
Subject: Village of Stouffville Advisory Committee Update

Staff Report No. DS-031-25

**Department/
Commission:** Development Services Commission

Date: June 18, 2025

Recommendation:

- 1) That Council approves the 2025 Village of Stouffville Advisory Committee (VSAC) Work Plan, and the associated budget allocation as outlined in this report.

Report Highlights

- The Village of Stouffville Advisory Committee (VSAC) is seeking Council approval for its 2025 Work Plan.
- The report outlines the Committee's mission, vision, and strategic priorities, and shows how the proposed initiatives align with and support these goals.

1. Purpose:

Council approval is being sought for the 2025 Village of Stouffville Advisory Committee (VSAC) Work Plan. The plan focuses on collaboration, visibility, and strategic initiatives that attract people, engage the community, and ensure businesses remain supported and connected in the downtown area.

2. Background:

At the October 16, 2024, Council meeting, Council approved the establishment of the Village of Stouffville Advisory Committee (VSAC) through the enactment of By-law 2024-120-RE, amending Procedural By-law 2024-117-RE and adopting a formal Terms of Reference (TOR). VSAC replaces the previous Memorandum of Understanding with the Whitchurch-Stouffville Chamber of Commerce, which had managed the Downtown Stouffville Working Group until giving notice to end the agreement effective December 31, 2024.

The new committee is municipally governed and supports the continued revitalization and economic vitality of Downtown Stouffville. As outlined in the TOR, VSAC is composed of eight members: The Mayor, two Ward Councillors and five public members, with preference given to business and property owners within the Village, followed by residents and the public-at-large. These members were selected through an interview process with staff.

The VSAC held its inaugural meeting on April 7, 2025, followed by a second meeting on May 12, 2025. During these meetings, the committee focused on developing its vision, mission, and a workplan for Council's approval.

3. Analysis:

The 2025 VSAC Work Plan focuses on supporting local businesses, activating the downtown, and engaging the community. The approved budget will fund initiatives such as events, marketing, beautification, wayfinding and business support to help deliver on these goals.

3.1 Research

- i. The 2025 VSAC Work Plan was developed through input from local businesses, gathered through direct engagement and committee discussions, as well as through lessons learned from past planning efforts led by the Downtown Working Group and the Chamber. The plan is further informed by best practices from other communities. It aligns with the Town's Economic Development Strategy and the Stouffville Visitor Plan, reinforcing shared priorities such as business support, downtown enhancement, and visitor attraction. This alignment ensures that VSAC's work contributes to the Town's broader economic and tourism objectives while directly supporting its members. The plan also considers the time constraints for 2025, recognizing the need to implement initiatives efficiently within a shortened timeline.

3.2 Mission and Vision

- i. Mission Statement: The Village of Stouffville Advisory Committee enhances and promotes the Village of Stouffville by fostering collaboration, improving community engagement, supporting local businesses, and advocating for the revitalization of the downtown core as a vibrant cultural, shopping, and tourism hub.
- ii. Vision Statement: The Village of Stouffville aims to be a thriving and inclusive downtown, celebrated for its unique cultural character, vibrant local economy, and welcoming atmosphere. The downtown will be home to flourishing retail, restaurant, and service-based businesses that honor its historic charm. Together, these elements will make Stouffville a premier destination for both residents and visitors.

3.3 Strategic Priorities

- i. Business Development and Economic Vitality
 - 1.1.1.1 Support local business growth
 - 1.1.1.2 Act as a strategic connector
 - 1.1.1.3 Business communications Strategy
 - 1.1.1.4 Prepare for main street revitalization
- ii. Member Engagement
 - 3.1.2.1 Member outreach and communication
 - 3.1.2.2 Champion collaboration
- iii. Marketing, Tourism and Promotion
 - 3.1.3.1 Promote the Village of Stouffville as a destination
 - 3.1.3.2 Seasonal events and placemaking
 - 3.1.3.3 Build partnerships
- iv. Community Engagement, Culture & Placemaking
 - 3.1.4.1 Enhance visitor and resident experience
 - 3.1.4.2 Drive cultural activation
 - 3.1.4.3 Improve wayfinding, parking awareness & access

3.4 Alignment of Strategic Priorities and Initiatives

The strategic priorities and initiatives in the 2025 VSAC Work Plan are designed to work together to advance the committee's mission and vision of a vibrant, inclusive, and economically strong Downtown Stouffville.

- i. Business Development and Economic Vitality is supported by:
 - 3.4.1.1 Wayfinding, which enhances navigation and access, encouraging foot traffic and business visibility. Specifically helping visitors navigate from the Memorial Park to Main Street on event days and supporting with parking awareness.
 - 3.4.1.2 Business Workshops, which encourage peer learning, and foster a stronger small business network. Allowing businesses to gain practical skills they can use to support the development of their business.
 - 3.4.1.3 Implementing visitor analytics to support business growth and measure engagement. These tools help identify who is visiting, and when they're visiting.
- ii. Member Engagement is supported by:
 - 3.4.2.1 Ongoing communication and collaborative planning through monthly committee meetings, optional one-on-one check-ins, and preferred communication channels.
 - 3.4.2.2 Business workshops provide opportunities to develop new skills while also fostering connections and collaboration among local businesses, helping to strengthen relationships along Main Street.
- iii. Marketing, Tourism, and Promotion is supported by:
 - 3.4.3.1 Marketing campaigns include professional photo and video content showcasing the downtown streetscape and local businesses, Shop Local

branding, and seasonal promotions. These efforts are further supported by a dedicated marketing subcommittee.

- 3.4.3.2 Festivals and events will be aligned with existing community celebrations to draw people to Main Street and activate downtown spaces, responding to strong local feedback about bringing events back to the main street. Planned initiatives include a Moonlight Madness event aligned with the Patio Series, Main Street activations during the Strawberry Festival and a dedicated booth VSAC booth in the park, Halloween programming, holiday initiatives, Women's Night, Easter and Market Day opportunities where businesses can extend their presence onto the sidewalk to create a vibrant street-wide experience

iv. Community Engagement, Culture & Placemaking is supported by

- 3.4.4.1 Beautification, which improves the look and feel of the downtown, making it more inviting to both residents and visitors. This will include small cost-effective activations such as bike racks, benches or tables.
- 3.4.4.2 Wayfinding will help establish a strong sense of place and guide visitors to Main Street, clearly identifying it as The Village of Stouffville.
- 3.4.4.3 Events will support community engagement by drawing people to Main Street and creating opportunities for shared experiences and connection.

4. Options:

4.1 Option A (Recommended)

Council approves the proposed 2025 Village of Stouffville Advisory Committee (VSAC) Work Plan.

Council's approval of the work plan will allow the committee to move forward with planned events, marketing campaigns, beautification efforts, and business support programs, all aligned with the Town's Economic Development Strategy and Visitor Plan.

4.2 Option B- Approve the Work Plan with Amendments

Council approves the Work Plan and budget with specified changes to initiative priorities or timelines.

5 Financial Implications:

There are no additional financial implications to the Town, as all costs associated with implementing the initiatives outlined in the 2025 Work Plan will be covered through the existing VSAC budget. The budget for the VSAC is supported through the Special Service Levy, which is funded by contributions from downtown businesses through their taxes.

The By-law was adopted by Council on June 4, 2025. No additional municipal funding is being requested.

6 Broader Intergovernmental Impacts and/or Considerations:

Any regional, provincial, and/or federal impacts and/or considerations.

7 Communication:

In advance of this report, communication has occurred through internal committee discussions and stakeholder engagement. Moving forward, all public communications related to VSAC Work will be coordinated through the Town's communication to ensure alignment with official branding and messaging guidelines.

The VSAC Communications Strategy is designed to keep all stakeholders informed, engaged, and aligned with initiatives taking place within the Village of Stouffville. It prioritizes transparency, accountability, and collaboration by tailoring messages to key audiences including committee members, Council, external partners, and the public. The strategy outlines clear roles, with a focus on input from committee members and final approval by the Town's Tools include email updates, social media, newsletters, and one-on-one business outreach, supported by a planned push for increased visibility through professional photo and video content.

The VSAC has established a Marketing Sub-committee On May 12th who will support outreach by contributing ideas and content for social media, campaigns, and promotional materials. All proposed content will be reviewed and approved by the Town before publication.

8 Alignment with Strategic Plan:

1. A Town that Grows
A Town that grows in support of complete communities
2. A Town that Moves
Improve the condition and efficiency of the local road network while addressing connectivity and advancing active transportation facilities
3. An Engaging Town
Increase Community Engagement & Outreach
4. Good Governance
Provide Good Governance
5. Organizational Effectiveness

To Elevate our Organizational Effectiveness

9 Attachments:

None

10 Related Reports:

December 11, 2024 – CM-025-24 Village of Stouffville Advisory Committee Recruitment

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**For further information on this report, please contact the Department Head:
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