



Economic Development and Planning Committee Minutes

Thursday, June 6, 2024

2:45 pm

LaunchIt Minto

Members Present: Chair Glen Hall, Mary Lou Colwell, Cameron Green, Amy Heinmiller, Rob McLaughlin, Councillor Geoff Gunson, Shirley Borges, Charlene Hofbauer, and guests Bill Elliot and Andy Goldie from Sequence and MGA Consulting.

Staff Present: Belinda Wick-Graham, Director of Economic & Community Development, Erin Raftis, Marketing & Community Development, and Gordon Duff, Treasurer

Regrets: Councillor Judy Dirksen, George Bridge, Mike Hallam, Shirley Borges, Brian Currie, Jamie Doherty, and Caitlyn Turton.

1. Call to Order at 2:49 pm by Chair Glen Hall.

Belinda Wick-Graham thanks Rob McLaughlin and the team at C&M Seeds for hosting us for the Corporate Call Tour prior to the meeting.

2. Minutes of Previous Meeting

- a. Minutes of March 7, 2024, Economic Development & Planning Committee Meeting

MOTION:

Moved By: Mary Lou Colwell Seconded By: Councillor Geoff Gunson

THAT the Economic Development Planning Committee Minutes of the March 7, 2024, Economic Development & Planning Committee meeting be approved.

CARRIED

3. Committee Minutes for Approval

- a. Minutes of Clifford Connects May 6, 2024, Meeting
- b. Minutes of Harriston Rising May 7, 2024, Meeting
- c. Minutes of All Aboard Palmerston May 15, 2024, Meeting

Erin Raftis reviewed the minutes from the various Downtown Committees with the Committee. These are attached as Schedule "A".

MOTION:

Moved By: Amy Heinmiller Seconded By: Rob McLaughlin

THAT the May 6, 2024, Clifford Connects, May 7, 2024, Harriston Rising, and May 15, 2024, All Aboard Palmerston, minutes be approved.

CARRIED

4. Roundtable Discussion

a. Review of DRAFT Economic and Community Development Master Plan

Chair Hall welcomed Mr. Elliot and Mr. Goldie to the meeting to present the Draft Economic and Community Development Master Plan. The Committee was happy with the proposed draft with some minor edits and looks forward to seeing the final report presented to the Council on July 9, 2024.

b. Committee Member Updates

Amy Heinmiller highlighted that the market is busy and noted the average selling price in Palmerston at the time of the meeting was \$602,000. She also highlighted that EXP Realty is looking for full-time realtors to join her team.

Duff reported that the Harriston Lions Medical Clinic is happy to welcome the Minto Mapleton Family Health Team (MMFHT) Nurse Practitioner and support staff to the space. Staff began seeing patients this week and the MMFHT will be hosting an official ribbon cutting and tour on July 12th at 11 am. Duff invited Committee members to come out. Duff also highlighted that Minto was proud to host 70 delegates for the Symposium for the Performing Arts in Rural & Remote Communities (SPARC) Conference from May 23rd to May 26. Many positive comments were received on the community and the work Minto is doing to be inclusive and welcoming.

Charlene Hofbauer reported that she is working with Caitlyn Turton at Launchit to host a session on July 3rd in person at Launchit called "Finding Salary Data Quickly".

Councillor Gunson highlighted that 730 people attended the Harriston Firemen's Breakfast held in conjunction with the Harriston Garden Festival and that the Town Departments are busy preparing for the Big Dig in Palmerston in 2026.

Rob McLaughlin noted that C&M Seeds will be replacing all their cleaning equipment at their location this fall. He also mentioned that there is a lost opportunity for businesses to advertise on the ball diamond fences. With multiple tournaments hosted in Palmerston that draw hundreds of people to Town it would be a great opportunity to promote local restaurants and attractions. Wick-Graham was directed to follow up with Director of Community Services Matthew Lubbers about presenting this opportunity to the Community Services Advisory Committee.

Cameron Green from Wightman offered to attend the next meeting and bring the VP of Construction Dave Anderson to highlight some of the capital projects that Wightman is working on or has in the plans. Wick-Graham will add this to the September 5th agenda.

Chair Hall highlighted that OSIM continues to be busy and has recently expanded their business with new clients in the United States.

Wick-Graham highlighted several initiatives underway or recently completed by the Department including:

- Job & Volunteer Fair hosted in April at Norwell in partnership with the Career Education Council, Mapleton, Wellington North, and Norwell – 630 youth attended, and 36 employers participated
- Explore Your Future in Wellington Grade 8 event hosted in Arthur in April had 636 students from 13 schools attend and 27 employers participated.
- The Palmerston Railway Museum opened May 21st and is open until August 31st.
- The Minto Farmers' Market opened June 1 and will run until September 28th
- Launchit Minto is hosting the 1st Homegrown Event for rural female-identifying entrepreneurs on June 13th at Grassroots Farm. It is a sold-out event and projected to raise a profit to support Launchit programming.
- The Summer Student Start Up Program launched, and Minto had 22 successful applicants to the program. Youth will operate their businesses for the summer and attend valuable training to gain entrepreneurship skills.
- PitchIt Business Competition received 15 applications and 10 finalists made their pitches to the judges on June 5th. The announcement of the winner will be made June 20th.
- The Move to Minto campaign has been successful with several properties being rented as a result including Dulce Cookies and Scoops in Palmerston, May's Café at the Old Post and the Lions Medical Clinic. Many other inquiries have come through the website and the window renderings have proven to help.
- The Palmerston Industrial Park has another Agreement of Purchase and Sale going to Council on July 9th, which would leave one parcel remaining.

5. Reports

- a. Ratification of Community Improvement Grants Approved in May 2024

Moved By: Mary Lou Colwell Seconded By: Cameron Green
THAT the Economic Development and Planning Committee ratify the Community Improvement Grants approved in May 2024.
CARRIED

6. Adjournment at 4:38 pm