

Minutes of June 8, 2017
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
Town of Minto Administration Office 3:00 p.m.

Present: Mayor George Bridge, CAO/Clerk Bill White, Councillor Mary Lou Colwell, Councillor Jean Anderson, Business & Economic Manager Belinda Wick-Graham, Economic Development Assistant Taylor Keunen, Kelly Schafer, Harold DeVries, Gerry Horst, Kirk Brownell, Treasurer Gordon Duff, Glen Hall and Carol Simpson.
Regrets were received from, Hope Reidt, Chair Jonathan Zettler and Alison Armstrong.

Wick-Graham opened the meeting at 3:08 p.m.

The Committee reviewed the previous meeting minutes.

MOTION

Moved by: Mayor George Bridge and Seconded by: Harold DeVries

THAT the Economic Development and Planning Committee approve the minutes of the April 13, 2017 meeting.

CARRIED

Roundtable

Kelly Schafer reported that she had been working on in-class mini school career fairs are looking for potential speakers; Harold DeVries offered to be a speaker. Schafer reported there was a youth opportunities fair in Guelph on May 24, 2017 with over 300 students and 25 employers and will be running the event again in 2018.

Treasurer Duff noted Wingham is having trouble recruiting doctors and finding spousal employment and that Minto is thriving in this area with several doctors interested in coming to Minto.

Gerry Horst highlighted that OMAFRA has difficulty in internally finding metrics and as it takes a lot of municipal work and are working on addressing this issue, but have found that using the Downtown Revitalization tool is an asset. Horst noted that these were a record number of RED applications received and are working on providing results soon. He provided slides on Rural Agriculture and Economic Development strategy to the Committee. Horst announced that Mapleton had hired a new Economic Development Coordinator, Tammy McQueen.

Wick-Graham reviewed the Downtown Revitalization surveys for Harriston, Clifford and Palmerston for 2016.

Councillor Colwell shared that she attended the FCM Conference and was very proud of Minto's Economic Development accomplishments.

Kirk Brownell noted that the Palmerston Public School approached TG Minto about "The Leader in Me" program looking for funding. He said that the program is being implemented in 3700 schools worldwide and that the Committee could learn more at www.leaderinme.org. More information will be forwarded to Minto staff.

Harold DeVries reported that Starter Company would be looking at doing a third intake and that there were approximately 40 people involved at various stages. DeVries noted that there will be a pitchit completion in July and that four out of fourteen participants were from rural Wellington municipalities.

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Glen Hall announced that OSiM Interactive's cultural mapping will be seeing major revamping roll out within the next 4-5 weeks with more modern features and that this would be seen on the Treasures of Minto website.

Carol Simpson reported that there was a major healthcare consult at Conestoga College with many individuals from the healthcare sector interested. Simpson would like to roll out focus groups and contacts about Employer One information and will be working on establishing Workforce Development Committees with a few consultations in the fall. Skills Link project is still in review. Simpson noted that Manufacturing Day would be on October 6th, 2017, so far there are 20 employers signed up with bus loads of various service providers.

Taylor Keunen reported that several of the Minto Youth Action Council (MYAC) members attended the Joint Economic Development meeting on Wednesday May 17, 2017. Keunen noted MYAC is planning their summer events: the Amazing Race and an Outdoor Movie Night in Clifford. The new Butter Tarts & Buggies brochures are now available and Mapleton is now a participating municipality.

Councillor Jean Anderson announced that the Garden Festival on Saturday June 3, 2017 was a huge success Anderson shared that the FCM conference was excellent and that she felt very proud and far ahead in the game in terms of Minto and its Economic Development projects and priorities.

Wick-Graham announced there were three graduates in the School within a Factory program from TG Minto in June with seven people total enrolled to date.

The committee chose October 18th for the Fall Joint Economic Development Committee Meeting; Wick-Graham shared that Hanover LaunchPad, a youth-training and development space, is looking for ways to collaborate with LaunchIt Minto; staff are exploring the idea of sponsoring Minto youth to attend workshops at LaunchPad. Hanover is interested in LaunchIt's Business Flight program, LaunchIt would administer. Hanover is looking at joining the Women of Wellington and Saugeen Area (WOWSA), which currently consists of only Minto and some Wellington-North members, rotating events between the communities will be considered.

Wick-Graham announced that she and Tom Lusi from the County of Wellington are collaborating on a Municipal Immigrant Pilot Project. She highlighted that there is a significant Filipino population in Palmerston with many being employed across several larger corporations and businesses in Minto. Wick-Graham announced that an event for networking and a question & answer session will be held at the CNRA Clubhouse on Wednesday June 28, 2017 for Filipinos and several employers. The event will serve as a focus group and targeted approach to receive more information on making Minto more inclusive and how to reach out and encourage more people to move to Minto.

Wick-Graham reported that the County of Wellington has a BR&E Implementation Fund worth \$10,000.00 for the year. She presented the Town of Minto Business Retention & Expansion Action Plans for 2016-2018, attached as Schedule "A". The Committee decided to apply for funding for Youth Engagement & Retention. Keunen shared that North for Youth is currently in the process of applying for funding for a social enterprise for youth, members of the North for Youth Committee are working in several online seminars to go through the application process. Keunen noted that the social enterprise would be a hub for youth offering various

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services in their interests, such as marketing, web design, graphics and social media, and offer the services to local groups and businesses in need of the services. Keunen is currently in the process of gathering information and resources for an application for Minto to become a certified Youth-Friendly Community and is waiting for the application and criteria to be posted.

CAO/Clerk Bill White stated that land and housing is a priority for the funding and that website enhancement and engineer drawings would be key in future development. Mayor Bridge noted that the County reduced Tax rates for new residential to 1.1%, making way for more four or five-plex developments rather than apartments buildings. Wick-Graham showed the Committee Minto's Downtown Revitalization Surveys and the results of the surveys over the years to show that data is being collected to see trends and improvements over years.

Wick-Graham provided an update on the recent Palmerston Industrial Park land sales which included sales to JP Horrigan Investment Inc.(Lot 1D), Shaun & Kierra Weale of Inland Insulation (Lot 7C), and Shrimp Canada (Lot 3). All are one acre parcels.

Treasurer Gordon Duff reported on the Vacancy Rebates progress to date with a proposal being passed at the previous County meeting by the Ministry of Finance. He shared that Wellington North, Erin and possibly Puslinch would be following suit

Wick-Graham noted that there were no minutes provided, but the Harriston Downtown Revitalization Committee did meet on June 5, 2017 and discussed Street Party planning.

Councillor Mary Lou Colwell informed the Committee that Savour in the Street, a new take on Savour the Flavour in conjunction with the Harriston Street Party, would be taking place from 5:30 pm – 8:00 pm for \$25 on Saturday August 12, 2017. Wick-Graham added that there would be local food providers and chefs preparing sides with a pig roast being served. Councillor Colwell also noted that the Annual Chamber Networking BBQ would be held at John Cox's property Thursday August 17, 2017.

Glen Hall reported on behalf of LaunchIt that it was very busy gearing up for the summer and that things were going well. A new LaunchIt/Chamber student for the summer has been hired, Hunter Rowley.

Wick-Graham provided an update on the Elevate Agriculture Project. The Committee was connecting with Farmlink.net and would be working to be the first partnership in the area. There are currently 110 people actively searching for farms to purchase in Canada. Somer Gerber had begun contacting people and surveying them to see what people in the area are looking for so that they can build a regional profile. CAO/Clerk Bill White noted that the Youth and agriculture video created at the 2016 International Plowing Match would be a good promotional video for the program.

Next Meeting: Thursday September 14, 2017 at 3:00 pm in the Town of Minto Council Chambers

Taylor Keunen
Economic Development Assistant

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Schedule “A”

Town of Minto Business Retention & Expansion Action Plans for 2016-2018

Opportunity	Action Plan for 2016 – 2018	By Who (Lead)
1 Marketing & Promotion of Minto	<ul style="list-style-type: none"> a) Continued Implementation of Alumni Attraction Program b) Community Open House/Familiarization Tours geared towards the residential audience c) Update Community Profile d) Continue to meet annually with MEDG & OMAFRA e) Promotion of Certified Site f) Development of an Artist Relocation Program – Promotion of Live/Work Space in the Downtown Core g) Business Familiarization Tours h) Promote available land through the real estate board i) Creation of a Marketing Plan and a partnership with residential developers to promote Minto and their developments j) Develop relationships with agencies/developers to offer affordable housing options. k) Implement signage plan 	<p>Belinda Partners: County of Wellington Minto Chamber of Commerce LaunchIt Minto OMAFRA MEDG</p>
2 Downtown Revitalization	<ul style="list-style-type: none"> a) Enforce stronger rules and regulations for downtown property owners to maintain their buildings and continue to pursue the changes to the Vacancy Rebate Program b) Develop a Retail Recruitment Strategy c) Continue to Support & Grow PitchIt Business Plan Competition. d) Increase promotion of the CIP incentives e) Continued staff support of Renew Northern Wellington f) Research buy-local programs to find new and innovative ways encourage residents to support local. g) Research innovative ways to utilize recreational facilities as a draw for the downtown cores. 	<p>Belinda Partners: Building Dept. Recreation Dept. County of Wellington Wellington North Minto Chamber of Commerce LaunchIt Minto Downtown Revitalization Committees. BCGW SEDC</p>

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3 Support and Promotion of LaunchIt Minto & Business Services in the Area to Enhance the Entrepreneurial Ecosystem	<ul style="list-style-type: none"> a) Promote networking opportunities available through WOWSA b) Promote the Business Flight Program c) Increase awareness of the Business Centre of Guelph Wellington and Saugeen Economic Development Corp. d) Continue to deliver training and mentorship opportunities for area businesses. e) Investigate opportunity to partner and expand LaunchIt services to neighbouring communities 	<p>Belinda</p> <p>Partners:</p> <p>County of Wellington</p> <p>Minto Chamber of Commerce</p> <p>LaunchIt Minto</p> <p>BCGW</p> <p>SEDC</p> <p>WOWSA</p> <p>Mapleton</p> <p>Wellington North</p> <p>Listowel COC</p>
4 Workforce Development	<ul style="list-style-type: none"> a) Work with the County to attract new immigrants and retain University and College Graduates. b) Work with the County on researching a transportation system to service local employment needs (Rural Uber – e.g. Innisfil) c) Continue to promote liveandworkminto.com for employers to post local job listings and job seekers to access local opportunities d) Continued support for quality of place initiatives to attract “creative class” and newcomers. 	<p>Belinda</p> <p>Partners:</p> <p>Waterloo, Wellington, Dufferin Workforce Planning Board</p> <p>County of Wellington</p> <p>Local Immigration Partnership</p> <p>Career Education Council</p> <p>Upper Grant District School Board</p> <p>Norwell D.S.S.</p>
5 Development of Local Food Sector	<ul style="list-style-type: none"> a) Continue to support Taste Real Program and initiatives b) Continue to support the Minto Farmers’ Markets c) Investigate the development of an Agricultural Incubator/Community Kitchen d) Investigate ways to expand Savour the Flavours beyond a one-day event. 	<p>Belinda</p> <p>Partners:</p> <p>County of Wellington</p> <p>Minto Chamber of Commerce</p> <p>OMAFRA</p> <p>Mapleton</p> <p>Wellington North</p> <p>Mapleton</p> <p>Farm Start</p>
6 Youth Engagement & Retention	<ul style="list-style-type: none"> a) Continue to build a relationship with Norwell D.S.S. and connect with the students about programs such as LaunchIt & Summer Company b) Continued support for the Minto Youth Action Council c) Host a Youth Connections Event 	<p>Belinda</p> <p>Partners:</p> <p>Norwell D.S.S.</p> <p>Youth Resiliency Coalition</p> <p>Minto Youth Action Council</p> <p>Workforce Planning Board</p> <p>Mapleton</p> <p>Wellington North</p>
7 Communication	<ul style="list-style-type: none"> a) Continue to host the Mayor’s Breakfast Series b) Continue to produce a yearly communication booklet. c) Continue the monthly Corporate Call Program 	<p>Belinda</p> <p>Partners:</p> <p>County of Wellington</p> <p>Minto Chamber of Commerce</p>