

Uxbridge Downtown Revitalization Committee

October 1st, 2020 (Via Microsoft Teams)

Minutes (Note: the meeting was recorded)

Present:

- Dave Barton, Mayor ToU
- Willie Popp, Ward 4 Councillor ToU
- Todd Snooks, Ward 5 Councillor ToU
- Larry James, Business owner
- Shelley Macbeth, Business owner
- Dennis Milenov, Business owner
- Tom Fowle, Civil Engineer
- Hailey Weatherbee, Architect
- Joan Crosbie, Historical Preservation
- Lynn Klages, (Library Board)
- Mike Whitson, (Tourism Advisory Committee)
- Nancy Mann, (Chamber of Commerce)
- Terry Baskin, (Uxbridge Accessibility Committee)
- Kristi Honey, ToU CAO
- Judy Risebrough, ToU Project Manager
- *Ashlea Brown, Dir. Regulations at Lake Simcoe Region Conservation Authority (LSRCA)
- *Carolyn Puterbough, Agriculture and Rural Economic Development Advisor. OMAFRA
- *Stacey Jibb, Manager Agriculture and Rural, Region of Durham Economic Development
- *Mike Close, ToU Building Inspector
- *Tobi Lee, ToU Deputy Treasurer
- *Colleen Baskin, ToU Communication officer and Admin Assistant
- *Debbie Leroux, ToU Clerk and Director of Legislative Services

Regrets

- Don Andrews, Business Owner
- Mark Christoff, Business Owner
- Roger Varley, Resident
- Craig Miller (EDAC)
- Patricia Bush (BIA)
- *Steve Mayhew (Reg. of Durham Public Works)
- *Ben Kester, Director of Public Works (ToU)

(note: * indicates a committee resource)

1. Review of Agenda

Judy Risebrough, UDR Project Manager and Committee Chair opened the meeting and presented the [agenda](#). No additions or alterations were suggested.

2. Welcome by Mayor Dave Barton

Mayor Barton welcomed participants and thanked them for making the commitment to being part of the Committee.

3. Roundtable Introduction

Members of the group each took turns introducing themselves and speaking to their link to downtown and their interest or role in the committee. Description of each participant's role is included in the roll call at the start of this document.

4. Review of Terms of Reference – Debbie Leroux

Debbie reviewed the [Terms of Reference](#) for the Uxbridge Downtown Revitalization Committee that were emailed to members on Mon., Sept. 14th. All committee members are asked to review this document.

Debbie confirmed that members have been appointed by Council to be advisors to Council and that membership in the committee is unpaid. If any member is found to have acted in a manner contrary to the Roles and Responsibility in the Terms of Reference the individual may be removed from the Committee. No individual member of the committee has legal standing as a representative of the Corporation on their own.

Debbie reviewed the obligations of Committee Members under the Municipal Conflict of Interest Act (MCOIA) and explained the terms pecuniary and pecuniary interest and clarified that it was not just direct financial benefit, but also other types of personal gain or competitive position. She stated it is a criminal offense to violate the MCOIA. She outlined the process by which Conflict of Interest (CIO) complaints are investigated. She stressed that all conflicts of interest or pecuniary interest need to be declared and recorded and that members must not participate in discussions related to the matter.

Members are asked to contact Debbie Leroux if they feel may be a conflict of interest or if they have any questions and she will provide the Integrity Commissioner as a resource to help determine if a conflict exists and how to handle it.

Any declarations of COI must be made when the agenda is presented at the meeting and duly recorded. It is not uncommon for there to be conflicts of interest and they are usually handled easily by disclosure and abstaining from participating in discussions and voting related to the matter.

Debbie also spoke to the proprietorship of information that may be shared through the committee. Committee members may receive information through this Committee that cannot be used outside of the purposes for which the information was provided.

5. Review of the OMAFRA Project

Carolyn Puterbough explained why the Ministry of Agriculture and Rural Affairs is responsible for Downtown Revitalization projects. Using a deck of [PowerPoint slides](#) she outlined the methodology and timelines that OMAFRA recommends for these type of projects.

Carolyn reviewed the purpose of Downtown Revitalization and the 4 pillars of the project which are:

- Economic Development,
- Leadership/Management,
- Marketing/Promotion and
- Physical Infrastructure changes.

The presentation reviewed the steps in the process and an estimated timeline. The project has 4 stages.

- Stage 1 Preparation Phase (we are currently in this phase)
- Stage II Data Collection and Analysis phase (estimated to begin in December)
- Stage III Develop Goals and Action Plans (estimated to start in Spring 2021)
- Stage IV Implement and Monitor (Not in scope of current project – may involve numerous projects)

Subsequent discussion of the timeline established that the visioning process is fluid and the timeline will partially depend on the ability to network effectively during COVID-19. If there are 'quick wins' identified they may be accelerated outside of this project schedule.

A discussion of expectations for Community Engagement clarified that any outreach to the greater community would be done once the Committee established the questions they wished to ask and a data gathering plan. Tools and resources are available from OMAFRA to support.

The presentation finished with a summary of project benefits.

6. Review of the UDR Project

Using a [presentation](#), Judy Risebrough showed the committee the project brand mark (My Uxbridge Downtown) and explained why this was the time to start the project. She also showed a map of the Downtown Revitalization Area.

7. Next steps

Judy asked the Committee to Review the [2009 Downtown Vision](#) and to provide comments on it by Oct. 13th. The purpose of this activity is to gather committee thoughts and refine a vision and present it to Council for approval in November.

Judy also asked the committee members to answer questions about Strengths, Challenges, and Opportunities (SCO) for the Downtown to gather feedback about areas of interest, priority, and the key issues. Depending on the answers, sub-committee working groups may be formed to further explore key areas of interest.

8. Action Items:

- i. Judy to forward the SCO questions and Downtown Visioning Document to members (**Friday, Oct. 2nd**)
 - o Members to return answers to questions by **Tuesday, Oct. 13th**
- ii. Judy to send copy of slide presentations to Committee
- iii. Judy to poll members and set up future meeting dates.