

**Mayor's Economic Recovery Task Force
November 20, 2020 - Meeting Minutes**

Subject:	MINUTES OF MAYOR'S ECONOMIC RECOVERY TASK FORCE MEETING 13
Attendees:	Mayor Dan Carter, Chair Tito-Dante Marimpietri, Debbie McKee-Demczyk, Jeff Robinson, Roger Bouma, Peter Stoett, Ivano Labricciosa, Lucy Stocco
Staff:	Kyle Benham, Warren Munro, Paul Ralph
Regrets:	Peter Saturno, Ihor Lysyk, Daniel Stober, Stacey Hawkins, Scott Henderson, Dustin Kellow, Nancy Shaw, Keith Cowley, Glen Posteraro
Meeting location:	Cisco Webex Meeting
Date & time:	November 20, 2020, 1:30 PM – 3:00 PM

Agenda Item	Actions
1. Welcome	<ul style="list-style-type: none"> • Opening remarks by Chair Tito-Dante Marimpietri <ul style="list-style-type: none"> • Thanked everyone for their participation. • Noted that there is an upcoming decision by the Province in regards to zone changes for COVID-19 restrictions upon completion of the meeting. • Opening remarks by Mayor Carter <ul style="list-style-type: none"> • Highlighted a tour of the climactic wind tunnel at Ontario Tech University and the news of Project Arrow. • Anticipating that Durham Region will be moved into the red zone. • City will continue to ask that residents to shop local and support small businesses. • Special thanks to Roger Bouma, Chair Marimpietri, Chris Tyrovolas, Sali Fitzpatrick, and Economic Development Services staff for running the 15th Annual Realtor and Developers Event. • Noted the great news of GM investing \$1.3 billion in Oshawa. • Conference Board of Canada predicts a strong growth year for Oshawa in 2021.
2. October 30 th Meeting Minutes	<ul style="list-style-type: none"> • No changes to the October 30th meeting minutes.

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3. Review of the Agenda	<ul style="list-style-type: none"> • Include Hamilton Port Foreign Trade Zone designation.
4. BIA Letter/ Request for Pick-up Zones	<p>Ivano Labricciosa</p> <ul style="list-style-type: none"> • Currently there is a proposal in front of the City for designated pickup parking areas. 90 retail and restaurant BIA members would benefit from the zones. The idea has been tested and been successful in other municipalities. • Currently concerned with the control of the sites and the rules associated with pickup. Also, limited parking downtown will also be a concern of some businesses. <p>Warren Munro</p> <ul style="list-style-type: none"> • The letter from the BIA was on the November 16th Community Services agenda. The request will be reviewed with the support of Development Services. Economic Development is assisting in finding the parking spaces. • BIA must provide the list of locations and membership support for the locations to assist Community Services staff.
5. Faces of Local Businesses	<p>Kyle Benham provided an update on the campaign.</p> <ul style="list-style-type: none"> • The campaign is now live with six videos on a dedicated webpage. • Print testimonials continue to be submitted by businesses. • Staff have created a storefront kit which includes a printable poster, BIA is also distributing them. • More videos are being created as we speak. • Street signage is now up advertising Oshawa Loves Local throughout the City. • Currently working on a holiday package piece to showcase open businesses. • Task force members that have good news stories should contact Economic Development to share with the community. • Keeping content fresh will be a challenge as we move forward. • Good cross promotion with Durham Region and Downtowns of Durham. • Contacting local Facebook community pages that can further promote shop local. <p>Mayor Carter inquired whether there is there anything missing from the campaign.</p> <ul style="list-style-type: none"> • Ivano Labricciosa suggested business and customer testimonials. • Mayor Carter agreed with the suggestion and would also like to include businesses throughout the City and in various sectors such as the strong construction sector with JJ Maguire. • Jeff Robinson noted they would be happy to participate.
6. Roundtable	<p>Roger Bouma</p> <ul style="list-style-type: none"> • Residential resale activity shows that 2020 sales activity dropped significantly in in April and but picked up again in July. The increase

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	<p>in year over year sales lasted well into October. Overall predicting 2020 to be a record year in number of sales.</p> <ul style="list-style-type: none"> • Durham is leading Greater Toronto Area in value appreciation and Oshawa is leading Durham. • Listing inventories and active number of listings are substantially down in the last few weeks. • The industry has largely adapted to the restrictions. Zone changes will most likely result in ban on open houses. <p>Kyle Douglas</p> <ul style="list-style-type: none"> • The chamber held their Government Relations meeting and it was status quo. • Chamber members love the shop local campaign but are interested to know what the City is doing to Shop Local. City should promote when their vendors/ suppliers/ outsourced work is being done by local companies. • Construction, restoration and disaster related work continues to be stable during the pandemic with some peaks that allow for more hiring. <p>Peter Stoett</p> <ul style="list-style-type: none"> • Ontario Tech will be hosting a virtual open house over the weekend. • Given the possible zone changing, Ontario Tech is considering extending holiday break for student. <p>Lucy Stocco</p> <ul style="list-style-type: none"> • Tribute Communities is adding a link on their website to direct clients to the Shop Local videos and testimonials. Interested in utilizing print ads as well to display in sales offices. • Oshawa has been strong in new sales and Durham has been the strongest performers in GTA. • An expected seasonal slowdown is currently occurring. • Given various factors remain, 2021 is predicted to be a strong sales year as well. <p>Debbie McKee-Demczyk</p> <ul style="list-style-type: none"> • Steady state in academic operations • Fast Start is a program for students that are interested in starting a business. The program is running an initiative for the holiday that displays student goods through an online market. • www.Faststartdc-holiday-store.myshopify.com • Mixed Reality Capture Studio is an applied research centre. It is available for companies to use for business solutions such as training and simulations with augmented reality and working on your sales strategy through product demos. Highly recommend in getting touch with Durham College if interested and there is some funding available. <p>Jeff Robinson</p>

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	<ul style="list-style-type: none"> • Shared through their social media about the Shop Local campaign. • Contacted local suppliers to promote the campaign. • General Motors test track is officially finished now and turned over to GM now. • More contracts now in place with GM in light of the latest news with an aggressive schedule. • COVID remains controlled on job sites aside from sporadic cases. <p>Ivano Labricciosa</p> <ul style="list-style-type: none"> • BIA has completed the safety and security survey. Submitted the summary back to the City for feedback. • Parking availability and pickup zones is a concern. BIA is working with a team from Ontario Tech to define the issues with parking more specifically. • Second wave will continue to be a challenge but working on managing the situation.
7. Provincial Property Tax Assistance Program	<ul style="list-style-type: none"> • Business Educational Tax will be at a rate of 0.88 for all business, an average of 30% decrease. • Details have not been announced yet around the property tax relief, municipality participation option, and provincial matching program.
8. HOPA	<ul style="list-style-type: none"> • Hamilton Port has been named a Foreign Trade Zone (FTZ). FTZ is a specific location in a country that is designated for eligibility for tariff and tax exemptions when importing raw materials, components or finished goods. • Designation will apply to the entire City of Hamilton and will cover the Hamilton airport as well. • Currently 14 trade zones in Canada and Hamilton is the third in Ontario. • https://www.feddevontario.gc.ca/eic/site/723.nsf/eng/h_00109.html?OpenDocument • Requesting consensus from the Task Force to bring forward to the Development Services Committee on November 30th with a recommendation from the Task Force about applying to be a designated Foreign Trade Zone at Oshawa Port. • Kyle Douglas expressed support for the application but noted that the process can be lengthy. • Ivano Labricciosa expressed support for the application. Roger Bouma expressed support for the application.
9. Task Force Action Items	<p>Kyle Benham provided an update.</p> <ul style="list-style-type: none"> • Toronto Sun Article featured Dustin Kellow's commute piece and featured Durham Recruiting's clients. • Cultural impact survey is live now.
10. Closing Remarks	<ul style="list-style-type: none"> • Closing remarks by Chair Marimpietri. • Next meeting will be December 15, 2020