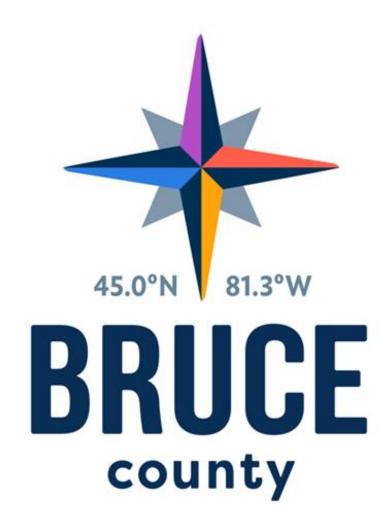




## Council / Committee Meetings - Thursday, August 12, 2021

Explore highlights from Bruce County's Council & Committee Meetings. These meetings are held on Thursdays, twice monthly, beginning at 9:30 AM, unless otherwise posted. Meetings are video livestreamed and complete agendas and minutes are available for public review.



August 13, 2021

#### Farm Dwelling Severance on Egypt Sideroad in Brockton

After a public meeting, the Planning and Development Committee approved a change to the County Official Plan to allow a severance of a 0.2 ha surplus farm dwelling lot from a 14.97 ha agricultural parcel at 41 Egypt Sideroad, in the Municipality of Brockton. An amendment to the County Official Plan is required to allow the retained 14.77 ha parcel to be smaller than 40 ha. The proposed farm consolidation is strongly aligned with the Bruce County Guiding Principle on Agriculture. Farm consolidations support the agricultural sector by enabling farms to become more efficient and better integrated and encourage alternative methods of production such as implementation of agri-environmental measures and good agricultural practices.

## Farm Dwelling Severance on Bruce Road 20 in Brockton

After a public meeting, the Planning and Development Committee approved a change to the County Official Plan to allow a severance of a 0.56 ha surplus farm dwelling lot from a 51.20 ha agricultural parcel at 1100 Bruce Road 20, in the Municipality of Brockton. The proposed farm consolidation is strongly aligned with the Bruce County Guiding Principle on Agriculture. Farm consolidations support the agricultural sector by enabling farms to become more efficient and better integrated and encourage alternative methods of production such as implementation of agri-environmental measures and good agricultural practices.

#### Lot Severance Near Shouldice Lake

After a public meeting, the Planning and Development Committee approved a change to the County Official Plan to allow a severance south of Shouldice Lake in Northern Bruce Peninsula, which re-creates three original surveyed lots that have merged on title. The severed and retained lots meet the minimum lot area requirements and would have access to an open and maintained Municipal Road through the dedication of Shouldice Lake Road to the Municipality.

## Eight-Unit Apartment Building Coming Soon to Kincardine

The Planning and Development Committee approved a Kincardine Official Plan amendment to allow the re-designation of lands at the northwest corner of Kincardine Avenue and Queen Street from Mixed-use to the Residential. This will facilitate the construction of an eight-unit apartment building at the location. The building is proposed to be a 3-storey stacked townhome. The proposed amendment is strongly aligned the Homes Guiding Principle by providing additional rental units to Kincardine's existing limited rental supply.

#### Plan the Bruce: Communities

The Planning and Development Committee endorsed the amended Plan the Bruce: Communities Discussion Paper as a foundation for developing policies in the new Official Plan. Recommended directions include an active transportation system and diverse mobility options, considerations for an aging population, support for sustainable local food systems, collaboration with Public Health, crime reduction through site design, and Emergency Preparedness Planning. The recommended directions also include offering a mix of housing types and quality architecture, beautiful streets and streetscapes, inclusive public spaces, accessible parks and waterfronts, expanded urban forest and tree canopy, and highlighted landmarks and entry points. Bruce County is encouraged to continue to be a leader in economic change and business attraction, supporting current business, and encouraging economically sustainable development, green building design, and responsible use of resources.

#### Spruce the Bruce Community Development Program Review

The Planning and Development Committee endorsed the directions in the Spruce the Bruce Community Development Program Review Report. Through the review, Spruce the Bruce was identified as a leader in the industry in helping build attractive and welcoming communities. To grow and enhance Spruce the Bruce, a series of recommendations were developed focused on the needs of the County in the current economic context. The report also suggests updating the County's community improvement program in collaboration with its municipalities. The Spruce the Bruce Program provided communities with resources to maintain and grow healthy commercial areas. It brought stakeholders together to create a vision for future growth and development providing tools and grant incentives to achieve that vision. After 10 years, the Spruce the Bruce program has supported over 450 businesses and organizations. It is now time to make changes to the program to meet the needs of current and future economic realities.

## New Planning & Development Communication Tools

As part of Bruce County's ongoing effort and priority to improve the quality and flow of information about Planning and Development to County Council, and further to a strategic review of communication tools this year, two new quarterly communications tools were designed. The new Planning and Development Key Performance Indicators Dashboard is designed to bring the Business Plan quarterly and annual updates to life with a more visually interesting presentation of the information that will be on the Department homepage on the County website. A "What Are We Exploring" one-page document highlights and promotes programs and/or events and brings attention to updates of interest that are not captured in the normal Committee project reporting process.

#### Update on Delegation of Lot Creation Authorities to Local Councils

The Planning and Development Committee received the report "Delegation of Lot Creation Responsibilities to Local Councils" and directed staff to canvass Local Municipalities to determine if they have an interest in accepting lot creation responsibilities and, if interested, identify local implementation matters to be considered. To date, seven of the local municipalities have passed resolutions about the delegation of lot creation authorities. Saugeen Shores, Brockton, and South Bruce Peninsula are interested in delegation of Lot Creation Responsibilities. Huron-Kinloss, Arran-Elderslie, South Bruce, and Kincardine think Lot Creation Responsibilities should remain with County Council. Based on the local feedback and resolutions passed, there is enough interest in local decision-making authority to merit further discussion with local staff to explore in more detail implementation considerations. This would then inform the drafting of the delegation By-law(s) for County Council to consider delegation of its responsibilities.

#### 2021 Qz Annual Business Plan Update

The 2nd quarter activities of Bruce County continued to be focused on provision services and initiatives as approved by County Council in the fall of 2020. COVID-19 pandemic challenges continued and while there was some movement towards reopening and recovery, the challenges of the Delta variant and increased case counts continued to impact residents.

The Master Transportation Plan has been approved and the delivery of capital programs is on target.

Plan the Bruce continued to advance and County Staff continue to connect with entrepreneurs and business owners as they navigate their operations under the ebbs and flows of restrictions in addition to understanding the new consumer mindset.

Paramedic Services continued to provide emergency services on the 911 side, and the Community Paramedics kept up with an increased volume of patients requiring at-home care and support.

The Museum remained closed in Q2, however community and partner engagement, inquiries, and social media engagement continued to remain high.

The new position of Director of Long-Term Care and Senior Services started overseeing the County's two long term care facilities. The pandemic response continued to be the priority focus for both Homes.

Library services returned to curbside pickup for Q2 and online database usage increased significantly. Work on the Library's new Strategic Plan has begun.

Information Technology Services offered internal cyber security training, remote access management, and began to modernize the audio-visual system of Council Chambers.

Human Services saw pandemic-related impacts to childcare, social assistance, and affordable housing waitlists. The new Penetangore Hub offered increased occupancy while project completion continued to wrap.

Corporate Services continued to manage and monitor assets, reviewed electric vehicle charger installation options and fleet opportunities, and moved forward with the Development Charge project schedule.

## Small Business Property Subclass Review

The Corporate Services Committee approved that the Small Business Property Tax Class will not be implemented for the 2022 taxation year. The Ontario government introduced the 2020 budget, which included a section titled "Enabling Property Tax Relief for Small Businesses" wherein it was discussed that legislation would be introduced that would permit municipalities to create an optional Small Business Property Subclass for certain commercial and industrial properties and provide a discounted tax rate. The legislation has a number of challenges for possible implementation, including timelines, administrator appointments, small business definitions, geographical limitations, discount determinations, impact of property tax class implementation, and increased administrative burdens on municipalities. Bruce County spoke with municipal Treasurers, external organizations, and also facilitated community consultation through virtual workshops and an online survey.

#### By-law to Regulate, Control and Prohibit Activities on Public Highways

The Transportation & Environmental Services Committee approved a by-law to regulate, control, and prohibit certain unwanted activity on public highways within the jurisdiction of Bruce County. There have been recent instances wherein landowners have been cutting down trees located in front of their property in the right-of-way adjacent to roads under the jurisdiction of Bruce County without the consent of the County. The by-law addresses this unwanted activity on County right-of-ways.

#### Consolidation of Vehicle Reserves

The Transportation & Environmental Services Committee approved that the Trails Vehicle Replacement Reserve and the Forestry Vehicle Reserve be consolidated with the Machinery Replacement Reserve, and that the Machinery Replacement Reserve be renamed the Transportation & Environmental Services Fleet Replacement Reserve. Transportation and Environmental Services (TES) vehicles and machinery were being managed as three fleets and this consolidation aids in efficiency and flexibility. The Forestry division has one vehicle, and the Trails division has two vehicles. A long-term fleet lifecycle plan, including reserve contributions and withdrawals are in place for the main TES fleet. The forestry and trail vehicles will be included in that plan.

#### Automotive Materials Stewardship Service Agreement

The Transportation & Environmental Services Committee approved the new Municipal Automotive Materials Service Agreement between Automotive Materials Stewardship and Bruce County. AMS informed Bruce County of their new agreement with Producer Responsibility Organization (PRO) Services that aligns with the Hazardous and Special Products under the Resource Recovery and Circular Economy Act, 2016. The new agreement will come into effect on October 1, 2021 and will support the County's Municipal Hazardous and Special Waste (MHSW) event scheduled for Saturday, October 2, 2021 in Southampton and going forward in 2022.

The Transportation & Environmental Services Committee approved a Telecommunications Mutual Access Agreement with Xplornet Communications Inc. for the use of right of ways under the jurisdiction of the County for the purpose of performing Xplornet Communications Inc. work. Xplornet Communications Inc. has been contracted through the Southwestern Integrated Fibre Technology (SWIFT) project to provide high-speed fibre-optic broadband services to 3 distinct areas in Bruce County and Grey County. These areas are Lion's Head, Sauble Beach, and Wiarton.

#### Capital Projects Status Report – August 2021

The 2021 capital budget for the Transportation and Environmental Services Department (TES) is \$11,790,401. Approximatively \$3,250,000 is expected to be carried forward from previous years capital budgets. The following lists provide a status update of the TES capital projects for 2021:

Cold in Place Recycling BR 3 and BR 4 east of Walkerton (\$2,313,336)

Micro Surfacing BR 2, 9, 19 and 29, West Road (\$1,176,699)

Widening and Rehabilitation BR 6East Mildmay to Grey Road 10 (\$150,000)

Cold in Place BR8, from BR 14 to Sauble Beach - Culvert replacements only, paving deferred to 2022 (\$205,708)

Pulverize, pave, and safety improvement at intersection BR 8 and 13 (\$31,100)

Replace Storm Sewer BR 15 Inverhuron (\$35,000)

BR 25 Improvements and BR 33 Realignment/New Construction. Phase 3 - BR 25 Bruce St to Goderich St. - Roundabout deferred to Phase 4 (\$5,433,843)

BR 25 Improvements and BR 33 Realignment/New Construction. Phase 4 - BR 33 - Ridge St to Hwy 21 (\$710,000)

BR 6 Teeswater Property settlement (\$20,000)

New Signage BR 12 Formosa (\$33,000)

KIPP Trail Kincardine, Financial Contribution (\$70,000)

Reconstruction BR 30 Chesley (\$46,000)

Rehabilitate and Reconstruct West Road (\$150,000)

Luminaires BR 2 and BR 3 intersection (\$35,000)

Luminaires BR 8 and BR 14 intersection (\$30,000)

Land Purchases at Hwy 9 and BR 1 (\$54,000)

West Ridge Development Kincardine Phase 1 (\$10,000)

Replace Durham St Bridge, BR 4, Walkerton (\$50,000)

Replace Steffler Bridge, BR 12 North of Belmore (\$742,979)

Replace Culvert BR 86 west of BR 7 (\$230,500)

Arran Township Shed Bridge, Invermay (\$78,000)

Oswald Bridge Replacement (\$25,000)

Repair Blackwell Bridge BR 23 (\$742,000)

Construction New McCurdy Bridge (\$12,000)

Replace Superstructure Reid Bridge, BR 6, West of Teeswater (\$1,290,000)

Replace Teeswater River Bridge BR 3 Paisley (\$340,000)

Repair Culvert BR 86 Lucknow east of Havelock St (\$6,500)

Repair Saugeen River Bridge BR 4 West of Hanover, financial contribution only (\$364,000)

Resurface the Rail Trail between Walkerton and Mildmay (\$100,000)

Expand the facilities at the Walkerton Yard (\$75,000)

This publication identifies highlights from recent Bruce County Council and Committee meetings. Bruce County's Office of the CAO maintains complete agendas and minutes from all Council and Committee meetings, which can be reviewed at <a href="https://www.brucecounty.on.ca/government/agendas-and-minutes">www.brucecounty.on.ca/government/agendas-and-minutes</a>

#### Administration Centre

30 Park St., Walkerton, Ontario NoG 2Vo

Tel: 519-881-1291

Toll free: 1-800-265-3005 info@brucecounty.on.ca

**Business** 

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**Tourism** 

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Library

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Museum

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#### **DEPARTMENTS**

Office of the CAO

Corporate Services

Transportation and Environmental

<u>Services</u>

**Human Resources** 

<u>Library</u>

<u>Museum</u>

**Health Services** 

Planning & Development

**Human Services** 

# BRUCE & GREY COMMUNITY INFORMATION



Notice of Loss/Injury Claim

#### **COUNTY WEBSITES**

**Business to Bruce** 

**Explore the Bruce** 

Bruce County Public Library

Bruce County Museum & Cultural

**Centre** 

Bruce Remembers

**Museum Online Collections** 

Bruce Coast Lighthouses

COVID-19 Information and Updates

#### **USEFUL LINKS**

Road and Bridge Construction and

**Detours** 

Nuclear Innovation Institute

**Bids and Tenders** 

Hazardous Waste Collection Schedule

Road Construction

EarlyON Child and Family Centres

**Agendas and Minutes** 

**Employment** 

Anaphylaxis (Nut Aware) Policy

**Application Links** 

File Transfer

Privacy Policy

Public Washrooms Map

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Corporation of the County of Bruce

## Media Release

August 17, 2021

## Help Plan for the Health of Natural Resources in Bruce County

Walkerton, Ontario: Our beaches, wetlands, rugged Peninsula and forests are an essential part of Bruce County. For the health of Bruce County's environment, economy and our quality of life, it's important we preserve, enhance and wisely use our natural resources. But how do we manage our natural resources, ensuring a safe, healthy and resilient environment, now and in the future?

This is what the Plan the Bruce: Natural Legacy project is exploring, and Bruce County is asking for your input.

As a community, we need to plan now to protect our natural environment in the next 25 years. Good planning decisions now will ensure our natural environment is protected, balancing needs today with the greater good for generations into the future.

"Bruce County has excellent natural features and resources and we want to plan now to support the enjoyment of these resources for our residents and visitors for years to come," says Bruce County Warden Janice Jackson.

Plan the Bruce is a land use project to inform the new Official Plan — the roadmap for growth and development for the next 25 years. Meaningful public engagement is an important part of the journey.

"Community input on how we can ensure the health of our natural environment for the long term will help inform policy in the new Official Plan," says Mark Paoli, Bruce County, Director of Planning and Development.

#### Give Input

Visit <u>planthebruce.ca/natural-legacy</u> to learn more and give input.

#### Other Projects Open for Input

The other Plan the Bruce project that is currently open for community input is Good Growth. Get involved in what comes next as Bruce County begins a new 25-year journey.

#### About the Official Plan

As a community, Bruce County is embarking on a journey to a new County Official Plan, the roadmap to guide development and growth for the next 25 years. This is a major project that will have a lasting impact on how Bruce County will be shaped in the future. The new



Corporation of the County of Bruce

## Media Release

August 17, 2021

Official Plan will build vibrant communities that people are proud to call home or visit and will attract business investment.

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For more information, contact: Lindsey Glazier Marketing and Communications Coordinator, Planning and Development Bruce County 519-292-6710 or lglazier@brucecounty.on.ca

Bruce County is an upper-tier municipality in Southwestern Ontario, Canada, made up of 8 lower-tier municipalities and 68,147 residents. The explorers who visit, live, and work here are the dreamers who take roads less travelled and see tried and true as an invitation to try something new. Be an Explorer and call Bruce County home.



Corporation of the County of Bruce

## Media Release

August 23, 2021

## New Social Service Relief and Community Housing Funding for Bruce County

Bruce County, Ontario: At the Association of Municipalities Ontario (AMO) conference on Monday, August 16, the Ontario Government announced \$307 million in province-wide, fourth and final phase funding from the Social Services Relief Fund (SSRF), as well as additional funding from the Canada Ontario Community Housing Initiative (COCHI).

Bruce County will receive \$978,500 from the Ontario Government's SSRF in Phase 4. This additional SSRF funding supports operating and capital expenses to mitigate the continued impact of the COVID-19 pandemic on the homelessness sector.

"This final phase of the SSRF funding will enable Bruce County to continue to support the vital services that we established to address the impacts of the COVID-19 on our most vulnerable residents," said Christine MacDonald, Bruce County's Director of Human Services, "County staff will be drafting an investment and wind-down plan for Committee review in September to ensure an orderly and effective conclusion for these provincial SSRF supports."

Bruce County also receives an additional \$72,700 from the Ontario Government's Canada Ontario Community Housing Initiative (COCHI). This additional COCHI funding supports continuing challenges faced by community housing providers in Bruce County, including on-going capital repairs. Bruce County's Human Services Committee will review and coordinate an agreement amendment for COCHI in September.

"Thank you to our provincial partners for this continued funding support that removes barriers and creates opportunities for Bruce County residents during the COVID-19 pandemic," added Bruce County Warden Janice Jackson, "Bruce County is committed to planning, delivering, and advocating for responsive and innovative services that help individuals and families enhance their level of participation and quality of life in our communities."

Discover more about Human Services and Housing Services in Bruce County: www.brucecounty.on.ca/departments/human-services

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#### For more information, contact:

Adam Ferguson Corporate Communications Specialist Corporation of the County of Bruce 226-909-6399 aferguson@brucecounty.on.ca





August 31, 2021

## Welcoming Week Celebrations in Bruce and Grey Counties from September 10 -19

Bruce County & Grey County, Ontario: To celebrate the diverse communities across Grey-Bruce, to continue to foster an inclusive community and welcome newcomers, Grey County and Bruce County are hosting a week of celebration - the first annual "Welcoming Week" from September 10 to 19, 2021.

"Grey County is privileged to see an influx of newcomers who are choosing to bring their skills, experience and insights to our communities. Welcoming Week is a great way to show newcomers that they are appreciated, and that we look forward to including and celebrating the diversity and resiliency they bring into all aspects of life in Grey," says Grey County Warden, Selwyn Hicks.

The celebration is an opportunity to bring together new and long-time residents to foster building strong connections. This celebration is being run through the Grey Bruce Local Immigration Partnership (GBLIP) and is an excellent opportunity for both Counties to show how important it is to provide welcoming and inclusive spaces for all residents. The GBLIP work will foster a welcoming and inclusive community and support newcomer retention.

"Bruce County is proud to be partnering with Grey County to hold our first annual Welcoming Week to promote diversity and inclusion throughout our communities and support the work of the Grey Bruce Local Immigration Partnership," says Bruce County Warden Janice Jackson.

Welcoming Week will showcase the important work that our local organizations do for our communities and the residents all year long. The events include all ages activities, trivia, live music, a cultural exchange and the sharing of first-hand stories on immigrating to the community.

Visit News & Events | Grey Bruce Local Immigration Partnership (greybrucelip.ca) to learn about the opportunities throughout Grey-Bruce and events in the upcoming weeks.

Follow #WelcomingWeek2021 to learn about events in the community and to see what all communities are doing to make Canada a more inclusive and barrier-free place for newcomers.

#### About Grey Bruce Local Immigration Partnership

Grey Bruce Local Immigration Partnership works at the local level to foster a community that is welcoming and inclusive and to support newcomers in becoming fully engaged in the social, economic, political, and cultural life of Grey and Bruce Counties.

This partnership is designed to improve the coordination of services thatfacilitate newcomer settlement and integration by connecting stakeholders including municipalities, newcomers, employers, school boards, health centres and networks, boards of trades, professional associations, ethno-cultural and faith-based organizations, and community and social services sectors.

Successful newcomer attraction and integration requires a thoughtful approach. The process involves attraction through facilitating opportunity, retention, and the process ends when individuals feel part of the community.





August 31, 2021

#### For more information, contact:

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**Grey County** 

Rob Hatten Communications Manager rob.hatten@grey.ca 519-372-0219 ext.1235



# Media Release

August 26, 2021

## **Southampton Beach - Southampton**

Beach water sampling has identified higher levels of bacterial contamination at the Southampton beach. These results are consistent with the high wave action and turbidity (cloudiness) identified at the time of sampling. The levels are in excess of Ministry of Health and Long-Term Care standards.

The Grey Bruce Health Unit advises bathers that high levels of bacteria in recreational water may pose a risk to their health. Bathers are reminded to avoid swimming after heavy rain or in cloudy water.

Swimming in areas that have higher than acceptable bacteria counts can lead to illness especially if accidental ingestion of water occurs.

Re-sampling of the beach water has been carried out to determine the safety of using the beach again.

The Grey Bruce Health Unit has been in contact with the Town of Saugeen Shores and the situation will be monitored closely to ensure the safety of residents.

For further information, call Public Health at 519-376-9420 or 1-800-263-3456 or visit our website at www.publichealthgreybruce.on.ca.

#### For More Information:

Andrew Barton
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A healthier future for all.

101 17th Street East, Owen Sound, Ontario N4K 0A5 www.publichealthgreybruce.on.ca

519-376-9420 1-800-263-3456 Fax 519-376-0605



# Media Release

August 26, 2021

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August 23, 2021

## Be an Early Childhood Educator in Bruce County and Grey County!

Bruce County & Grey County, Ontario: Working as a registered Early Childhood Educator is more than a job - it's a rewarding career! Bruce County and Grey County are now recruiting Early Childhood Educators (ECE) who can make a positive and lasting impact on children's lives in our region.

Together with the members of the Early Years and Planning Committee and other key stakeholders, Bruce County and Grey County have identified the recruitment and retention of Early Childhood Educators as a key priority of a sustainable and accessible child care system.

Registered Early Childhood Educators enjoy a diverse range of rewarding opportunities and benefits, such as flexible hours and schedules, indoor and outdoor experiences for learning and play, home-based business opportunities, and collaboration with other professionals creating engaging environments and experiences to foster children's learning and development.

Early Childhood Educators are urgently needed by licensed child care providers in both Bruce County and Grey County. Ongoing job postings can be found at <a href="https://www.jobsinbruce.ca">www.jobsinbruce.ca</a>, <a href="https://www.connect2jobs.ca">www.connect2jobs.ca</a>, or by contacting licensed Child Care Centres directly to learn more about their job openings.

**Education:** Fanshawe Collage and Georgian College offer great Early Childhood Education diploma programs in Bruce County and Grey County. Both colleges work together with local employers for ECE field placements. If you are currently attending high school, please discuss dual credit opportunities with your guidance counsellor.

**Financial Support:** You can now apply for the <u>ECE Education Grant</u>, <u>scholarships and bursaries</u>, and <u>OSAP</u> to help cover tuition costs. There is also a <u>Leadership Certification Grant</u> for registered ECEs to continue their education.

Ongoing support: To help ECEs grow, learn, and reflect on their practice, there are a number of free professional development opportunities from Bruce County and Grey County, as well as the Ontario College of Early Childhood Educators. Bruce County and Grey County Economic Development Teams can also support those looking to start a home daycare with access to free one-on-one business advice consultations.

Grey County Children's Services Manager Tara Cockerill states, "Recruiting and retaining Early Childhood Educators presents a major challenge to the viability of Licensed Child Care Programs. Many child care centres in Bruce County and Grey County have indicated that a barrier to operating at full capacity was the need for qualified staff, primarily Registered Early Childhood Educators, who are essential to ensuring a high-quality early years and child care system."

Bruce County Children's Services Manager Tina Metcalfe adds, "Early Childhood Educators are integral to the provision of high quality child care and early years programming for families in Bruce County and Grey County. The authentic relationships that develop within our early years settings contribute to a sense of belonging and well-being for all concerned. We encourage all those interested in early childhood education to pursue this rewarding career in our beautiful, caring, and engaged communities."



August 23, 2021

Interested in becoming an Early Childhood Educator? Discover more at:

- www.brucecounty.on.ca/BeAnECE
- www.grey.ca/BeAnECE

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#### For more information, contact:

Adam Ferguson Corporate Communications Specialist Corporation of the County of Bruce 226-909-6399 aferguson@brucecounty.on.ca





# Regional partners host collaborative event to discuss the future of food

Local growers, agri-food processors, and food businesses are invited to join area partners on Wednesday, September 22, between 10:00 AM and 12:00 PM for a collaborative presentation on the future of food.



## August 31, 2021

Local growers, agri-food processors, and food businesses are invited to join area partners on Wednesday, September 22, between 10:00 AM and 12:00 PM for a collaborative presentation on the future of food. The presentation is followed by an interactive networking session for participants. This event is designed to provide our local agriculture and food sector with the high-level information they need to plan post-COVID.

In 2018, local partners developed a Regional Work Plan through the Simcoe, Grey, and Bruce Counties' Agriculture and Agri-Food Value Chain Business Retention and Expansion Study. This event aligns with that work plan and is focused on supporting the agriculture/agri-food sector and addressing opportunities and gaps.

On September 22, Jo-Ann McArthur of Nourish Food Marketing will be providing an overview of food trends that have developed over the last 18 months, with insights on where food trends are going post-pandemic. Sandra Kahale of OnWard

Consulting will then lead participants in an interactive networking session to discuss the presentation.

**Event:** The Future of Food

Where: Virtual – details to be provided upon registration

When: Wednesday, September 22, 2021 at 10:00 AM to 12:00 PM

**Register:** This is a FREE event, but registration is required. To register, visit www.eventbrite.ca/e/the-future-of-food-registration-164022936017

\*Space is limited

## About the speaker

Jo-Ann McArthur has spent her career building brands with consumers and retailers at Molson, Procter and Gamble, Unilever and Cadillac Fairview. As a divisional President of Molson Coors, and a member of its North America Management Board, Jo-Ann led the charge to sell more beer more profitably.

As a Founding Partner and President of Nourish Food Marketing, Jo-Ann now builds powerful brands for food and beverage products in Canada, the US and Europe, creating marketing strategies that help move products off the shelves, into the consumer's shopping basket, onto their plates and into their hearts.

She has worked with entrepreneurs to launch award winning products and with municipal, provincial and federal agencies to create programs that support Canada's food industry. She has also been an instructor at Schulich Executive School of Business, FoodStarter (a food incubator), as well as the Sponsorship Marketing Council of Canada and the Association of Canadian Advertisers.

#### Quotes

"The County of Simcoe is home to an outstanding array of agricultural businesses offering a wide variety of high-quality, local products. The County is pleased to work together with our partners on agri-food initiatives, including these types of events, which provide local businesses with access to industry experts, new ideas and trends. Through our economic development and tourism offices, we're committed to supporting all our businesses in their recovery from this pandemic." – George Cornell, Warden, County of Simcoe

"Grey County is always looking for ways to help our small businesses thrive. Now more than ever, it is important to have a finger on the pulse of upcoming trends and to stay connected to others in their respective sectors. The Future of Food event is an ideal way to make this information exchange happen for our agri-food producers." – Selwyn "Buck" Hicks, Warden, County of Grey

"Bruce County is home to a wide range of small businesses and is known for our spirit of entrepreneurialism. The Future of Food event will support small businesses in the agri-food community by providing a forum for the exchange of current and relevant information to help our communities excel." – Janice Jackson, Warden, Bruce County

"We are pleased to be partnering with multiple organizations to bring the Agri-Food business community together to learn and share. Our highly skilled facilitators will be using a cutting-edge format to provide participants with an enhanced online experience. I, for one, can't wait to see where the conversations will take us." – Tim Newton, Manager, Southern Georgian Bay Small Business Enterprise Centre

"It takes more than land and a tractor to be successful in agriculture these days. The Future of Food event is where growers and other professionals, community leaders and interested citizens can learn more about emerging trends and opportunities from the last 18 months, with some insights on where food is going post-pandemic." – Martin Kuzma, CEO, Nottawasaga Futures Community Development Corporation

## **CONTACT US**

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Office of the CAO

**Corporate Services** 

<u>Transportation and Environmental</u>
<u>Services</u>

<u>SCI VICCS</u>

**Human Resources** 

**Library** 

Museum

**Health Services** 

Planning & Development

**Human Services** 



# COUNTY WEBSITES

Business to Bruce

**Explore the Bruce** 

Bruce County Public Library

**Bruce County Museum & Cultural** 

Centre

**Bruce Remembers** 

**Museum Online Collections** 

**Bruce Coast Lighthouses** 

COVID-19 Information and Updates

## **USEFUL LINKS**

Road and Bridge Construction and

**Detours** 

**Nuclear Innovation Institute** 

**Bids and Tenders** 

Hazardous Waste Collection Schedule

**Road Construction** 

**EarlyON Child and Family Centres** 

**Agendas and Minutes** 

**Employment** 

Anaphylaxis (Nut Aware) Policy

**Application Links** 

File Transfer

**Privacy Policy** 

Public Washrooms Map

TPLAN #BRUCE ...

Notice of Loss/Injury Claim

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