

Minutes of March 10, 2016
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
Town of Minto Administration Office 3:00 p.m.

Present: Mayor George Bridge, Councillor Ron Elliott, Councillor Jean Anderson, Councillor Mary Lou Colwell, Economic Development Manager Belinda Wick-Graham, Treasurer Gordon Duff, John Mock, Jonathan Zettler, Kirk Brownell, Ryan Lipcsei and Hope Reidt.

Regrets were received from CAO/Clerk Bill White, Harold DeVries, Alison Armstrong, Kelly Schafer and Gerry Horst.

Guest in attendance was Chief Building Official Terry Kuipers.

Wick-Graham opened the meeting at 3:05 p.m.

The Committee reviewed the previous meeting minutes.

MOTION:

Moved by: Councillor Ron Elliott and Seconded by: Kirk Brownell.

That the Economic Development and Planning Committee approve the minutes of the January 14, 2016 meeting.

CARRIED

Additions to the Agenda- Parking in Downtown Palmerston

CBO Kuipers reported that due to the fact that many properties in the downtown core are being revitalized there is now more demand for parking spaces/permits than there is supply. The lots available are full and more are needed. Kuipers presented the options of creating permit parking in the lot between Jay's Variety and Rock's Antiques as well as the lot beside Foodland and the Lion's Park. If the north-westerly side of the lot between Jay's Variety and Rock's Antiques were used this would open up 14 permitted spaces. It was recommended that after this issue is discussed at Council that CBO Kuipers notifies downtown property owners.

RECOMMENDATION:

Moved by: Councillor Mary-Lou Colwell and Seconded by: Councillor Jean Anderson

THAT the north-westerly side of the parking lot between Jay's Variety and Rock's Antiques is used as permitted parking.

CARRIED

Downtown Revitalization Update

The Committee reviewed the downtown revitalization minutes from Clifford, Harriston and Palmerston. Safety concerns were brought forward from the Palmerston Downtown Revitalization Committee regarding crossing at the corner of William and Main. Mayor George Bridge will follow up with the Palmerston DRC after discussing the issues with the County. Suggestions included a speed cam and a focused patrol in the area of concern. The County of Wellington will be doing traffic counts in the spring.

Minutes of March 10, 2016
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
Town of Minto Administration Office 3:00 p.m.

Wick-Graham reported that data collection was nearing completion in regards to updated downtown statistics. Over 200 resident surveys have been completed with the goal being 310.

TG Minto Employee Survey

Brownell reported that the survey with TG employees is going well. Approximately 80 surveys have been completed. They will continue to collect surveys.

Jobs & Housing Portal

Wick-Graham highlighted that the Jobs and Housing Portal has been very busy. An advertising campaign on Blackburn Radio resulted in coverage on CTV News London and Kitchener as well as on CBC Ontario Morning. Website stats from February 1 – 22 (prior to media) showed 721 sessions and 4,035 page views. From February 22 – March 9 there were 2,685 sessions and 17,643 views. More of our employers are posting positions and we are fielding calls from people outside the region looking for opportunities here.

Job Fair

Wick-Graham reported that Minto has partnered with Agilec and Wellington North to host a Job Fair in Arthur as part of Showcase Wellington North on March 22nd from 2:00 pm – 5:00 pm.

Career & Volunteer Fair

Wick-Graham reported that Minto has partnered with Norwell and Wellington North to once again offer the Career & Volunteer Fair at the Palmerston Community Centre on April 21st from 12:45 pm – 3:00 pm.

Butter Tarts & Buggies

Wick-Graham reported that staff is in the process of collecting applications for the Butter Tart & Buggies Trail.

Hawk's Nest

Wick-Graham reported that the deadline for applications for Hawk's Nest is March 11th. Over 55 businesses took part in the training sessions. The Committee discussed sponsoring the Hawk's Nest. It was suggested that we become a Gold Sponsor of the event. In return we would receive 2 complimentary tickets to the event, reserved seating, company logo prominently displayed at the event, acknowledgement through placement of logo in event program and welcome sign, ½ page print advertisement in the program, company logo featured in rotation at breaks during the event, and logo featured on the event TV broadcast and event DVD.

RECOMMENDATION:

Moved by: Councillor Ron Elliott and Seconded by: Councillor Jean Anderson

THAT the Town of Minto becomes a Gold Sponsor for the Hawk's Nest at the cost of \$1,000.

CARRIED

Minutes of March 10, 2016
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
Town of Minto Administration Office 3:00 p.m.

Spring Rural Romp

Wick-Graham highlighted that the Spring Rural Romp would once again be taking place throughout the northern portion of Wellington County on May 28th. Staff is currently working on signing up partners.

PitchIt

The 5th Annual PitchIt Minto Business Plan Competition was launched on March 1st. Deadline for application forms is April 4th. Over \$20,000 in cash and prizes is up for grabs.

Community Profile & Alumni Attraction Program

Wick-Graham reported that the Community Profile is in the process of being overhauled with a new look and new statistics. The Alumni Attraction Program will continue to have elements added to it in 2016 including more videos and the resident prospectus.

Chamber of Commerce Update

Councillor Colwell reported that the Chamber of Commerce has completed their Strategic Planning process and are now moving into sub-committees to begin implementation. John Burgess is the new President of the Minto Chamber. The Community Achievement Awards are taking place on April 29, 2016 at the Harriston Legion. Tickets will be on sale shortly. The Chamber is working on putting together a coupon booklet and a tent for Chamber members at the IPM.

LaunchIt Update

LaunchIt Minto continues to deliver great training programs and recently received a grant to host Neil Dunsmore on March 23rd to speak about "Sell Like You Mean It!". Lunch with MP John Nater will be held March 30th. Staff continues to speak to potential tenants.

IPM Update

Gordon Duff reported that the kick-off event is April 30th at the Drayton Festival Theatre.

Other Business

Wick-Graham reported that the property owner across from the Industrial Park was not interested in having the sign on his property and that we are still working through the Certified Sites Program. Ag. Business & Crop Inc. will be hosting their grand opening on Thursday April 14th at 11:00 am at 131 Frank Lambier Court for anyone able to attend.

Mayor Bridge reported that the County of Wellington Gateway & Wayfinding Signage Strategy was recently approved at County Council.

Minutes of March 10, 2016
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
Town of Minto Administration Office 3:00 p.m.

Councillor Elliott reported that the Splash Bash will be held June 11, 2016 and Party in the Park will take place June 25, 2016.

Treasurer Duff reported that on March 17th The Old Post will be hosting an information night about the formation of a Minto Artists' Co-operative Gallery. The Arts Council AGM will be held March 24th at 7:00 pm at the Minto Arts Gallery and the Cultural Roundtable will be hosting a Volunteer Information Event on March 31, 2016.

Ryan Lipcsei highlighted that the Town of Hanover will be hosting an Impact Youth Summit May 27 – 29 looking at leadership and Mental Health.

MOTION:

Moved by: Jonathan Zettler and Seconded by: Ryan Lipcsei

That the meeting be adjourned.

CARRIED

Adjournment at 5:00 pm

Next Meeting: April 14, 2016 at 3:00 pm at Town of Minto Council Chambers

Belinda Wick-Graham
Manager of Economic Development