



## **Mayor's Economic Recovery Task Force April 8, 2022 - Meeting Minutes**

**Attendees:** Mayor Dan Carter, Chair Tito-Dante Marimpietri, Margaret Spiegelman, Debbie McKee Demczyk, Ivano Labricciosa, Jason King, Jeff Robinson, Stacey Hawkins

**Staff:** Warren Munro, Economic Development Services staff

**Regrets:** Dustin Kellow, Glen Posteraro, Peter Saturno, Peter Stoett, Scott Henderson, Roger Bouma

**Meeting Location:** Cisco Webex Meeting

**Time:** 11:00 AM – 12:30 PM

### **1. Welcome**

#### **Mayor Dan Carter**

Expressed excitement for this fantastic week in Oshawa. General Motors is adding 800 new jobs at their facility. More exciting news is coming out from Oshawa Power & Utilities Corporation related to electric vehicle charging stations. Yesterday Trent University Durham GTA hosted the official opening of their residence and academic building. More news on investment is coming, and will provide more jobs in the area.

Shared that the original intent of this group was to look at challenges to address during the pandemic. Now that we are seeing some progress towards recovery, these meetings will take place quarterly. There is great value in knowing what is going on with industry leaders and local economy. Gratitude was expressed for all the efforts the task force has made for our community.

#### **Chair Tito-Dante Marimpietri**

Shared similar thanks for the resiliency shown throughout the pandemic. The work continues with the ripples of recovery leading out of the pandemic. Oshawa has been a glowing example for other municipalities and higher tiered government over the past three years.

## **2. Updates**

### **Hailey Wright, Director**

Shared information on the first topic, convocation celebrations in Oshawa. Work is being done to engage the post-secondary institutions to align offerings in Downtown Oshawa with ceremony days. Selfie stations will be setup downtown to have guests explore more of the heart of the city. A collaborative communications campaign is being shared with our post-secondary partners to reach their graduates to inform them of local businesses to explore. Live music and student ambassador teams are being considered for the month of June.

Shared information on the second topic, the increase of office worker presence in Downtown Oshawa. This poster, social media and postcard campaign allows visitors to explore new businesses that have opened during the pandemic and old favourites, to support the business community in COVID recovery.

Shared information on the third topic, the new visual identity for Downtown Oshawa. A firm has been hired to develop a brand for Downtown Oshawa for future street banners, print materials, and overall marketing activities to drive more activity to the downtown core. Council approval will take place in the month of June.

Shared information on the fourth topic, the recent release of the branch publication, Development Insider and the development of a quarterly business newsletter to business stakeholders. If you would like to request physical copies of the publication, please reach out and we will arrange for this.

Shared information on the last topic, the upcoming joint event with TD and the Greater Oshawa Chamber of Commerce. The group was asked if there are any topics the group would be interested in hearing about. Members of the task force are welcome to share thoughts after they walk away from today's meeting by email.

## **3. Roundtable**

### **Debbie McKee Demczyk, Durham College**

Shared that the Durham College ceremonies will be happening the week of June 13-17. Many graduates will be in attendance from the class of 2020, 2021 and 2022. Masking has been made mandatory in colleges across Ontario for the winter. These rules will be lifted as of May. Tomorrow is the first on-campus Open House since the pandemic. Durham College is excited to welcome many future students on campus.

**Ivano Labricciosa, Oshawa Power**

Flagged for the task force group that invitations will be sent out shortly for the unveiling of EV stations in Downtown Oshawa. Durham Broadband is doing well and there have been many referrals that have come along. Recruitment and retention has been a big challenge for businesses that needs to be explored. Local tourism is a topic to look at to have Downtown Oshawa be shown as a very welcoming place to be, beyond marketing campaigns.

**Jason King, Greater Oshawa Chamber of Commerce**

Updated the group on the joint-chamber Shop Local campaign, with a launch in the fall. After this year's AGM, an event called VeloCITY will be taking place, tying in the Ontario Culinary Alliance, Dean Scott Henderson from Trent University Durham GTA, and Invest Durham to highlight the grass roots presence of Downtown Oshawa to amplify the activity happening. The annual golf tournament will be accepting at maximum capacity and hopes to have a robust attendance this year.

**Jeff Robinson, J.J. McGuire General Contractors**

Shared that construction is very strong and increasing as the weather improves. A big transformation project is coming to the community at the GM facilities. Union negotiations have been underway for labour increases. Expressed excitement for continuing to contribute to the task force and offered support where needed for the continued efforts of this group.

**Lucy Stocco, Tribute Communities**

Shared that strong activity continues with development projects.

**Sali Fitzpatrick, BDC**

Echoed the sentiment in the group of increased industrial requests. Updates on programs was provided to the task force for various funding opportunities. Affordability is a key feature for qualifying businesses to support the level of financing provided.

**Margaret Spiegelman, TD**

Shared that things continue to be busy and many financing requests have been coming through. More traffic with the lifting of COVID-19 restrictions and implementation of a hybrid work model will be coming in May.

**Stacey Hawkins, Durham Home Builders Association**

Shared that the Ontario Homebuilders Association has registered as a third party advertiser for the upcoming provincial and municipal elections for affordable housing. Thoughts were shared on the topic of affordable housing and where the organization and their parent organization stands.

**Kyle Douglas, CRCS DKI**

Shared the emphasis that has been made on health and wellness offerings and messaging internally, inspiring employees to explore their best selves. A wellness day was launched when the pandemic started to prevent burnout and improve focus in the workplace.

**4. Other Business**

**Mayor Dan Carter**

An update was provided in regards to two large conferences that will be coming to Downtown Oshawa, and City staff are busy preparing for their arrival to see the downtown in its best light. It has been another record-breaking month in issuing building permits for the City. Activity at Simcoe Street and the 401 will be busy with construction over the next little while and on-ramps to the 401 will be seeing some changes with the construction of a new bridge.

**5. Meeting Adjourned**

Meeting was concluded at 12:18PM

**6. Next Meeting**

June 14, 2022 at 2:30PM