

Subject: The Village of Stouffville Advisory Committee

Staff Report No. CPS-019-24

**Department/
Commission:** Corporate Services Commission

Date: October 2, 2024

Recommendation:

- 1) That Council direct staff to take all necessary steps to establish a Village of Stouffville Advisory Committee, including preparing draft Terms of Reference; and
- 2) Further, that Council direct staff to bring forward the appropriate by-laws to formalize a Village of Stouffville Advisory Committee.

Report Highlights

- Provide the process and timeline for Council to formally develop an advisory committee of Council for the Village of Stouffville.

1. Purpose:

This report will provide information on the process for Council to establish a Council appointment Committee for the Village of Stouffville known as the Village of Stouffville Advisory Committee.

2. Background:

In 1980, the Town of Stouffville established a BIA and appointed a BIA Board of Management. While the BIA was in place, a BIA levy for the businesses within the boundaries was established.

In 2005, Council adopted *The Strategic Plan of Action for Downtown Stouffville* which included the creation of an “advisory committee” to focus on the enhancement and renewal of Downtown Stouffville. In 2006, a Terms of Reference for the Downtown Stouffville Working Group (DSWG) was adopted and implemented by Council with the

objective to bring stability to the downtown area and develop a strategic, dedicated approach to downtown revitalization. In 2009, an opportunity for downtown revitalization funding was made available by the Province and staff recommended a model in which the BIA would be folded into the DSWG. The BIA agreed and with the awarding of a provincial grant, a three-party agreement was launched to revitalize Downtown Stouffville.

In 2010, there was a draft budget presented to Council with regards to the special service tax levy for Downtown Stouffville. After provincial funding lapsed, the DSWG and Town continued the partnership, with each party contributing approximately \$70,000 annually. In 2019, with the creation of staff working groups, DSWG was transitioned to a staff working group with a refreshed Terms of Reference to coincide with current conditions and needs.

In 2020, the Chamber of Commerce approached staff with a proposal to assume management of the DSWG. By June 2021, the DSWG was rebranded to The Village of Stouffville and a second Memorandum of Understanding (MOU) was documented and signed with a term of January 1, 2023 to December 31, 2026 between the Town and the Chamber for the governance of the Village of Stouffville. The boundaries of the area of The Village of Stouffville stayed consistent in the transition from the DSWG to the Chamber. In 2023, the Town provided an annual operating grant in the amount equal to the annual Special Services Tax Levy by-law with an amount of \$75,870.

In June of 2024, the Town was notified that the Chamber board ratified a decision to end the MOU at the end of 2024 resulting in Council needing to determine how it wishes to support the Stouffville Village Area moving into 2025.

On September 25, 2024, Council considered staff report CPS-013-24 – BIA Board of Management and adopted the following resolution:

That Council direct the Clerk to prepare and bring back a report to the October 2, 2024 Council meeting, with information pertaining to a Committee of Council overseeing the Stouffville Village area.

3. Analysis:

3.1 Council Appointment Committees (CAC)

The intended purpose of a CAC is to serve as an “advisor” to Council. CACs are formed when Council requires input and requests advice on a specific project or when their participation is required by legislation. The decision-making authority lies with Council and a CAC should not initiate its own priorities or create work projects without prior approval from Council.

CAC’s have Terms of Reference and appointments to CACs are established through By-law. CAC’s are chaired by a Council appointee and have a minimum of one Council

representative. Staff support is provided to CAC's in the form of a secretary and staff liaison. Budgets to support CAC's is approved by Council.

3.2 Downtown Stouffville Working Group (DSWG)

The Town had the Downtown Stouffville Working Group whose mandate was to bring stability to Downtown Stouffville, to promote and secure investment and redevelopment opportunities, and to develop a strategic, dedicated and targeted approach to downtown revitalization, including marketing, communications, beautification and events.

The objectives of the DSWG were:

- To maintain and increase the commercial tax base of Downtown Stouffville
- To stimulate the economic, social and physical prosperity of the Downtown
- To balance historic preservation with economic growth potential
- To promote Downtown Stouffville as a shopping, dining, cultural and tourism destination
- To identify opportunities and barriers that contribute or detract from Downtown Stouffville as a vibrant place to live, to work and to play
- To cultivate a community of all Downtown property and business owners and residents, while advocating, beautifying and actively promoting Downtown businesses
- To act as a strategic advisor to facilitate visioning, planning and coordination on projects/issues/plans within Downtown Stouffville
- To act as a champion for Downtown Stouffville supporting collaboration, entrepreneurship and investment
- To oversee subcommittees of its members and/or other interest groups or individuals to respond with specific issues/projects, and to form more subcommittees as needed

The DSWG Terms of Reference can be used to help develop the terms of reference for the new CAC to support the Village of Stouffville.

3.3 Village of Stouffville Advisory Committee

The Village of Stouffville Advisory Committee would be a CAC that would have a similar mandate to the DSWG. The Committee would have representatives from the public and at least one (1) Council member. At this point in time staff do not have a recommendation on the number of individuals who should be appointed to the Village of Stouffville Advisory Committee but would recommend that the two ward Councillors within the Village of Stouffville be appointed to the Committee.

It is recommended that for this Advisory Committee, the Legislative Service's Division will provide a staff member to be the secretary for the Committee and the Staff Liaison would be a representative from the Economic Development Division. It is important to note that other divisions will be involved to support this Committee as required.

As a CAC, the Village of Stouffville Advisory Committee and its members will have to follow all the various legislation and require training.

It is recommended that the work of the Village of Stouffville Advisory Committee would be funded through the collection of a Special Services Levy Charge and that on an annual basis the Committee presents a budget and workplan to Council for approval.

3.4 Next Steps

The below chart outlines the proposed timeline staff are recommending for the establishment of the Village of Stouffville Advisory Committee.

<p>October 16, 2024 Council Meeting</p>	<ul style="list-style-type: none"> • Terms of Reference By-laws for Village of Stouffville Advisory Committee • By-laws to amend the CAC Procedural By-law
<p>End of October to Mid-November</p>	<ul style="list-style-type: none"> • Advertise and Recruit – Once Council adopt the Terms of Reference for the Village of Stouffville Advisory Committee, Staff will commence the recruitment process. The Communications Division will assist in advertising utilizing different channels. • Interviews may be conducted to select CAC members.
<p>Council Meeting – December 4, 2024</p>	<ul style="list-style-type: none"> • Council review resumes and officially appoint the CACs.
<p>January / February</p>	<ul style="list-style-type: none"> • All appointed members will be required to attend a mandatory orientation session regarding the Integrity Commissioner, Code of Conduct, Conflict of Interest, Procedural By-law, and their roles and responsibilities.
<p>February</p>	<ul style="list-style-type: none"> • First meeting of the Village of Stouffville Advisory Committee

4. Options:

4.1 Option A (Recommended)

That Council direct staff to take all necessary steps to establish a Village of Stouffville Advisory Committee, including preparing draft Terms of Reference. Further, that Council direct staff to bring forward the appropriate by-laws to formalize a Village of Stouffville Advisory Committee.

5. Financial Implications:

There are no specific financial implications with this report.

The establishment of a new CAC will require resources to support operations. Given the intended mandate of this committee, Council may wish to continue to collect a special services tax levy which can be used to fund the work on this committee through the approval of Council.

6. Alignment with Strategic Plan:

1. A Town that Grows
A Town that grows in support of complete communities
2. An Engaging Town
Increase Community Engagement & Outreach
3. Good Governance
Provide Good Governance
4. Organizational Effectiveness
To Elevate our Organizational Effectiveness

7. Attachments:

None

8. Related Reports:

September 26, 2024 - CPS-013-24 – BIA Board of Management

October 2, 2024 – CPS-017-24 - Council Appointed Committees Procedural By-law Update

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