out

Summary of Q12: How has the COVID-19 outbreak changed your company's outlook for 2021? (Read list. Select 1 answer)



Summary of Q13: What are your top three concerns looking forward? (Read list. Select 3 that answers that most apply)



Global or Canadian recession	22
Decreasing consumer confidence/spending	20
Employee stress/health	18
Impact on tax and trade issues	15
Supply chain disruptions	15
Financial impact on operations and/or liquidity and capital	13
Lower productivity	8
Other	6
Lack of information for decision making	5
Physical layout alterations	4
Workforce reduction	3

Summary of Q14: What do you see as the biggest economic opportunity for the community’s recovery from COVID-19?

- Shop Local *** this was many responses
- More digital options
- Becoming more dependent on local services, businesses, goods, supporting local Ontario/Canadian companies
- Opportunity for growth with urban sprawl, especially in construction world.
- Create a sense of community
- Home products, baking's, meats, veggies more allowable
- More community oriented events
- More Family Relations
- In a virtual way, economic opportunity for workers to stay home, work from home in inclement weather.
- More support to our amazing service clubs
- More emphasis on high speed internet
- Downtown revitalization
- Opportunity in home services? Like take out, services done in your home, nails, tutoring, lessons, fresh food delivery, medications.
- Less globalization

Grants Completed

Site Location	Operating As	Project	Value
128 Wellington St. N. Drayton	Woodland Horizon	Signage	\$ 5000.00
33 Wellington St. S. Drayton	Drayton Entertainment	Accessibility	\$ 3000.00 (\$5,000 from County CIP)
12 Wellington St. N. Drayton	A La Mode	Building Improvement	\$ 5000.00
10 Main St. N. Drayton	Drayton Pharmacy	<ul style="list-style-type: none"> - Building Improvement - Building Conversion and Expansion - Façade, Signage, property improvement grant 	\$10,000.00 (\$7,000 from County CIP)
25 Industrial Drive Drayton	Grip and Rip	Façade, Signage, property improvement grant	\$1426.17
25 Industrial Drive Drayton	My Fit	Façade, Signage, property improvement grant	\$1340.00
Total Township Investment			\$25,766.17
Total Business Investment			\$195,904.00

Approved Grants still in progress

Site Location	Operating As	Project	Value
83 Wellington St. S.		Building Conversion/Expansion Grant	\$5,000.00
5 Hilwood Dr. Moorefield	Pepprell Distilling	Building Conversion/Expansion Grant	\$ 8,000.00
89 Wellington St. S. Drayton		<ul style="list-style-type: none"> - Building Improvement Grant - Façade, Signage, Property Improvement Grant - Accessibility 	\$ 10,000.00 ((\$5,000 from County CIP)
89 Wellington St. S. Drayton	Family Time Pizza	Façade, Signage, Property Improvement Grant	\$ 2980.38
Total Township Investment			\$25,980.38
Total Business Investment			\$280,275.38

Mapleton Photo Contest

Timeline

Run from Monday April 5th to Friday May 14th.

Prizes

Top 3 for each section all in the form of gift cards to local businesses

\$100 for #1

\$50 for #2

\$25 for #3

3 categories = \$525 in prizes

Enter the Township of Mapleton's Photo Contest!

Submit your photos for a chance to win prizes and be featured in the Township of Mapleton's Community Guide and website. The deadline for entering your photo(s) is February 20, 2018.

Categories

- 1.
- 2.
- 3.

How to submit your photo:

Submit your photo through our web form (**to be created**)

Include the theme into which you would like to submit your photo(s)

Agree to the Terms and Conditions of the photo contest.

If your photo depicts an individual/model, the person photographed will be required to complete a Model Release Form.

All submissions will be reviewed by our panel of judges who will select the top photo in each category.
(the EcDev Committee)