



**COVID-19 Economic Task Force
Meeting #6
AGENDA**

**April 22, 2020
3:15 pm – 4:15 pm**

Join Zoom Meeting
<https://zoom.us/j/331091208?pwd=Y1VFZnhscngwZHFoUTdjTGNYcjh5Zz09>

Meeting ID: 331 091 208

Password: 031262

One tap mobile

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WindsorEssex COVID- 19 Economic Task Force Purpose:

In a timely manner, collect, coordinate and disseminate information on strategies, programs and other remedies that are available to mitigate the effects that the COVID-19 pandemic is having on the economic well-being of workers, entrepreneurs, businesses and the Windsor-Essex regional economy.

Assist in the development of industry specific, scenario-based recovery strategies.

- 1. 3:15 pm – 3:30 pm** Remarks from Chair – Stephen MacKenzie
Discussion on Economic Recovery Strategy
Formalize next steps for the Task Force
- 2. 3:30 pm - 4:00 pm** Committee Reports
Survey – Workforce Windsor Essex & SBC
Agriculture & Agri-Food – Ontario Greenhouse Vegetable Growers
Logistics, Transportation and Cross Border Issues – Institute for Border Logistics & Security
Hospitality & Tourism – Tourism Windsor Essex Pelee Island
Professional Services & Retail – Windsor Essex Regional Chamber of Commerce
Manufacturing – Canadian Association of Mold Makers
- 3. 4:00 pm – 4:15 pm** Ongoing Concerns – (all)

Meeting Begins at 3:15

Stephen MacKenzie

- Activity moving towards recovery strategies
 - o Call with Justin Falconer – working with Models
 - o Partner with Bharat Maheshwahi
 - o Working on a framework for research before hand then moving into a committee representation
 - Customers
 - Technology
 - o Starting with a couple of the industries
 - Rolling into the other committees to start the thinking for ‘how do we come out’
 - o Cost will be absorbed by WE EDC
- Welcoming Andreas Waller

Survey

Justin Falconer

- Workforce Windsor Essex & SBC
- Worker impact survey
 - o 6 other workforce boards in Southern Ontario
 - o 2600 responses
 - o 500+ respondents in Windsor

Julian Villafuerte

- **Worker Impact Survey** - <https://www.workforcewindsor-essex.com/windsor-essex-covid-19-worker-impact-survey-results/>
 - o 567 respondents in Windsor-Essex
 - o Purpose was to evaluate how peoples jobs were impacted
 - o Accurate within 4%

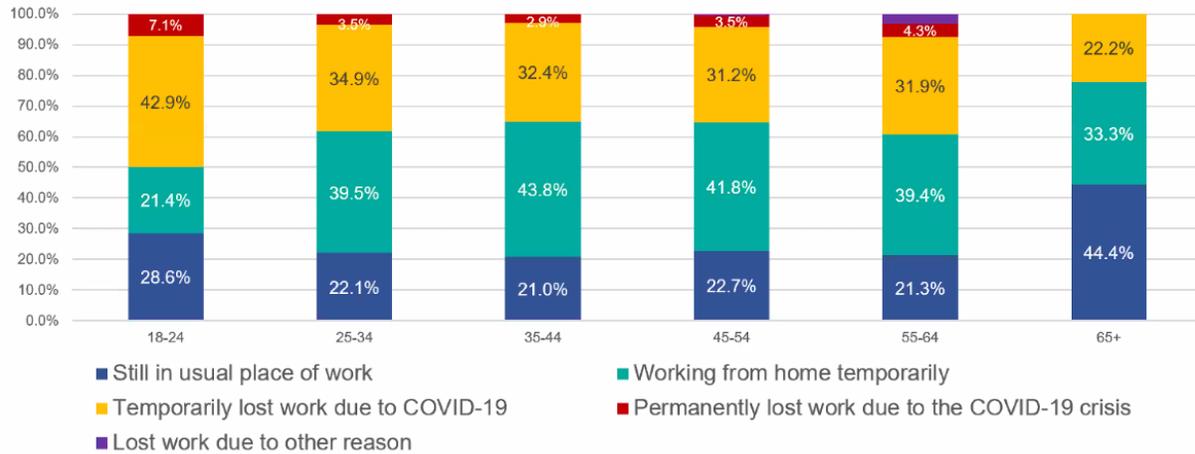
KEY FINDINGS

- **34%** are temporarily not working as a result of COVID-19. Only **4%** have faced a permanent lay-off as a result of COVID-19.
- **32%** are working about the same amount now, **14%** are working more, **19%** are working less, and **35%** are no longer working.
- **CERB** is highly valued by community. **70%** of respondents deemed it very or extremely important.
- As a result of the COVID-19 crisis, the majority of residents in Windsor-Essex are **more worried** about all three of the following:
 - being able to pay their rent or mortgage (**52%**)
 - being able to pay monthly bills (**57%**)
 - having enough food for themselves and/or their families (**54%**)
- **52%** of respondents agree that our communities will be stronger after the COVID-19 crisis, while 25% disagree.



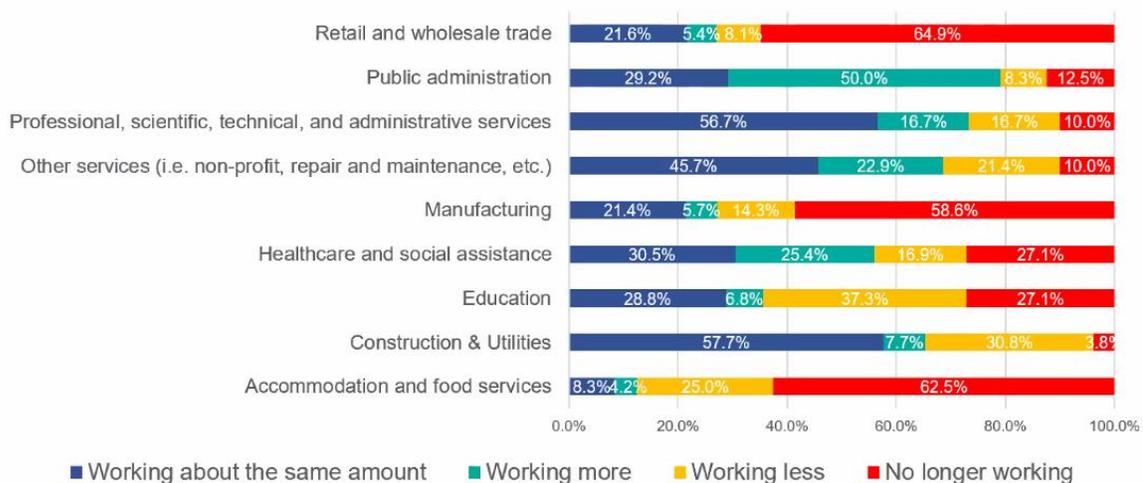
JOB IMPACT BY AGE GROUP

Job impact by age group, Windsor-Essex respondents indicating they were employed on March 2, 2020



JOB IMPACT BY SECTOR

% of workforce by change in amount of work by top sector



- Published media release
 - o Combined baselined scoring from

Questions

- L. Bain - Can we measure comfort levels in returning to work?
 - o How different factors impact the return to work
- Y.Pilon – Future of Work conversation – what does the future of work look like
 - o Does this mean that the amount of physical space may be changed in the workplace
- R. Janik – Safeguards for individuals comfort levels - proximity and ‘Conditions of Employment’ – how are those changing to the original expectation. What is the disconnect between the employee and the employer. How is that captured in the next iteration of the survey?

Agriculture & Agri-Food – Ontario Greenhouse Vegetable Growers

Justine Taylor

- TFW
 - o Continue to travel to Canada
 - o First groups are settling in
 - o Multiple levels of compliance
 - o How is that streamlined across various levels of compliance
- Slowdowns in Jamaica and Mexico to process paperwork
 - o What priority
- Domestic Travel Bans
 - o Countries of Origin is slowing the flow of workforce
- Gov’t
 - o Summer Jobs program
 - Opportunity is not being picked up
 - o Interested to see the Student Benefits
- Agri-food Job Portal (LOOK AT THIS AGAIN)
- OMAFRA & Province
 - o Labour Supply and Training Challenges
 - o CAPP – up to 90% cost share to (LOOK INTO THIS MORE)
- Gov’t
 - o Appropriate use of PPE
 - o Appropriate use of hand sanitizer on hard surface
- #'s of TFW
 - o Approximately 8K -10K workers here
 - o Approximately 60% already here
 - o Field crops are in a more difficult spot that
- Agriculture and Agrifood Canada
 - o 10,400 by end of April
 - o 13,000 last year in April
- Beginning to meet normal numbers in TFW’s
- Guatemala has travel ban – required charter flights
- Beginning to see PPE shortages

Logistics, Transportation and Cross Border Issues – Institute for Border Logistics & Security

Susan Anzolin

- Good News & Bad News
- Positive
 - o Supply chain is still very much able to transport the good to where they need to be – huge accomplishment
 - o Maintain supply chain across two countries – huge source of success
- Negative
 - o Traffic data is 40% reduction in truck traffic
 - Reason is drop in affiliation with the OEM’s and suspension of auto parts and auto’s
 - Played out in local companies

- Ontario Trucking Alliance Association
 - 79% of normal transportation of goods
 - There is a cliff → There is a tightening of the supply chain → we may no longer be able to provide services that we are typically used to having
 - Inability to bring back goods on return trips
- Big decisions
 - Canada/USA have extended ban on non-essential travel to MAY 20, 2020
- Other Positives
 - Port Continues to operate – almost at 100% → may see drop in summer
 - Airport is open, but no flights
 - Tunnel and Bridge are open → revenues are way down
- Data is a huge issue
 - Miovision has done a good job of allowing us to have this access in Windsor Essex
- NASCO
 - North American Emergency Supply Chain Strategy
 - What does that mean for Detroit and Windsor? Techtown/WETech/DEGC
-

Ginny Wilkinson

- What do they usually carry back – but have not been doing lately?
 - Retail goods and construction goods are the major source of return hauls back

-
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Hospitality & Tourism – Tourism Windsor Essex Pelee Island

Gordon Orr

- Shout out in Elgin County
- TIAO
 - More data next week
 - Tuesday is Sub-Committee Meeting – rolling out a first draft of recovery plan
 - March Numbers YOY
 - Down 26.5%
 - Down \$5
 - Down 32\$ per available room
 - ALL IN LAST TWO WEEKS

Wineries & Breweries

- Quick to pivot
- Breweries – production down significantly. March sales down 70-75% with the loss of St Patrick's Day events, and online sales had not yet picked up. April forecasting down 80-85%. Interestingly online sales/orders used to represent less than 5% of total sales. Now looking at 15-20% of historical sales. Loss of licensee sales is the biggest impact, not to mention the spoilage with kegs being returned from licensees. Breweries are for the most part participating with #FillUpFridays. About 50% uptake to the promotion, i.e. using the graphics and sharing on social media.
- Wineries – mother nature continues to move forward despite the pandemic and wineries were forced to act quick. Many were pruning without their Temporary Foreign Workers, all feet in the field! Most have arrived now and are either working or finishing their self isolation during the time when vines are being tied. Their outlook is optimistic and like the breweries, the wineries pivoted, but even quicker. About 25% of local wineries had online shops setup at the time of the shut down, and now there are at least 50% with online shops and the rest taking phone orders for delivery. 100% participation in WineOrderWednesday through EPIC members.
- Both feeling the impact of canceled events, weddings etc.
- Windsor Eats Bevy Box as well as licensees delivery of alcohol is changing the liquor game
- Wine Marketing Assoc. Ontario examining possibility of an online Ontario wine shop

- Licensee sales for wineries across the province went from \$3M to \$27k over the past 30 days
- Layoffs are abundant

Tour Operators

- Group market tour operators have the bleakest outlook. With a target market outside Southwestern Ontario and customers 65+ in age, this will be one of the last sectors to re-bound. A lot of questions surround operations post Covid for these stakeholders dealing with groups of 50+ people. There is opportunity for some shift here and that will have to be the focus. Cancellations have been sweeping, affecting booked business into the fall. The concerning part is that this is all business that was booked long ago. This is not a quick recovery model as their booking funnel is 12-18 months.
- Small tour operators will be more able to pivot their business models into smaller niche markets as they can more easily customize their product. These stakeholders have resigned to the fact that the season will not start to launch until late June/ early July and the new landscape will be entirely different. It will be key for these operators to work with attractions to cooperate on post-covid protocols.
- Both segments of this sector are desperately needing government assistance. The new CEBA qualifiers will help as many seasonal businesses did not meet the initial requirements. CERB has also been widely applied for from these stakeholders.

Attractions (including Museums/Galleries)

- 100% shut down
- Will need a lot of guidance for post-covid operating protocols
- This sector was left out of Ministry advisory recovery panels. Sector association group AO lobbying for this addition
- Online, organic marketing during this pandemic is very important to keep their customer bases engaged

Entertainment Sector (including festivals/live performances)

- The future is extremely uncertain
- The segment has had to pivot to virtual experiences, but this has been difficult to monetize
- Insurance worries add to the layers of disruption, with additional costs likely
- Summer festival season unlikely to recover
- Will need Provincial sectoral (Festivals Events Ontario) guidance to address recovery locally

Dharmesh Patel

Hotel Sector Notes:

1. Occupancy is down dramatically with most hotels being in the 10 – 20% range at most barely staying afloat province wide. On our hotel call yesterday this was the consensus from across the province and regions.
2. Cancellations for groups and events have spread as far as July
3. We don't foresee any big weddings or events happening at all this summer due to the restrictions in place
4. Premier Ford has made it clear today that he has no specific date in mind and will be monitored accordingly. If and when they would be at a very reduced capacity meaning tourism wise the industry will still not be able to salvage the summer.
5. Many hotels are having a hard time convincing cleaning staff to come back and so managers are having to clean rooms. At the same time Molly Maid has had a surge in demand for cleaners and the fear is that hotels will not

be able to find staff once this ends as the hospitality industry preCovid has already been in a dire need of employees

6. Currently to our knowledge no new hotels/motels have closed since the previous 7 we were aware of
7. The Double Tree by Hilton is currently on hold as they were scheduled to open this summer and not sure about the opening of the Holiday Inn Express in Lakeshore
8. HAC has sent out a survey to all hotels to gauge financial impact and regionally I believe once TWEPI collects April data we will have a true indication of the impact this is having
9. County wise some hotels/motels are doing okay due to housing migrant workers returning that need to self isolate and maintain distancing
10. There will definitely be a lot of changes once the pandemic ends across the board and especially with suppliers/vendors to cut costs as it will take time to get revenues back up. We predict 2022 before we are back to normal in the hotel industry
11. Insurance wise we are advocating the government to refund premiums as a minimum since they are not willing to pay out Business Interruption and also that the rates remain at 2019 rates for the next three years. As you may not be aware a lot of companies pulled out of the hotel industry this year and so this will have a huge impact on the industry.
12. The final note of concern from all was having brands mandate some type of protocol for the future to ensure that the sector is on the same page with regards to sanitizing etc. and PPE for staff

Professional Services & Retail – Windsor Essex Regional Chamber of Commerce

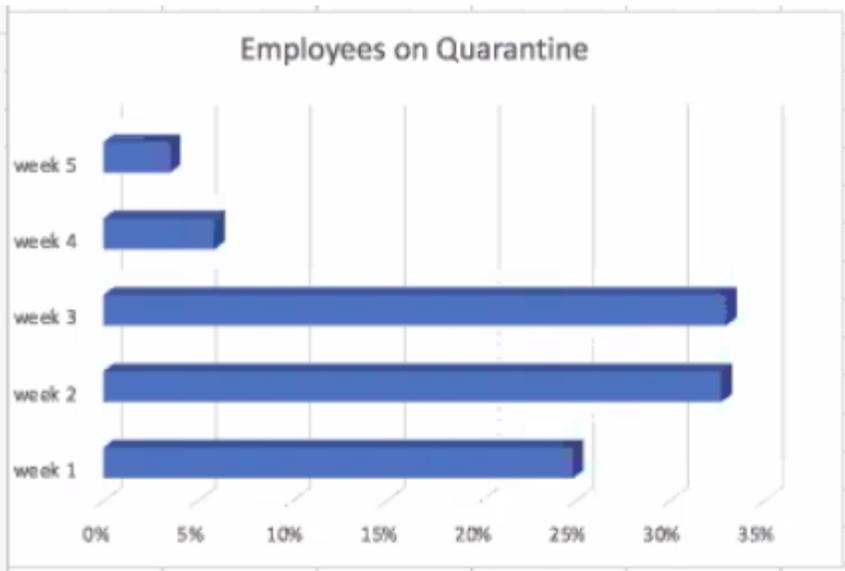
Keith Chinnery

- Feedback
 - o More eligibility and openness is better
 - o Access to websites and difficulty
 - o CIBA is now open
 - o Emergency Wage Subsidy Program is open on April 27
- Retailers
 - o Some are essential and doors remain open
 - o Others are close – waiting on the province of how they could ease back into it
- Professional
 - o Flood of appointments and
- Modified Shop local campaign
- Postmedia
 - o New e-commerce and new websites
- DISTANTLY
 - o Make donations to the favorite local business
 - o Distantly does not
- Drive through testing facility?
 - o Request to open one in Windsor

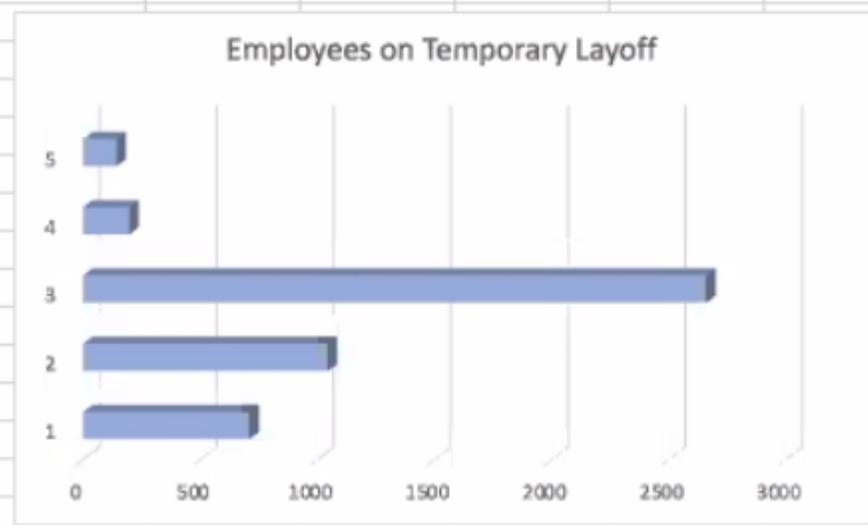
Manufacturing – Canadian Association of Mold Makers/ Automate Canada

Shelley Fellows

- Estimate of 500 Tool Die Mold and Automation in Ontario
 - o 24,000 Employees
 - o 26% of the region is here in Windsor Essex
 - o Still a good news story here

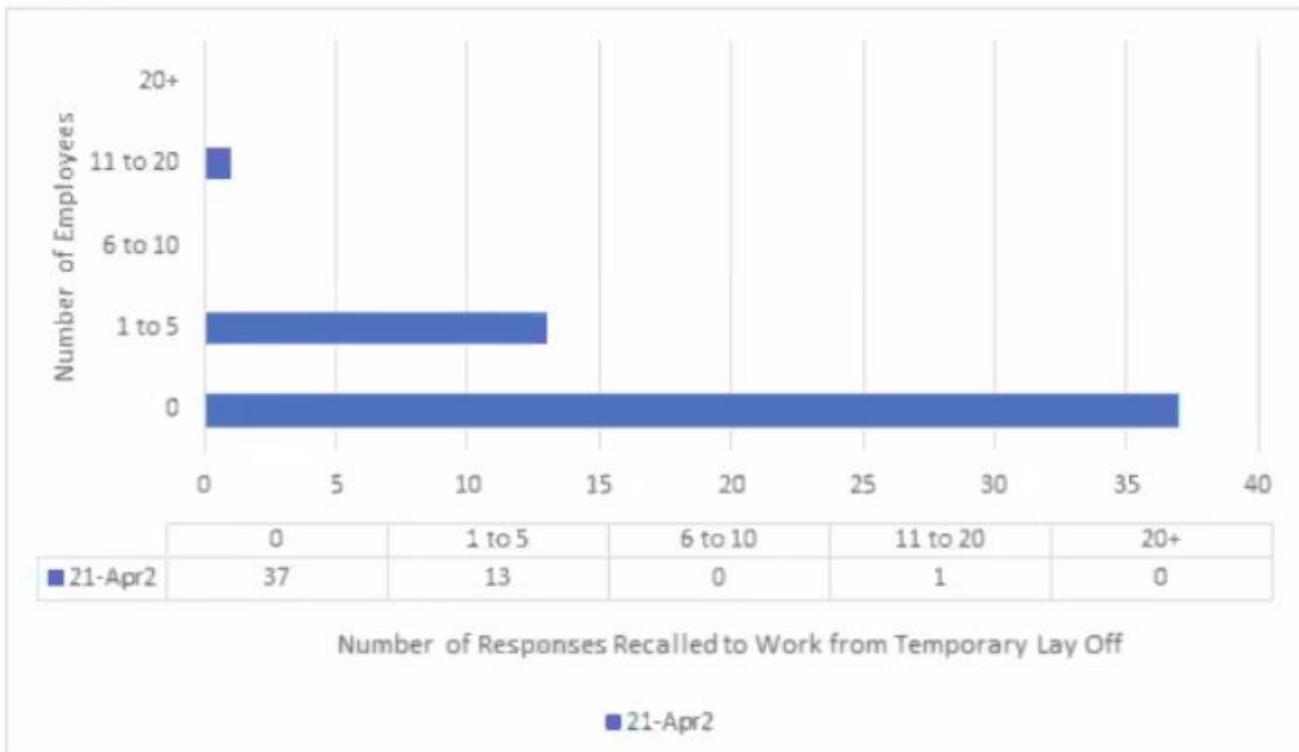


Graph shows percent of total employees on quarantine by week



Graph shows total number of employees reported as laid off in the 7 prior days

We added a question to ask how many employees have been recalled in the prior week from temporary layoff. And the good news is that they have started to recall employees - 43 to be exact. 32% of our respondents reported calling at least one employee back. We will continue to track this going forward.



- Number of layoffs is down, and more companies are hiring back employees
- Mental Health Webinar
 - o Concerns about employee morale has actually improved
 - o Layoffs slowing and also health and safety improvements may also add to this
- ASK US ANYTHING – next week
 - o Expert panel of BDC/ EDC/ KMPG/ RBC
- Levels of shutdowns is slowing
- Financials
 - o Analysis is not done yet
 - o 30% of respondents did not think they would be eligible for CEWS – most should be eligible
- Planning for Recovery
 - o Customers and Technology
 - o What about Community Supports – Public Transit

Final Thoughts

Andreas Waller

- Certified COVID-Safe sites?
 - o Intent is good and the idea is good – could this be a sanitization protocol type certification

Ginny Wilkinson

- Henry Ford Health System
 - o Drive in site
 - o After you have a certain number of employees tested – now what? What are the protocols that can be implemented by our smaller businesses? HFHS is looking to create this type of

Rob Whent & Vlad Franjo

- \$250 M – Innovation Assistance Program
 - o Portal is open today

- Open for 1 week
- For tech company
- Notified by May 11th
- Start-ups, pre-revenue,
- Wage Subsidy Program
- Tool and mold shops can also count towards this
- Quick and easy application

https://nrc.canada.ca/en/support-technology-innovation/nrc-irap-innovation-assistance-program-irap?utm_campaign=IRAP_funding_program&utm_medium=link_to_program_page_e&utm_source=home_page_e

Need to be CCPC – Canadian Controlled Private Corporation – just need to be incorporated and under 500 employees

Stephen MacKenzie

- Moving towards the what's next phase – great to hear that the committees are doing this
- WE EDC is working on a few models to assist in that
- Meeting number 6
 - Does this still provide value to the committees?
 - How can this be improved or implemented on?

Meeting Ends: 4:18 PM