

Minutes of September 14, 2017
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
Town of Minto Administration Office 3:00 p.m.

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

Chair Zettler opened the meeting at 3:00 p.m.

The Committee reviewed the previous meeting minutes.

MOTION

Moved by: Harold DeVries and Seconded by: Councillor Mary Lou Colwell

THAT the Economic Development and Planning Committee approve the minutes of the June 8, 2017 meeting.

CARRIED

LaunchIt Update

Business Development Coordinator Somer Gerber highlighted that LaunchIt Minto has changed its structure. Instead of having a Board it now has an Executive Committee comprised of Mayor Bridge, Glen Hall, Gerber and Wick-Graham. Twice a year key partners of LaunchIt will be brought together to be updated and to brainstorm future initiatives.

Live 2 Lead will once again be taking place on October 6th at the Norgan Theatre. Two recorded presentations will take place on November 2nd in Fergus and November 10th in Hanover.

Gerber highlighted a new initiative involving the Go Forth Institute. GoForth offers Canada's leading small business training program, helping entrepreneurs across the country run better businesses, become better leaders, embrace change and face the future with more confidence. The online training modules will be incorporated into LaunchIt Minto's Business Flight Program.

Gerber provided a run-down of training opportunities this fall at LaunchIt including a successful Lunch n Learn that took place assisting our agriculture based employers in finding labour.

Elevate Agriculture Update

Gerber and Wick-Graham reported that the regional profile on Farm Link is nearing completion. It was hoped that it would have been completed in August with accompanying promotional materials so the Farm Opportunities could be recruited at the Fall Fairs. It is planned to be completed at the end of the month and showcased at a Libro Credit Union event that Gerber and Wick-Graham are presenting at in London on October 14th.

Chamber of Commerce Update

Gerber also reported on behalf of the Minto Chamber. She highlighted that the Chamber is adding a Youth Community Involvement Award sponsored by the Minto Youth Action Council.

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Roundtable

Councillor Colwell thanked Harold DeVries for speaking to C&M Seeds in regards to Innovation Guelph's Fast Lane Program. DeVries explained that the Fast Lane Program provides established businesses with \$4,500 worth of free consulting if they have sales of at least \$1 million and at least 10 employees. Several Minto businesses have signed up for the program.

Hope Reidt reported that Wightman has launched their Fall mobility program and are preparing for the Bluewater Radio-thon in support of the hospitals in Hanover, Walkerton and Durham. Reidt also highlighted that the build-outs of fibre are occurring in Elora and Teaswater and that Wightman has been nominated for Customer Service Awards in both Owen Sound and North Perth.

Glen Hall highlighted that OSIM is hosting a Google Partners Luncheon and that they recently launched the Minto Chamber of Commerce's new website. Hall also introduced the upcoming Lunch N Learn Series that will be happening at LaunchIt in October featuring Liz Wizeman's book "The Multipliers".

Kirk Brownell reported that TG Minto has opened their new cafeteria, that the School Within A Factory was approved to run again and continues to do so at TG Minto. Brownell also highlighted that TG still has an employee shortage especially on afternoons and has started busing from Waterloo again. Brownell brought to the Committee's attention a program that the Four County Labour Planning Board is coordinating which involves connecting unemployable workers with skills.

Harold DeVries reported that Starter Company+ has started again with 27 people in the program. He also invited the Committee to attend the "Ground Breakers Party" on the afternoon of October 5th at the Business Centre of Guelph Wellington. Highlights of the event include a Food Truck, Open House, Pitch Presentation by Starter Company participants and Awards.

Jamie Doherty from the Saugeen CFDC reported that Hawk's Nest would be taking place June 18th at the Knights of Columbus Hall between Mildmay and Walkerton. Training sessions are currently underway. The CFDC is also working on a youth transportation initiative for the West Grey area, transporting youth to Launch Pad in Hanover. Doherty was pleased to announce the revitalization of the Regional Advisory Committee and the Saugeen Connect Program that is aiming to connect youth and immigrants with business and employment opportunities in the Saugeen area. Minto is proud to be a partner in this initiative with Hanover and Wellington North.

Filipino Project

Wick-Graham provided an update on the Filipino Project. An event was held this summer with the Filipino community in Palmerston to better understand their challenges in moving and settling here, as well as to work with them to promote Minto as a welcoming community for Filipinos. Work has begun on a promotional video highlighting the Filipino community that will then be used for targeted social media advertising. Print advertorials will be placed in Filipino publications in the GTA. Foodland in Palmerston is willing to work with the Filipino community to bring in popular Asian foods that they would like to source locally. Finally, the Filipino community is participating in Culture Days by hosting an event at the Norgan where they will highlight their foods as well as their culture in the form of a presentation.

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Industrial Land Update

Wick-Graham provided an update on the Industrial Park land sales. Since March 2017, five lots have closed, one lot will be closing shortly, one lot is at the Agreement of Purchase and Sale phase and a letter of intent on the certified site has been received. A discussion will need to be held at the next meeting on servicing requirements for 2018 budget planning.

Vacancy Rebate Program Update

Wick-Graham reported that the Wellington County program, which includes Minto's recommendations are currently being reviewed by the Minister of Finance's Office.

Downtown Revitalization Update

The Committee reviewed the Community Improvement Plan Structural Grant Component Checklist for the property owned by Jeremy Ide at 90 Elora St. S. Harriston. A copy of this document is attached as Schedule A.

RECOMMENDATION:

Moved by: Jonathan Zettler and Seconded by: Councillor Ron Elliott

THAT the Council of the Town of Minto approves Structural Grant H04 for the property located at 90 Elora St. S. Harriston for the amount of \$10,000.

With the approval of the above grant, \$7,200 remains in the CIP budget.

The Committee received a request from the Old Post for a grant of \$1,834.42. The Committee decided that they would wait to see if any façade or signage grants came in between now and the end of November. If not they would consider a grant to The Old Post in December.

Wick-Graham highlighted that the Harriston and Palmerston Downtown Revitalization Meetings in September focused on plans for the upcoming holiday season. The minutes of the Harriston Downtown Revitalization Committee from September 5, 2017 are attached as Schedule B and the minutes of the Palmerston Downtown Revitalization Committee from September 6, 2017 are attached as Schedule C.

The meeting adjourned at 5:03 pm.

Next Meeting: Thursday October 12, 2017 at 2:30 pm at TG Minto

Belinda Wick-Graham
Business & Economic Manager

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Schedule A

BUSINESS NAME: Jeremy Ide

ADDRESS: 90 Elora St. S.

Community Improvement Plan Structural Component Checklist

Under Section 4.0 of the Community Improvement Plan the Town could offer inside the urban areas for significant industrial, commercial, residential or institutional re-developments that accomplish **more than one** of the following (preference will be given to those that address multiple criteria):

- i) address structural and life safety issues to create usable and efficient floor space
- ii) improve property standards or preserve architectural significance
- iii) remediate a brownfield site, or improve the environment by planting trees, protecting habitat, or other methods to enhance the natural ecosystems,
- iv) upgrade public infrastructure such as sewer, water, storm, roadway, sidewalks
- v) preserve or enhance employment opportunities
- vi) create affordable housing in a range of occupancies
- vii) enhance fire protection such as sprinkler systems, fire separations and similar;
- viii) improve energy efficiency or reduce water and sewer needs
- ix) enhance urban design on and around the subject lands and adjacent public space as well as linkages to trails, parks, core areas and other focal points.

Below are criteria the Town seeks to address when to evaluating structural grant applications. When marking for a project indicate with a number whether the work is:

Minor = 1

Moderate = 2

Major = 3

1. Building Structural integrity

Total 4

Footing ____ Foundation ____ Floor joists ____ Ceiling joists ____ Rafters/trusses ____

Walls 2 Main beam(s) 2 Other _____

2. Life Safety/ emergency

Total 4

Exit signage ____ Emergency lighting ____ Fire/CO2 Alarms ____

Extinguishers ____

Firewall Separation 3 Fire Doors 1 Sprinkler ____ Siamese connection ____

Other _____

3. Usable and efficient floor space

Total 2

Increase ceiling height 1 Architectural restoration/retention ____

Accessible washroom ____ Main floor commercial 1 Upper floor residential ____

Increased density ____ Other _____

4. Brownfield Remediation

Total 0

Phase 1 ____ Phase 2 ____ Site Specific Risk Assessment ____ Record of Site

Condition ____

Monitoring program ____

Other _____

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5. Improve Environment **Total 0**

Landscape plan ____ Tree planting ____ Manage Stormwater ____ Add/Protect
Habitat ____
Windbreak ____ Buffer zone ____ Riverbank protection/enhancement ____
Species at risk ____ Other _____

6. Upgrade/Improve Public Infrastructure **Total 0**

Sanitary sewer collection main ____ Water distribution main ____ Oversizing of main

Roadway widening ____ Road Turning lane ____ Curb and gutter ____
Public Sidewalk ____ LED Street lighting On-site Storm water retention ____
Energy efficient lighting ____ Other _____

7. Employment Opportunities **Total 1**

Creates new direct jobs ____ Retains existing jobs ____ Addresses skill shortage

Construction/Spin-off jobs 1 Fills market demand ____
Other _____

8. Housing **Total 0**

New affordable rental housing ____ Affordable condominium housing ____
Affordable freehold semi or townhouse ____ Housing for seniors ____
Special needs housing ____ Other _____

9. Energy Efficiency **Total 4**

Increased insulation 2 Window/Door upgrade 1 Passive energy benefit ____
New Furnace/cooling technology ____ **Low flow fixtures 1** Graywater recycling ____
Solar technology ____ Alternative energy ____ Rainwater harvesting ____
Other _____

10. Enhance Urban Design **Total 0**

Professional Landscape plan ____ Native species ____ Boulevard tree planting ____
LED Street Lighting ____ Sidewalk/trail link ____ Contribution to parkland ____
Design consistency ____ Architectural rehab ____ Compatible Façade design ____
Exterior Accessibility (ramps etc.)
Other _____

Total 1 through 10

Grand Total 15

The leverage ratio and the total score assist provide a numerical basis to help compare applications and establish funding amounts. Final decision rests with Town Council.

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Calculate Leverage Ratio

Total Project Cost \$<a> \$<a>/ e.g. \$200,000 \$26,660 \$2.17: \$1	Total Funding Requested \$ \$40,000 \$12,253.50	Leverage Ratio 5:1 Leverage Ratio
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Notes:

- Created useable space in the downtown core
- Improved the streetscape view of the building
- Energy efficient
- Hired local contractors
- Has never applied for the vacancy tax rebate

Before



Staff Recommendation:

\$10,000 through the Structural Improvement Grant Program.
Ratio of \$2.67: \$1

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Schedule B
Harriston Downtown Revitalization Committee
September 5, 2017

The Harriston Downtown Revitalization Committee held its regular meeting on Tuesday September 5th, 2017 at Harry Stones. Committee members present for the meeting were Councillor David Turton, Geoff Gunson, Tony Tsotros, Lisa Leslie, Randy Martin, Ken Rogers, Raissa Rogers and John Mock. Members of staff present were Business and Economic Development Manager Belinda Wick-Graham and Economic Development Assistant Taylor Keunen. Regrets were received from Cheryl Bell. Guest present was Cam Forbes representing the Harriston Firefighter's Association.

The Committee reviewed the previous meeting minutes from June 5th, 2017.

Street Party, Savour in the Street and Street Dance

Wick-Graham recapped the Harriston Street Dance, reporting that by adding a cover charge they were able to cover their costs for the dance. Bar profits were \$2,100.00 and were donated to the Legion and Kinsmen for their assistance with the dance. There were approximately 350 people in attendance at the dance. Lisa shared that they had as many cars registered as last year despite the rain, they will plan to hold the car show downtown Harriston in conjunction with the Street Party again next year. Tony shared that Harry Stones and other restaurants were very busy and benefitted from the event. Wick-Graham shared that Savour in the Street was also very well attended with 97 tickets sold and that it would likely take place again next year.

Councillor Turton updated the Committee with progress on the Harriston Packer Reunion scheduled to take place in August 2018, and that the committee consisted of 11 people with significant interest in the reunion from previous workers so far. Lisa shared that the Kinsmen would be providing a BBQ during the weekend as well. She also suggested the possibility of organizing a New Year's Eve dance to kick off the reunion and raise some funds. Councillor Turton announced that there would be a meeting at the Legion on September 21, 2017 for further planning. Wick-Graham suggested that the Reunion Committee may want to work with Savour in the Street to not duplicate efforts on the Saturday night meal but perhaps work together.

Light up the Town

Wick-Graham shared that with Remembrance Day falling on a Saturday this year, there would be a quick turnaround for Public Works to set up the Christmas street lights before Light up the Town. Cam Forbes shared that the Harriston Firefighter's association was looking into options for changing their annual Christmas Parade. He shared that they would like to make it a night parade and that they were considering moving it in conjunction with Light up the Town on Tuesday November 14, 2017. Wick-Graham added that they could Light up the Town, then the parade could start with Santa at the Fire Hall and other events taking place at the Library as per usual until 8:00 pm. The Committee agreed that this would be a nice addition to Light Up the Town and suggested having lots of family activities to break up the crowd between the Fire Hall and Library. The Committee proposed the following schedule: activities at the Library from 4:30 pm – 5:15 pm, tree lighting at 6:00pm, followed by the parade, followed by Santa and

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activities from 7:00 pm – 8:00 pm. John expressed concern over the parade taking place too early in the season. Overall, the Committee was in accordance to see what the Harriston Firefighter's would say about combining the parade. Geoff and Cam would report back the following Tuesday night after their meeting with the Fire Department.

Ladies Night

The Committee reviewed comments from last year's Ladies Night Survey results. Wick-Graham shared that due to the increasing number of holiday events in both Harriston and Minto overall, they were looking into creating a Holiday Shopping & Event Guide this season. She shared that the booklet would not cost the business owners more, and that all events, including Light up the Town, Ladies Night and the passport, the parade, etc. would be added to a booklet with other Clifford and Palmerston promotions/events and if it was too expensive, they would continue with the regular campaign. The Committee liked this idea and Wick-Graham said that they would move forward and look into pricing options. The Committee also agreed to leave the passport as it is and not add that a certain amount be spent at each business because it would not work for everyone and would potentially deter customers. Keunen highlighted that the Norwell Shopping Night has been changed to November 22, 2017.

Keunen shared that due to various suggestions from last year, they were considering having a Men's Shopping Night. She said that this would be an opportunity for women to give men their wish lists that they fill out during Ladies Night and then men can return later in the season to shop for the items. Keunen also suggested that there could be a pizza and wing night at Harry Stones and/or at the Legion, and there could be free gift wrapping, pool tables open and potential craft breweries brought in. Tony shared that he supported this idea and could look into having live music. The Committee agreed on Thursday December 21, 2017 for the Men's Shopping Night. Wick-Graham informed the Committee that she and Keunen would be contacting them soon for promotion details for a quick turnaround to get the booklet started.

Other Business

Wick-Graham shared that Paul Judge would be attending the Communities in Bloom Awards Ceremony in Ottawa in October and that they were eagerly awaiting the final results for Minto. She also shared that Ben's building downtown was fixed to the bare minimum requirements as requested by the Building Official, but he could still not have any tenants. Wick-Graham highlighted that the Old Post's Escape Room would be ready in the fall.

Lisa discussed the possibility of planning an event during International Women's Week in March 2018 with vendors, a speaker and a silent auction to promote and raise money for the Harriston Packers Reunion. She said that she would check with the planning committee about this idea and it would either replace or take place in addition to the New Year's Even Dance fundraising efforts.

Randy asked about the construction on Highway 9 and how long it would take. Wick-Graham said that she would speak with CAO Bill White and provide answers for the Committee through email later that week.

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Adjournment at 8:16 pm

NEXT MEETING:
Monday October 2, 2017
6:00 pm
Harry Stones

Taylor Keunen
Economic Development Assistant

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Schedule C
Palmerston Downtown Revitalization Committee
September 6, 2017

The Palmerston Downtown Revitalization Committee held its regular meeting on Wednesday September 6th, 2017 at the CNRA Clubhouse. Committee members present for the meeting were Paul Brown, Tricia Norman, Scott Norman, Connie Robinson, JoAnne Caughill, Jurgen Stemmer, Wayne VandenHazel, Barb Burrows and Susan Forbes. Members of staff present were Business and Economic Development Manager Belinda Wick-Graham and Economic Development Assistant Taylor Keunen. Regrets were received from Councillor Ron Elliott, Bob McEachern, Wayne Martin, Kim Kostal and Sherry-Lynn McRobb

The Committee reviewed the previous meeting minutes from April 5th, 2017.

Palmerston Christmas Lights & Light up the Park

Wick-Graham noted that the new Christmas street lights had been ordered through Terry at Palmerston Home Hardware, that the Palmerston Lions' new lights had been installed on the pedestrian bridge and a laser light had been purchased as well. She also revisited the idea of doing a Light up the Park holiday event in the Lion's Heritage Park. Wick-Graham said that they would be checking with the Lion's Club to see if they would like to pursue this idea. She read Wayne Martin's emailed suggestions for the event consisting of wagon rides, live music and promoting the Merchants' Open House. Paul suggested having the event on a weeknight at 7:00 pm for families and mentioned that in the past, the hospital has lit up their tree and given out hot chocolate and cookies. Wick-Graham suggested tying in the railway theme by having Santa at the Museum and making it the core meeting place for events. The committee agreed that they liked the idea of a railway theme for the event. She noted that she would wait to hear from the Lion's Club before they move further.

Palmerston Merchants Open House – November 29, 2017

The Committee reviewed comments from last year's Palmerston Merchants Open House, Pop Up Store and Living Windows survey results. Wick-Graham shared that due to the increasing number of holiday events in both Palmerston and Minto overall, they were looking into creating a Holiday Shopping & Event Guide this season. She shared that the booklet would not cost the business owners more, and that all events, including the Merchants Open House, Light up the Park, the parade, etc. would be added to a booklet with other Clifford and Harriston promotions/events and if it was too expensive, they would continue with the regular campaign. The Committee liked this idea and Wick-Graham said that they would move forward and look into pricing options. The Committee also agreed that the passport was not an effective campaign for Palmerston downtown market. Keunen suggested an alternative option, being either a "Connect 4" or "Bingo" sheet, which would have the list of all the businesses and they would receive a stamp for every purchase made from the Merchants' Night until December 31st, 2017, and afterwards there would be a draw for prizes. She said that this would encourage shoppers to continue shopping downtown during the holiday season. Keunen shared that the Pop Up Store would not run this year, as there was a lack of space for this year and

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she also highlighted that the Living Windows would take place again as they were successful and that Norwell Shopping Night will take place on Wednesday November 22, 2017.

Tricia said that she had already booked the Palmerston Scouts to sell apple cider, hot chocolate and hopefully beaver tails. She also shared that she had spoken to Brenda about having the fry wagon during the evening. The Committee suggested having the fry truck in the Foodland parking lot. The Committee also suggested looking into having gingerbread cookies, tarts, desserts and coffee for the event, along with finding someone to be Santa Claus.

Wick-Graham informed the Committee that she and Keunen would be contacting them soon for promotion details for the Merchants Night promotions and for a quick turnaround to get the booklet started.

Crosswalk Update

Wick-Graham reported that the crosswalk was moving along and that they would only lose one parking spot. It is hoped that it will be completed before the end of the year. She also shared that Mayor Bridge was looking into speeding signs to notify people of their speed.

Jurgen shared that it was dangerous crossing the street by the CIBC bank with many vehicles turning and no clear lines around the area. Tricia asked about painted lines for the parking spots downtown and Wick-Graham shared that Public Works was already working on implementing them. Tricia also asked about placing more two hour parking signs on the Main Street. Wick-Graham said that she would send out another friendly reminder to businesses and tenants in the downtown core.

Other Business

Wick-Graham updated the Committee about the following programs:

- Gurmit is currently working on improving the façade and it would be starting the following day. He is fixing it up to hold three commercial units and apartments. Wick-Graham noted that this will take some time to complete.
- Wick-Graham has been trying to contact Vinko owner of the former Palmer building about entering the property in the Renew Program but has been unsuccessful connecting with him.
- Industrial Park Updates:
 - Since March there have been 6 lots sold and 2 more offers received.
 - Properties sold include: JP Horrigan, Felix & Bernice Weber, Amy & Grant Hambermehl, Shaun Wheale, Shrimp Canada and Krosinski Enterprises.

Wick-Graham shared that she had been working with Tom Lusi from the County of Wellington to reach out to Palmerston's Filipino population to look into attraction strategies to encourage more of the community to come to Palmerston to live and work. She highlighted that an attraction video was being made as well for targeted attraction efforts.

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Wick-Graham also shared that Solutions had been sold and that Dinkelman's Grappling Arts was moving back into the downtown core into the old real estate office. She also highlighted that a new daycare was being built by the Palmerston Public School.

Adjournment at 8:13 pm
NEXT MEETING:
Wednesday October 4, 2017
6:30 pm
CNRA Clubhouse

Taylor Keunen
Economic Development Assistant