

**Mayor's Economic Recovery Task Force
September 25, 2020 - Meeting Minutes**

Subject:	MINUTES OF MAYOR'S ECONOMIC RECOVERY TASK FORCE MEETING TEN
Attendees:	Mayor Dan Carter, Chair Tito-Dante Marimpietri, Scott Henderson, Lucy Stocco , Debbie McKee-Demczyk, Jeff Robinson, Stacey Hawkins, Keith Cowley, Dustin Kellow, Roger Bouma, Nancy Shaw, Glen Posteraro
Staff:	Warren Munro, Kyle Benham, Paul Ralph
Regrets:	Peter Saturno, Ihor Lysyk, Kyle Douglas, Peter Stoett, Ivano Labricciosa
Meeting location:	Cisco Webex Meeting
Date & time:	September 25, 2020, 11 AM – 12:30 PM

Agenda Item	Actions
1. Welcome	<p>Opening remarks by Chair Marimpietri and thanks to the participating members.</p> <p>Commissioner Munro shared some good news development stories.</p> <ul style="list-style-type: none"> • 80 Bond St. has achieved a foundations and has cranes up. • RioCan's construction is beginning to change the landscape on Simcoe North. • Expecting a good fourth quarter in the residential sector. • Estimating \$500 million in building permit value for the year.
2. September 11 th Meeting Minutes	<ul style="list-style-type: none"> • No changes to the September 11th meeting minutes.
3. Review of the Agenda	<ul style="list-style-type: none"> • No changes to the existing agenda.
4. Buy Local/ Support Local	<ul style="list-style-type: none"> • Kyle Benham provided a summary of the Shop Local initiative. <ul style="list-style-type: none"> • Overview of the program, topics of discussion and marketing mediums that will be used. • Thanks to all members that stated their interest in participating. • Summarized messaging for Why Shopping Local is important.

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	<ul style="list-style-type: none"> • Keith Cowley noted that it is important to highlight why Shop Local matter to businesses and individuals and personalize the message. <ul style="list-style-type: none"> • Highlighted the loop that charities need small businesses for fundraising. • The messages need to be repeated and social media is the key tool. • Important to tap into everyone’s network. • Lucy Stocco shared that Tribute Communities is prepared to assist in any way needed. <ul style="list-style-type: none"> • Tribute Communities sends an e-blast that captures existing and potential clients of over 13,500 people. Shop Local initiative can be included in those e-blasts. Messages on the e-blast should be very clear and concise “Shop Local. Support your Community.” Links can be embedded for further information. • Also willing to display the Shop Local stories on their community boards in their sales office. • Scott Henderson noted that the initiative must be engaging that gives people reasons to shop local. <ul style="list-style-type: none"> • Highlighted the troubadour series as a great initiative that is driving tourism in the downtown. • Initiatives should drive residents to our areas and discover local products and services. • Also noted that good news stories such as development and real estate should also be marketing messages especially to newcomers given the negative media messaging that surrounds Oshawa. • Nancy Shaw shared that Chamber of Commerce is putting together videos of their member businesses and their recovery process. <ul style="list-style-type: none"> • Economic Development to connect with Chamber of Commerce to collaborate on the messaging. • Chamber is also looking into creating sector driven campaigns. • Jeff Robinson shared his approval of the initiative. <ul style="list-style-type: none"> ○ Assist with sharing the burden of the cost and can persuade businesses to participate in promoting the initiative. • Dustin Kellow noted that Downtowns of Durham is a powerful tool that should be marketed

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	<ul style="list-style-type: none"> • Able to push the messaging through LinkedIn to share with a greater network. • Kyle Benham summarized the interview guide and requested feedback on the interview questions. • Mayor Carter questioned whether it could be more personalized and create a better connection about the investment in the community. • Jeff Robinson noted that altering certain words could create a better more personal message such as family instead of business. • Glen Posteraro shared that consumers need to understand their effect on the market and that they are links in a chain. If they continue with online shopping it will have consequences on taxes, infrastructure, employment, etc.
5. Roundtable Update	<ul style="list-style-type: none"> • Roger Bouma shared that the residential market remains very strong. <ul style="list-style-type: none"> • Currently housing supply remains low. • Noticing a trend of more young buyers seeking spacious living. Traditionally the first time buyers move to Durham but during this time second or third time buyers are moving east as well. Due to working from home they require bigger space. • Housing prices have exceeded the peak of 2017. • Lucy Stocco noted that sales remain strong and have for over a month, but anticipating a slow-down. <ul style="list-style-type: none"> • Tribute Communities has not received requests yet to convert space to an office but internally they are reviewing designs to for office areas in new homes. • Glen Posteraro highlighted that the service sector end of businesses continues to decline. <ul style="list-style-type: none"> • Support incentives are coming to an end and could further impact businesses. • Restaurants are going to be impacted as patio season is now ending. • Mayor Carter noted that City staff will be looking into extending patio season to the winter with heaters and reinventing the dining experience. • Nancy Shaw also echoed the worries from the restaurant sector. <ul style="list-style-type: none"> • Retail sector is concerned about the second wave and the severity of provincial restrictions.

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	<ul style="list-style-type: none"> • Nancy Shaw noted that businesses are getting anxious about the winter season. Chamber is working on doing messaging that boosts morale. • Jeff Robinson stated that low income housing and senior residence projects are moving forward right now. Construction sector remains very strong. <ul style="list-style-type: none"> • Building supplies continue to be an issue. Lumber prices have now increased almost 300%. • Anticipating an impact on employees with kids back to school. • Dustin Kellow shared that there is an existing challenge of getting employees back to work. <ul style="list-style-type: none"> • Estimated almost 30% of employees in Durham will continue to work from home in some fashion. • Scott Henderson shared that Trent University had a successful walk-through of their new building. <ul style="list-style-type: none"> • Provincial government clarified that post-secondary institutions are included in the new restrictions of maximum ten people inside and 25 outside. • Trent is reviewing program that have the potential of in-person presence for winter term within the regulations. • Residence building has a lot of space, only 40 room of 140 are full. • Durham Region has very low cases and there are not outbreaks in stores, restaurants and classroom because businesses are careful with regulations. It is important to message this out. • Debbie McKee-Demczyk noted that Durham College revised enrolment targets especially for international students. Currently they have exceeded their new targets. <ul style="list-style-type: none"> • Courses are primarily online. Labs for hands on learning remain open with controlled presence. • Residence building vacancy is at almost 66%. • Employees are working remotely but Durham College is exploring the idea of partial return. • Durham College is delivering rapid training sessions for micro-credentials to help employees adapt to new economic needs.
6. Status of Action Items	<ul style="list-style-type: none"> • Kyle Benham provided an update on actions items. <ul style="list-style-type: none"> • Highlighted the publication of a travel study from the Durham Region. Noted that travel has decreased by 80%, mainly from professional services. Question remains about how to tap into

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	the 30% more people at home. Any detailed questions about the report can be clarified with the Region. <ul style="list-style-type: none"><li data-bbox="656 344 1386 415">• All items are in progress. Detailed status will be provided at the beginning of the next meeting.
7. Closing Remarks	<ul style="list-style-type: none"><li data-bbox="558 424 1143 455">• Closing remarks by Chair Marimpietri.<li data-bbox="558 457 1224 485">• Next meeting will be October 16th at 11 AM.