



**COVID-19 Economic Task Force  
Meeting #7  
AGENDA**

**April 29, 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 – 3:20 pm**      Remarks from Chair – Stephen MacKenzie
  
2. **3:20 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**      New Business – (all)

### **3:23 Meeting Begins**

- Technical Difficulties by Ryan Donally

#### **Stephen Mackenzie**

- Collection of information regarding recovery efforts
- This information will be rolled up to create scenarios for both high—level committees and also the sectors themselves
- Welcomes James Maitland – COO of Dainty Foods

#### **Survey – Workforce Windsor Essex & SBC**

##### **Justin Falconer**

- Session at 10am with WFWE
- Ready to work on next phase on scenario planning

#### **Agriculture & Agri-Food – Ontario Greenhouse Vegetable Growers**

##### **Justine Taylor**

- Beginning to see packaging sector/ labelling that is starting to see shortage
- PPE is shortage
- Agrifood -E Fund
  - o Transition to online sales
  - o Perhaps interested to smaller farms
- Service Canada will be increasing inspections of TFW as well as workplace
  - o Virtual audits
  - o Tour of bunkhouse and workplaces
  - o Isolation or conditions
- Clarity – Public Health
  - o Technicians delivering series are given the clearing of 14 day quarantine
- Students
  - o Int'l Students can work full time –
- Migrant Worker Outbreak has happened in Chatham Ken
  - o Farm significantly impacted
  - o Call to action for short term workforce to cover those jobs
  - o Loss of the crop would be 800 tractor trailer loads - \$20 M losses

##### **James Maitland – COO Dainty Foods**

- Grain industry
  - o Extremely impactful
  - o 20% increase on commodity marketing in NA
  - o 30% increase in Global
  - o 75% increase at retail
  - o Foodservice is down 80% - essential balance between retail and foodservice
- Supplies on contract has increase lead from 4-6 weeks
  - o Opportunities to buy in line time
  - o If you are not on contract – 10% to 20% increase in rates
- Most processors - Bonduelle (etc)
  - o Minimal labour issues
- **Dainty**
  - o 75% of ee's working from home
  - o Operating costs outside of raw materials are up 8% (sanitation, PPE)
- **Maple Leaf Foods**
  - o Impact on protein is drastic
  - o Culling of piglets potential
  - o Impacts of Alberta outbreak

- Protein shortage is expected by 25% shortage

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

### ***Susan Anzolin***

- Airlines
  - Porter will be continuing to suspend service until end of June
  - WestJet is unsure if they will fly into Windsor
- Data
  - Traffic on Huron Church – TRUCK
    - Pulled Last Tuesday of each month
    - 40% reduction in North and Southbound truck traffic on Huron Church
    - Same statistics as last month
  - CBSA
    - Truck traffic down 33%
    - Travelers overall – down 90% at land crossings
    - Down 97% at air crossings
  - Locally
    - What happens with traffic data once OEMS open?
    - May 15<sup>th</sup> in USA – what happens with our traffic as a result?
  - Public travel
    - Must wear mask
  - Looking forward to strategy session
    - Next Tuesday
    - Maintain Consul General
    - Canadian Trucking alliance
      - Seeing tightening of supply chain

## **Hospitality & Tourism – Tourism Windsor Essex Pelee Island**

### ***Gordon Orr***

- Shout out to Mayor and team for Zoom call on Friday
- Great tourism meeting yesterday
  - Review of first draft of recovery plan
    - 1<sup>st</sup> set of stakeholders
    - Living document
  - Meeting next week to work on Task Force Framework
- TIAO Survey – results yet to be fully published
  - Results of Survey 4
    - 60% of businesses are temp closed
    - 50% of seasonal feel fear not open
    - 23% indicate they do not qualify for gov't funding
    - 4% have disruption on insurance
    - 16% risk permanent closure
  - Free memberships to TIAO –
    - Gov't is funding memberships
    - 200 new members

### ***Lynette Bain***

- EPIC Wineries
  - Launch digital campaign
  - Virtual tastings
  - Remote filming – 12 week campaign
  - Drive direct sales

- Tastings will air every Saturday
- Applying through OMAFRA – E Commerce Platform
- Looking to sell variety packs
- New possibilities for going forward

Dharmesh Patel

Hotel Sector Notes:

- **Quick Stats – Industry Specific**

- National Occupancy is at 12.8% for the week ending April 18<sup>th</sup> per STR. This was as expected as March was skewed with the first two weeks having been business as usual.
- In the County we are hovering around 17.8% (28 days running ending April 18<sup>th</sup> per STR)
- In the City we are hovering around 12.2% (28 days running ending April 18<sup>th</sup> per STR)
- 32% YOY Decline in ADR Nationally for the week ending April 18<sup>th</sup> per STR.
- 14% YOY Decline in ADR in the County (28 days running ending April 18<sup>th</sup> per STR)
- 23.7% YOY Decline in ADR in the City (28 days running ending April 18<sup>th</sup> per STR)
- 85% YOY Decline in REVPAR Nationally for the week ending April 18<sup>th</sup> per STR.
- 67% YOY Decline in REVPAR in the County (28 days running ending April 18<sup>th</sup> per STR)
- 85.1% YOY Decline in REVPAR in the City (28 days running ending April 18<sup>th</sup> per STR)

- **Quick Stats – Overall**

- 87% of Canadian Hotels fit the Government definition of Small to Medium Sized Businesses for Relief Efforts
- 60% of Canadian Hotels are independently owned
- Roughly 80% of the Hospitality Industry staff or approximately 250,000 people have been laid off

- **Cancellations for groups and events have now spread as far as October**

- We still don't foresee any big weddings or events happening at all this summer due to the restrictions in place until the road to recovery becomes clear.
- If all goes well, we are looking at a minimum of 6 weeks before outdoor events would even occur.
- We don't see corporate business travel happening for quite some time as people will still be afraid to fly and the hotel industry will most likely be the last to recover.

- **Three Scenarios we foresee:**

- **COVID-19 WILL BE UNDER CONTROL BEFORE JULY** The hotel industry is used to seasonal variations. The option of reducing corporate and variable costs is an effective short-term strategy. Recurring costs can be reduced by at least 30% through measures including lower variable costs during lower occupancy. Hotels have also been very profitable in recent years, which has allowed them to accrue buffers. In this scenario, they can expect a strong revival in the second part of the year.
- **COVID-19 WILL BE UNDER CONTROL AFTER THE SUMMER** If tourism does not make a comeback during the peak season, then this will have a significant impact on most economies in Canada – particularly those local economies that rely heavily on tourism. The losses for the hospitality sector will quickly run up in this scenario, and at that time hotels may not be able to meet their payment obligations. No income in the summer months will prove extremely difficult for hotels/resorts across the country.
- **COVID-19 WILL NOT BE UNDER CONTROL UNTIL 2021** The worst-case scenario is one where the virus continues to spread all year and won't be under control until a vaccine becomes available in 2021. In this grave scenario, cost savings may not be able to rescue hotels and some will have significant cash flow difficulty. The hospitality sector will be hit hard, not to mention all economic sectors due to societal disruption. Continued bailouts and mass unemployment will ensue.

- **GOOD NEWS.**

- Announced yesterday the Canadian Hospitality Workers Relief Fund is being launched on an application basis giving \$500 grants to aid these employees. The link is <https://chwrf.ca/> and the applications open May 6<sup>th</sup> on a first come first serve basis for those that meet the criteria.
  - Over the age of 18

- Have worked in the hospitality industry, including food delivery workers, for at least 90 days in the past year
- Have their primary source of income in the restaurant or lodging industry
- Have experienced a decrease in wages or loss of job on or after March 10, 2020
- Have the ability to accept E-Transfer payments

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## Professional Services & Retail – Windsor Essex Regional Chamber of Commerce

### Keith Chinnery

- Committee minutes will be shared by Ryan
- **Highlights**
  - **SHOPYQG.ca**
    - Chamber of Commerce and Tourism Windsor partnership
    - Support of retail and professional services
    - In development stage at the current time
    - Stickers/ branding/ etc.
    - Encouraging to shop local
    - Location is 'validated' – collateral will be given based on an approval basis
    - Advertising support
    - Launched shortly
  - Canadian Chamber of Commerce Survey - <https://www150.statcan.gc.ca/n1/daily-quotidien/200429/dq200429a-eng.htm>
    - 13,000 Businesses April 3 -April 24
      - 42% could not operate without another source of revenue
      - 81% medium to high drop in demand
      - 38% reduced staff
      - 40% laid off staff
  - Splice Digital
    - SHOP MY CITY - <http://splicedigital-6734765.hs-sites.com/shopmytown-contact-us>
      - Conducting survey
      - Looking for
  - Peak Processing
    - Approval for hand sanitizer
    - Chamber has a webinar with **Melanie Joly – Friday at 9:45** – office is asking for issues or input or questions

### Chris Savard

- What will Devonshire look like on Friday?
  - Proactive position by the Mayor
  - Slightly different than peers
  - Most malls are only operating for essential services
  - March 21 been closed
  - Extremely clean and upon return
  - FRIDAY
    - Look more like the rest of the malls
    - Working with tenant list
    - 59 eligible to meet the criteria
    - Many or most will not take advantage of this
    - Devonshire website will show open stores
    - When we do re-open – WILL BE MODIFIED NORMAL
      - 20,000 will NOT be what we open back up to

### **Rakesh Naidu**

- Document shared from Cushman Wakefield – RYAN WILL SHARE
- Conversations looking at companies that are under \$20,000 – small businesses who are exposed
- Melanie Joly – Friday Meeting – questions need to be delivered EOD on April 29
  - o What is happening regionally
  - o Supporting the Auto Industry
  - o Need a package developed

### **Yvonne Pilon**

- On April 17, Prime Minister Trudeau announced \$675 million for Canada's Regional Development Agencies to support SMEs unable to access the government's existing COVID-19 support measures.
  - o We understand that the federal government will be making important decisions this week on how and where these funds will flow.
  - o Many sectors have been hit hard by COVID-19. The tech sector is no exception.
  - o With the onset of the virus, many promising start-ups and scaling firms have seen their growth plans evaporate, with sales and private funding drying up.
  - o While we acknowledge and appreciate the federal government's significant and quick actions to support the economy, tech companies remain disproportionately shut out from the suite of measures announced to date.
  - o Canada's startups and scaling firms have thrived over the past decade, which has contributed to making the tech sector the fastest growing part of the Canadian economy.
  - o These companies drive innovation in the economy and support many well-paying jobs in our community and across the country.
  - o They will play a critical role in the economic recovery.
- **Request to Rakesh through conference with Minister Joly**
  - o I ask you to work with Minister Joly and your colleagues in Ottawa to ensure that startups and scale-ups are adequately covered by the RDAs as they administer the nearly \$700 million allocated to them to support companies largely overlooked by the existing COVID-19 measures.

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### **Manufacturing** – Canadian Association of Mold Makers

#### **Shelley Fellows**

- Comments regarding Report- ( Report is attached to email to Members and linked on the website )
  - o Temp Layoffs are down again in week 6
  - o Furlough – not actively working but being paid full or portion of pay
    - 515 ee's
  - o 8 New employees hired (not a lot, but at least there is some)
  - o Recalls of EE's
    - 1/3 of respondents had a recal of staff
  - o 15% of Er's are paying a premium to maintain staff
  - o CEWS is as high as EI payments
  - o Financial Depth ( will be publishing results soon on finance survey)
    - 1/3 of respondents didn't think they would be eligible for CEWS
    - 84 people registered for webinar regarding finances
  - o New RFQ's
    - Scales are balancing – new projects are almost tied to cut projects
  - o New Questions
    - Readiness to Ramp up
      - Just under half are "Ready"
      - ¼ are not planned at all
  - o PPE

- Lack of PPE is in 42% of workplaces
- Specifically, masks, gloves, hand sanitizer, surface cleansing

**Question- Steve Mackenzie**

- Do we know the cost of what the PPE and other COVID requirements are costing? It is 8% for
  - o Companies are asking 'What is the additional cost' of what COVID measures will cost?

**Vlad Franjo NRC**

- IRAP is pushing to get R&D Going
- Rob and Vlad have \$2M of R&D in the region
- IRAP Program – deadline is tonight
  - o Over 300 companies applied → expecting 5000
  - o 1500 companies will be funded
  - o \$11,000 of funding per employee

**Justine Taylor**

- Public Safety Canada Survey - <https://report-rapport.ps-sp.gc.ca/s.asp?k=158707351006>

**Daniel Biafore**

- Ryan will attach to the minutes of the meeting
- CentreLine
  - o 'ambubag' waiting on Health Canada
- Valiant is doing an ambubag also- tied to St. Clair
- Everyone is suffering from lack of materials
- LAVAL – working on N95 masks
- Face shield and Mask may be mandatory for employees on floor + spacing issues
- Lack of Ethanol –
- Gowns – Brian's Finishing order of 27,000 gowns for Windsor Essex EMA

**Wendy Stark**

- 11 offers to help to cut down facemask for 20,000 masks - FOR FREE (9 in Windsor Essex)
- Immediate help and how prepared the companies

**Rakesh Naidu**

- When we need volunteers – lots of students who are willing to volunteer
- Students can get some money
- AyeWork - <https://ayework.ca/>

**Tal Czudner**

- Great job by all involved!
- Mental Health is extremely important → get some exercise if possible!