Economic Development and Planning Committee Minutes
Thursday, February 13, 2020
3:00 p.m.
Council Chambers

Attendance: Chair Glen Hall, Mayor George Bridge, Councillor Judy Dirksen, Councillor Ron Elliott, Councillor Jean Anderson, Kurt Brownell, Hope Robertson and Shirley Borges
Staff: CAO Derrick Thomson, Economic Development Manager Belinda Wick-Graham, Marketing & Community Development Coordinator Taylor Keunen, Business Coordinator Somer Antonopoulos and Treasurer Gordon Duff
Regrets: Rob McLaughlin and Jamie Doherty

1. Call to Order at 3:05 pm

Chair Glen Hall welcomed new Minto CAO Derrick Thomson to the Committee.

2. Minutes of Previous Meeting
   a. Minutes of November 21, 2019 Economic Development & Planning Committee

MOTION:
Moved By: Hope Robertson  Seconded By: Mayor George Bridge
THAT the Economic Development Planning Committee Minutes of the November 21, 2019 meeting be approved.  
Carried

3. Committee Minutes for Approval
   a. Minutes of Harriston Rising November 25, 2019 Steering Committee Meeting
   b. Minutes of Clifford Connects November 26, 2019 Steering Committee Meeting
   c. Minutes of All Aboard Palmerston December 4, 2019 Steering Committee Meeting
   d. Minutes of Harriston Rising January 6, 2020 Steering Committee Meeting
   e. Minutes of All Aboard Palmerston January 8, 2020 Steering Committee Meeting
   f. Minutes of Clifford Connects January 28, 2020 Steering Committee Meeting
MOTION:
Moved By: Councillor Jean Anderson; Seconded By: Councillor Ron Elliott
THAT the Minutes of the Clifford Connects November 26, 2019 and January 28, 2020 meetings; the Minutes of the All Aboard Palmerston December 4, 2019 and January 8, 2020 meetings; and the Minutes of the Harriston Rising November 25, 2020 and January 6, 2020 meetings be approved.

Carried

4. Roundtable Discussion
   a. Economic Development 2019 Year in Review Presentation

Wick-Graham shared that presentations at Council and the Chamber AGM were made and she distributed the Year in Review booklet to Committee members who had not yet received one.

   b. Learnings from EDCO

Chair Glen Hall announced that Wick-Graham is now an EDCO Board Member and Co-Chair of the Conference Planning Committee. He also shared that he attended a session about transportation a 5G network, and that more communities are using transportation methods like Ridewell but with apps that adjust routes on the fly to accommodate users and makes for more efficiency.

Wick-Graham highlighted an increase in the manufacturing sector, consumer spending driving growth, business investment has been declining in Canada, historically low unemployment, housing market will grow again and immigration helping to lower average workers age in Canada. She also highlighted that certified sites were discussed, and that there are 34 sites including Minto, and site selector marketing by Minto would be good to focus on.

Keunen shared that she found the Coworking presentation the most insightful, noting that 77% of new workforce will be freelance in the next few years, 70% of the workforce will be millennials and 7/10 freelancers would consider moving out of the city. She shared that LaunchIt is ahead of the game and the information was both reaffirming and helpful in moving forward with LaunchIt and the Homepreneur stream.

   c. Minto Chamber of Commerce Update

On Monday February 10th the Minto Chamber of Commerce celebrated their 21st Annual General Meeting, 55 people joined the Chamber at Harry Stone's and heard updates from Ethan Schwandt, Digital Service Squad, the Economic Development Department's 2019 Year in Review, as well from John Burgess, the Chamber Membership Coordinator. The Minto Chambers outreach efforts have been very successful over the past year; membership is at 55% and the Think Minto First Program was utilized 5 times in 2019 with sales exceeding $40,000. She shared that the 2020 Board was also elected and the feedback from the event was outstanding.
Antonopoulos also told the group about the many successful outcomes from the Digital Main Street Grant siting that 12 businesses applied for the $2500 representing $30,000 coming to Minto businesses. Schwandt has also met 1:1 with over 20 Minto businesses to assist with their digital needs. The Chamber was able to extend Schwandt’s contract by 80 hours so he will be with Minto for several more weeks.

Antonopoulos was successful in obtaining the Chamber Executives of Ontario Bursary to attend their Conference in Toronto March 9-11, 2020. These conferences are a great opportunity to connect, share ideas and get inspired.

Upcoming Event Dates:

- Minto Chamber Community Achievement Awards Dinner
  - Thursday April 30th at the Harriston Legion
  - Business Nominations will open on Friday February 14, 2020 on engageminto.ca
- Mayor’s Breakfast Series 7:30 am - 9:00 am
  - Friday April 3rd – Palmerston Anglican Church
  - Friday April 17th – Gramma Jo’s
  - Friday April 24th – Harry Stone’s
- LaunchIt Minto Update

LaunchIt has undergone an extensive rebranding process facilitated by Heather Watterworth, Creative Worth. The new brand will reflect the evolution of this centre. LaunchIt will now be known as the “Business Exploration Centre”. The new website and membership offerings launched today.

Upcoming events scheduled at LaunchIt include:

- 7 Ways to Optimize Word of Mouth Advertising on February 26th at 8:00am in Hanover (10 registered) and 6:00pm in Harriston (12 registered)
- 3 Ways to Grow Your Business with No Money on February 26th at 8:00am in Harriston (4 registered) and 6:00pm in Hanover (2 registered)
- 15 Invaluable Laws of Growth – Certified John Maxwell Instructor (Belinda Weill-Graham) on April 8th, 22nd, May 6th & 20th from 12:00 pm - 1:30 pm, with both lunch and a book included (8 Registered – 9 Spaces are available)

The Committee approved the following meeting dates for 2020:

- February 13
- March 12
- April 9
- May 14
- June 11
- September 10 (Tentative) due to the Joint Meeting on the September 16
- October 8
November 12

f. Northern Wellington Enhanced Partnerships Update

Wick-Graham shared that Council delegations were presented to Minto, Wellington North and Mapleton Councils and all Councils approved. She shared that Thomson has drafted an Memorandum Of Understanding (MOU) that will be presented to the municipalities. Wick-Graham highlighted the main projects in the joint partnerships:

- Cross Sector Business Retention & Expansion (BR&E)
  - Health Care, Construction, Manufacturing and Agriculture
- Hiring a Youth Coordinator
- Northern Wellington Jobs & Housing Portal
- Expansion of LaunchIt services in Wellington North and Mapleton
- Northern Wellington Branding
- Keunen to create Social Media Strategies for Wellington North and Mapleton

Wick-Graham also noted that the Minto department will be hiring a summer student to assist with the Minto Farmers’ Market, the Cultural Roundtable and various events this summer.

g. Industrial Park Update

Wick-Graham provided an update on the Palmerston and Harriston Industrial Parks.

h. County of Wellington Attainable Housing Update

Mayor Bridge shared that Weston did a strategy and since then a Steering Committee has been formed and they are in the early stages. He shared that their goal is to do a pilot private-public partnership with a land trust in the next few months.

Wick-Graham noted that progress is being made and more developers are looking into new options, but it takes time to see the results.

Thomson shared that there needs to be a change in culture because residents say they want attainable housing, but when developers approach with these options, the community does not want that type of housing in the community. He shared that this is becoming a problem because it is a roadblock to progress.

5. Reports

Borges shared that the physicians in Minto have full rosters and are not accepting more patients, and because of this, she is nervous about the all the development in the near future for Minto in terms of a health sector perspective in order to accommodate the growth. She shared that they are still working with the LHIN and working on social media and marketing to raise awareness. Borges also shared that although there are new graduates, they are not coming to rural areas.
Councillor Dirksen shared that Minister Ernie Hartman shared Food Security and Trespassing Act details and that there are concerns around biosecurity. She also shared that further discussions will be coming into play shortly.

Duff shared that MPAC will be sending out assessment notices in the near future and that it will be interesting to see if the assembly trends are following the market.

Robertson shared that Wightman launched their realtors and developers plan in the fall to promote Fibre in the Home for new residents. She shared that the biggest challenge is that with new residents coming into the area from the cities, they don’t even have a chance to get a quote in because of bigger completion. Robertson shared that the Stratford-Perth Museum launched a Wightman Exhibit and are launching a community fund through the community foundation.

Brownell announced that he has had a shift in roles but will still be representing TG Minto on this Committee.

Councillor Anderson shared that the Community Christmas Dinner was another huge success. She shared that the Horticultural societies are looking at partnering more and discussions are taking place.

Thomson thanked the Committee for welcoming him to the Committee and is looking forward to working with everyone.

Chair Hall shared that OSIM is growing and will be hiring another website developer in the near future. He also shared that the upstairs apartment will now become more office space as they are growing, and he is working with an architect.

Councillor Elliott shared that the Palmerston Lions Club is working on replacing the current decking with brick at the museum and they are partnering with the

Keunen shared that the 2020 Community Guide will be distributed at the beginning of May and that the Minto Farmers’ Market is looking for vendors and the season is being extended by a month (June 6 - September 26). She also noted that the downtown committees are off to a great start for the year and that there are several surveys coming up on Engage Minto within the next few months.

Mayor Bridge shared that an Early On centre will be coming to Palmerston in June on William Street and that the Integrated Youth Services Network is moving forward and looking at finding a space for a hub in Palmerston.

Wick-Graham announced that Pitch It is launching on March 2, 2020 and this year is looking at adding building space for winners. She also shared that the Saugeen Connects Student Start Up Program (SSUP) will also be launching on March 2, 2020. Wick-Graham also informed the Committee that with the BR&E coming up, she would like to utilize the Committee to provide input and support during the process.

6. Adjournment at 4:37 pm