

**Mayor's Economic Recovery Task Force  
May 7, 2021 - Meeting Minutes**

<b>Subject:</b>	<b>MINUTES OF MAYOR'S ECONOMIC RECOVERY TASK FORCE MEETING 22</b>
<b>Attendees:</b>	Mayor Dan Carter, Chair Tito-Dante Marimpietri, Scott Henderson, Ivano Labricciosa, Jeff Robinson, Roger Bouma, Stacey Hawkins, Daniel Stober, Lucy Stocco, Peter Stoett, Debbie McKee-Demczyk, Dustin Kellow, Keith Cowley
<b>Staff:</b>	Warren Munro, Brett Murphy
<b>Regrets:</b>	Peter Saturno, Ihor Lysyk, Glen Posteraro, Paul Ralph
<b>Meeting location:</b>	Cisco Webex Meeting
<b>Date &amp; time:</b>	<b>May 7, 2021, 11:00 AM – 12:30 PM</b>

<b>Agenda Item</b>	<b>Discussions/Actions</b>
1. Welcome	<p>Chair Marimpietri welcomed and thanked all Task Force members for joining.</p> <p>Warren Munro, Commissioner, Development Services, City of Oshawa</p> <ul style="list-style-type: none"> <li>• Provided his opening remarks and updated Members on:               <ul style="list-style-type: none"> <li>• Building Permit values;</li> <li>• 2021 financial forecast;</li> <li>• Marketing strategy for the Northwood Business Park; and</li> <li>• New Staff Members.</li> </ul> </li> </ul> <p>Roger Bouma, Broker, RE/MAX Jazz Inc., Brokerage</p> <ul style="list-style-type: none"> <li>• Commented on a developers' excellent experiences with the City of Oshawa and how the pandemic has not gotten in the way of staff moving applications along.</li> </ul> <p>Mayor Carter</p> <ul style="list-style-type: none"> <li>• Asked Task Force Members to undertake the process of considering what else we need to do on a local level to support businesses.</li> </ul>
2. Review of Minutes	The minutes from April 9, 2021 were reviewed and no changes were made.

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3. Review of the Agenda	Deputations from Mohammad Bachani from Unique Accounting Services and William McWhir from The Great Canadian Bagel.
4. Deputation  Mohammad Bachani	<p>Mohammad Bachani, Unique Accounting Services</p> <ul style="list-style-type: none"> <li>• Runs a small accounting business providing accounting, bookkeeping and tax services for individuals and businesses.</li> <li>• Expressed concerns about economic losses and how many business owners are dealing with these losses.</li> <li>• Glad to have helped many to file their tax returns.</li> <li>• Informed Members that those providing personal services like hair dressers are suffering and see a need for funding indicating federal and provincial programs lack in support for those types of businesses.</li> <li>• Some businesses have updated if they obtained a loan and were able to service that loan.</li> <li>• Expressed his main concerns that businesses surviving through this wave and fears many would not be able to survive a 4th wave.</li> <li>• BDC loans are coming in handy. They are trying to forecast what will be needed when businesses start back up and trying to put that in place now for when things open back up.</li> </ul> <p>Ivano Labricciosa, President &amp; CEO, Oshawa Power</p> <ul style="list-style-type: none"> <li>• Inquired about Mohammad’s perspective of what individuals are needing the most as he works on their financials.</li> <li>• Inquired if individuals have been using this as an opportunity to upgrade their business?</li> </ul> <p>Dustin Kellow, Co-Founder &amp; CEO, Durham Recruiting &amp; Durham HR Solutions</p> <ul style="list-style-type: none"> <li>• Shared his personal experience with the rental component ultimately being forced to relocate.</li> </ul> <p>Mayor Carter</p> <ul style="list-style-type: none"> <li>• Inquired about what Mohammad is seeing that he is concerned about and whether clients are reaching out in regards to what they will require to get their business back on their feet when they reopen (i.e. influx of cash, etc.)</li> <li>• Wants Task Force Members to think about what will be necessary from a support standpoint for businesses and consumers when things re-open.</li> </ul>

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<p>Deputation (Cont'd)</p> <p>William McWhir</p>	<p>William McWhir, Owner/Operator, The Great Canadian Bagel, Oshawa</p> <ul style="list-style-type: none"> <li>• Described his perspective on this pandemic as relatively positive.</li> <li>• Became the first Great Canadian Bagel to do online ordering, purchased a bread slicer, installed a pick up window, and wrapped his vehicle to promote the business.</li> <li>• Provides health benefits which helps staff feel some job security.</li> <li>• Social media presence is important during this pandemic</li> <li>• Has experienced struggles with the mask requirements and how government regulations have been presented to business owners.</li> <li>• Does not allow anyone not wearing a mask into his store.</li> <li>• Identified frustrations with the inconsistencies between provincial and municipal regulations, including bearing the burden of angry customers because the regulations were not always clear, or contact tracing interpretations varied and made it difficult to get a handle on.</li> <li>• Ministry of Labour staff member did a COVID audit and the store passed the inspection. A week later a local health inspector visited the store and everything needed to be changed.</li> </ul> <p>Stacey Hawkins, Executive Officer, Durham Region Home Builders' Association (DRHBA)</p> <ul style="list-style-type: none"> <li>• Commented on her knowledge of people's experiences with masking issues and disputes.</li> </ul> <p>Mayor Carter</p> <ul style="list-style-type: none"> <li>• Agrees that delivery of clear concise information could be improved.</li> <li>• Believes that business owners across the City of Oshawa have done an incredible job with masking, contact tracing and additional cleaning.</li> </ul> <p>Ivano Labricciosa, President &amp; CEO, Oshawa Power</p> <ul style="list-style-type: none"> <li>• Believes we should have a "Be Nice" Campaign, to reiterate to customers the importance of being kind and considerate to essential workers and staff.</li> <li>• Companies are using advertising and marketing methods that link their businesses to COVID in a positive way.</li> </ul>

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<p>Deputation (Cont'd) William McWhir</p>	<p>Jeff Robinson, President, J.J. McGuire General Contractors Inc.</p> <ul style="list-style-type: none"> <li>• Congratulated William on his successes and practical business decisions during the pandemic.</li> <li>• The construction industry has had a good support group during COVID19 to give them legal advice.</li> <li>• Suggests the Region should have some kind of portal where business owners can reach out and have questions answered.</li> </ul>
<p>5. #OshawaLoves Local Campaign Update</p>	<p>Brett Murphy, Marketing &amp; Investment Attraction Manager, City of Oshawa</p> <ul style="list-style-type: none"> <li>• Reviewed social media campaign metrics indicating they are up 70% from the last time reported.</li> <li>• More videos are on the horizon that are geared towards reopening.</li> <li>• There is an opportunity to remind everyone to “be nice” in future campaigns.</li> </ul> <p>Keith Cowley, Senior Account Manager, BDC</p> <ul style="list-style-type: none"> <li>• Has included the Local logo into his signature and has received lots of positive responses.</li> </ul>
<p>6. Roundtable Update</p>	<p>Daniel Stober, District Vice President   TD Business Banking</p> <ul style="list-style-type: none"> <li>• We can support local business from a banking perspective.</li> <li>• Banking world could improve transparency and communication, we need to make business banking easier and faster and continue to make sure local banking institutions take an empathetic approach.</li> <li>• May 20, 2021 Derek Burleton will present economic updates.</li> </ul> <p>Keith Cowley, Senior Account Manager, BDC</p> <ul style="list-style-type: none"> <li>• Awareness of empathy and support for businesses.</li> <li>• Wide variants of impact between small businesses and industrial customers.</li> </ul> <p>Debbie McKee-Demczyk, Dean, Office of Research Services, Innovation and Entrepreneurship   Durham College</p> <ul style="list-style-type: none"> <li>• Due to the Stay at Home order, Durham College has pivoted back to remote learning unless there is a need for a face to face learning such as skilled trades or nursing.</li> <li>• Most employees are working from home.</li> </ul>

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<p>Roundtable Update (Cont'd)</p>	<ul style="list-style-type: none"> <li>• There is optimism around the fall semester that will see more individuals on campus as the vaccine is rolled out.</li> <li>• International enrollment being impacted due to the travel ban from India and Pakistan, there is a strong desire for these students to get to a safer place like Canada.</li> <li>• Durham College can support local businesses by meeting current education and training needs which are not being met presently.</li> <li>• The Ministry of Labour and the Ministry of Community Colleges and Universities have recently put out another call for micro-credentials.</li> <li>• Encouraged all to bring forward ideas for developing new projects.</li> <li>• Discussed the DC project market place. A tool in which students can assist businesses. Companies can post a request and students will assist with ideas and projects.</li> </ul> <p>Scott Henderson, Dean and Head, Trent University Durham GTA</p> <ul style="list-style-type: none"> <li>• If there is orientation this fall, there is a plan in the works to involve small businesses campaign called 'Students Love Local' and engage with local businesses.</li> <li>• Will get in touch with many small businesses and explore how they can engage and get students 'out and about'.</li> <li>• Identified programs that have the highest interest among international students and offer additional online sections so students may begin their studies even if they can't get here in person, thus, preventing them from looking elsewhere for their studies.</li> <li>• Working on campus beautification plans.</li> <li>• Summer archeology course will be digging on that site. There was a mid-19th century farm on that location with some outbuildings and remnants of those on that site.</li> </ul> <p>Lucy Stocco, Executive Vice President, Tribute Communities</p> <ul style="list-style-type: none"> <li>• Everything is taking longer and costing far more.</li> <li>• Changes to cost happening on a day to day basis.</li> <li>• Right now looking at an increase of approximately \$25 per square foot for just about everything (lumber, bricks)</li> <li>• Delivery dates are almost double.</li> </ul>

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<p>Roundtable Update (Cont'd)</p>	<p>Jeff Robinson, President, J.J. McGuire General Contractors Inc.</p> <ul style="list-style-type: none"> <li>• Construction projects are in jeopardy due to being over budget</li> <li>• Supplies costs are up for lumber by 300%, Structural steel is up by 300%</li> </ul> <p>Roger Bouma, Broker   RE/MAX Jazz Inc., Brokerage</p> <ul style="list-style-type: none"> <li>• Real Estate market continues to do well and seems to be somewhat adjusting.</li> <li>• There is an 18% decrease in volume in April over March and a slight softening in average prices.</li> <li>• Reviewed March and April sales.</li> </ul> <p>Dustin Kellow, Co-Founder &amp; CEO, Durham Recruiting &amp; Durham HR Solutions</p> <ul style="list-style-type: none"> <li>• Really struggling to recruit women ages 30-35.</li> <li>• Manufacturers are struggling to get product at this time.</li> </ul> <p>Ivano Labricciosa, President &amp; CEO, Oshawa Power</p> <ul style="list-style-type: none"> <li>• OPUC is doing work for Toronto Community Housing and starting to feel the effects of rising prices (contractors, materials) from this perspective.</li> </ul> <p>Stacey Hawkins, Executive Officer, Durham Region Home Builders' Association (DRHBA)</p> <ul style="list-style-type: none"> <li>• Construction is up and running and our members are very busy.</li> <li>• Still experiencing issues with supply chain, not just lumber, but other items as well now.</li> </ul>
<p>7. Other Business</p>	<p>Mayor Carter</p> <ul style="list-style-type: none"> <li>• Shared information regarding his “If You See It, Report It” campaign.</li> <li>• Full commitment from the DRPS in the downtown over the summer season</li> <li>• CCTV cameras have been added to downtown locations.</li> </ul>
<p>8. Closing Remarks</p>	<p>Closing remarks by Mayor Carter.</p> <p>Closing remarks by Chair Marimpietri.</p> <p>Next meeting is June 4<sup>th</sup> at 11:00 AM.</p>