

Minutes of June 9, 2016  
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE  
Town of Minto Administration Office 3:00 p.m.

Present: Mayor George Bridge, CAO/Clerk Bill White, Councillor Jean Anderson, Councillor Mary Lou Colwell, Councillor Ron Elliott, Chair John Mock, Alison Armstrong, Economic Development Manager Belinda Wick-Graham, Treasurer Gordon Duff, Harold DeVries, Gerry Horst, and Hope Reidt.

Regrets were received from Kirk Brownell, Jonathan Zettler and Kelly Schafer.

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

The Committee reviewed the previous meeting minutes.

**MOTION:**

**Moved by: Harold DeVries and Seconded by: Ron Elliott**

**That the Economic Development and Planning Committee approve the minutes of the May 12, 2016 meeting.**

**CARRIED**

Hawks Nest

Wick-Graham informed the Committee that she had tickets for the Hawks Nest event that would be taking place on Tuesday June 21, 2016 in Kincardine at 7:00 p.m.

Downtown Revitalization Update

Wick-Graham reviewed the Harriston Downtown Revitalization Committee minutes from June 6, 2016 which are attached as Schedule "A".

Bill White updated the Committee on the construction taking place on Elora Street in Harriston.

Wick-Graham shared that the Harriston Legion had purchased new awnings and signage which the Harriston Downtown Revitalization Committee had reviewed and were in full support of. The Committee decided to match 50% of the funds, being \$2,492.50.

**RECOMMENDATION:**

**Moved by: Harold DeVries and Seconded by: Ron Elliott**

**THAT:**

**The Town of Minto approves Façade Application H14 for \$2,492.50 and Signage Application H12 for \$190 for the Harriston Legion Branch 296 .**

**CARRIED**

Business Retention & Expansion 2016

The Committee reviewed the 2015 Town of Minto Business Retention & Expansion results and began the development of Action Plans for 2016-2018. The discussion results are attached as Schedule "B". It was very apparent when reviewing the data that many of the strengths, weaknesses and opportunities align well with the 2014-2016 Action Plan.

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Adjournment at 4:50 pm

Next Meeting: October 13, 2016 at 3:00 pm at Town of Minto Council Chambers  
(unless necessary)

Taylor Pridham  
Economic Development Assistant

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**Schedule "A"**  
**Harriston Downtown Revitalization Minutes**

The Harriston Downtown Revitalization Committee held its regular meeting on Tuesday June 6th, 2016 at LaunchIt Minto. Committee members present for the meeting were, Cheryl Bell, Lisa Leslie, Ken Rogers, Tony Tsotros, John Mock, Geoff Gunson, Lisa Leslie, and Randy Martin. Members of staff present were Business and Economic Development Manager Belinda Wick-Graham and Economic Development Assistant Taylor Pridham. Regrets were received from Krista Fisk.

The Committee reviewed the previous meeting minutes. Belinda Wick-Graham noted that summer student Nicole Haveman would be selling IPM bows the following day, Wednesday June 7<sup>th</sup>, 2016/ Small bows would be sold for \$12.00 and large bows would be sold for \$22.00. Wick-Graham notified the Committee that the bows would be delivered to businesses in time for the July long weekend. Wick-Graham also updated the Committee on Pitch It!, noting that 4 people submitted their final business plans. There were 3 presentations and the winner will be announced at the first Council meeting in July.

Wick-Graham notified the Committee that she would be talking to Michael Hendricks about placing interlocking brick in the proposed new Public Space at the Old Post, as well as pricing to do so.

Wick-Graham updated the Committee on the Street Party to take place on Saturday August 13th, 2016. Taylor Pridham reviewed details regarding events and activities during the day for the party. Wick-Graham reviewed details for the street dance at night and noted that there was a \$3,500.00 budget for the event. Lisa Leslie mentioned that she would discuss donations and fencing with the Harriston Kinsmen at the next meeting. Ken Rogers mentioned that he would like to have an open house for his theatre the day of the Street Party with a 1:00 PM showing of Roger Rabbit. Rogers also informed the Committee that he has been doing many renovations to his building, along with a new ceiling and projector for his proposed 'Harriston Film Society'. Rogers mentioned that he would like to play historical/old film but not compete with the Norgan, as well as start a movie club and rent the theatre out to the public. Rogers also mentioned that he had been in touch with Steve Godfrey about booking the theatre for concerts or rehearsal space.

Wick-Graham notified the Committee that the downtown construction has been steadily progressing. She asked the Committee if there were any suggestions for construction promotions or events for the summer. Geoff Gunson noted that a large sign notifying traffic that the downtown is still open would be beneficial. Wick-Graham suggested that radio advertisements targeting the downtown could be beneficial on Thursday or Friday afternoons when people are driving through town. The Committee agreed that affordable marketing through websites, social media and newspapers would be beneficial options. The Committee decided against having another summer Ladies' Night.

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Wick-Graham informed the Committee that there were no further updates on the construction of the roundabout taking place on the south end of Harriston.

Lisa Leslie mentioned that she would ask Dave Anderson about a new mural on the side of his building.

Wick-Graham updated the Committee that there would be no shuttle buses transporting individuals from the IPM to the downtown. Randy Martin asked about Steve Wylie's building and whether or not there was a new tenant. Wick-Graham informed the Committee that there would be a country store opening with clothes, footwear, home décor and pet products. She noted that the store owner was planning on opening by the end of June. Wick-Graham also notified the Committee that Lakeridge Heating and Cooling's building is now a Renew property.

Wick-Graham noted that Foodland would be taking over the Harriston L&M and doing major renovations. She also noted that the majority of staff would be staying and that the renovations would be starting on June 18th, 2016.

Wick-Graham mentioned that she would send the Resident Survey results to the Committee by the next meeting. She also mentioned that Hair Therapy and Pink Me Up would be having their official Grand Opening on Friday June 10th, 2016 at 10:00am. Wick-Graham closed the meeting stating that the Committee would discuss construction, the Old Post and the Street Party at the next meeting.

Next Meeting will be:  
Monday, July 11<sup>th</sup>, 2016  
6:00 pm  
LaunchIt Minto

Taylor Pridham  
Economic Development Assistant

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**Schedule “B”**

**Town of Minto  
2016 Business Retention & Expansion  
Data Review**

**Strengths**

Quality of Life	Good place to do business	Small Town Pride
Active Mayor and leadership of Council/Staff	Infrastructure	Programs
Medical Services	Support from municipality (open for business)	Access
Partnerships	Growing Population	Launch It programs
Culture/Recreation	Affordability (commercial and residential)	Economic Development
Location	Support from locals	Support from other businesses

**Issues/Challenges**

Public Transit	Workforce	Public Parking
Selection of Residential lands	Hours of Business Operations	Rentable Space/Vacant
Accessibility	Location to larger centres	Size of Population
Rural Internet	Low Income	Hydro Stability
People shopping outside of town	Mismatch of target market or not target market 25-44 vs. 55+ population	Used/Old vs. New Businesses (Investments)
Youth Out-Migration		

**Opportunities**

Workforce
Marketing/Promotion
Downtown Revitalization
LaunchIt Minto

Residential Developer Partnership/Promotions	Relationships/partnerships with Agencies (subsidized housing)	Continued support for quality of life/place initiatives to attract “creative class” - Volunteers - Welcome Newcomers
Continued support of LaunchIt	Public Transit (Uber)	Assisting Businesses/builders to

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		access funding (Angels, bonds, etc.) Match.com Investors Information night Investor fair
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**Interesting Comparisons to Previous Survey Results**

<b>What is your general impression of this community as a place to do business?</b>		
<b>2008</b> 73% Good/Excellent	<b>2013</b> 87% Good/Excellent	<b>2015</b> 85.1% Good/Excellent
<b>In the past 3 years has your attitude about doing business in this community changed?</b> 36% Yes, more positive 9% Yes, more negative 56% No Change		35.6% Yes, more positive 6.7% Yes, more negative 57.8% No change
<b>How would you rate the following factors of doing business in this community?</b> <b>Support from municipality:</b>		
<b>2008</b> 64% Good/Excellent	<b>2013</b> 77% Good/Excellent	<b>2015</b> 80.9% Good/Excellent
<b>How would you rate the following factors of doing business in this community?</b> <b>Support from other businesses:</b>		
<b>2008</b> 77% Good/Excellent	<b>2013</b> 62% Good/Excellent	<b>2015</b> 80.9%
<b>From the perspective of your business, rate the level of satisfaction with the Workforce Planning Board</b>		
<b>2008</b> 82% No Contact	<b>2013</b> 51% Not Applicable/Don't Know	<b>2015</b> 74.5% No Response
<b>From the perspective of your business, rate the level of satisfaction with the Community Futures Development Corporation</b>		
<b>2008</b> 88% No Contact	<b>2013</b> 60% Not Applicable/Don't Know	<b>2015</b> 83% No response
<b>From the perspective of your business, rate the level of satisfaction with the Business Enterprise Centre</b>		
<b>2008</b> 90% No Contact	<b>2013</b> 67% Not Applicable/Don't Know	<b>2015</b> 80.9% No response

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Rate your level of satisfaction with Recreational & Cultural Facilities		
<b>2008</b> 57% Very Satisfied/Somewhat Satisfied	<b>2013</b> 84% Good/Excellent	<b>2015</b> 76.6% Good/Excellent Rec facilities 51% Good/Excellent Cultural Facilities
Rate your level of satisfaction with Street/Road Repair		
<b>2008</b> 64% Very Satisfied/Somewhat Satisfied	<b>2013</b> 76% Good/Excellent	<b>2015</b> 70.3% Good/Excellent
Rate your level of satisfaction with Snow Removal		
<b>2008</b> 75% Very Satisfied/Somewhat Satisfied	<b>2013</b> 64% Good/Excellent	<b>2015</b> 74.5% Good/Excellent
During the past 3 years has the number of people you employ in this business increased, decreased, or stayed the same?		
<b>2008</b> Increased 32% (132 employees) Decreased 15% (16 employees) Same 53%	<b>2013</b> Increased 52% (286 employees) Decreased 5% (11 employees) Same 43%	<b>2015</b> Increased 94.3% (66 employees) Decreased 5.7% (4)
Do you have difficulty hiring?		
<b>2008</b> Yes 62%	<b>2013</b> Yes 44%	<b>2015</b> Yes 36.4%