

Minutes of October 12, 2017
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
TG Minto, 3:00 p.m.

Present: Mayor George Bridge, Councillor Jean Anderson, Councillor Mary Lou Colwell, Councillor Ron Elliott, Councillor Judy Dirksen, Treasurer Gordon Duff, Hope Reidt, Kirk Brownell, Carol Simpson, Alison Armstrong, Glen Hall, Business & Economic Manager Belinda Wick-Graham, Business Development Coordinator Somer Gerber and Economic Development Assistant Taylor Keunen.
Regrets were received from Chair Jonathan Zettler, CAO/Clerk Bill White, Gerry Horst, and Kelly Schafer.
Guest in attendance was Paul Frayne, Teacher at Norwell D.S.S.

Wick-Graham opened the meeting at 3:10 p.m. and thanked Kirk Brownell for the tour of TG Minto.

The Committee reviewed the previous meeting minutes.

MOTION

Moved by: Councillor Ron Elliott and Seconded by: Hope Reidt

THAT the Economic Development and Planning Committee approve the minutes of the September 14, 2017 meeting.

CARRIED

Brownell provided a presentation to the Committee about TG Minto. The TG Minto facility is 365,000 sq. ft. sitting on a 53 acre property. TG supplies for Corolla, Lexus RX, Rav 4 and the Honda CR-V.

Paul Frayne from Norwell D.S.S. provided a presentation about a new program coming to Norwell in the first semester of 2018, the LEAF Program (Local Environment, Agriculture, and Food). This will be a 2 credit course (Environmental Science and Food & Healthy Living). The students will be given the opportunity to be connected with hands-on learning on farms and in agriculture businesses. It will help students think about careers in agriculture. Right now every agriculture student from the University of Guelph has four jobs available to them. The students will use local food once a week to cook/prepare in the school kitchen and will also use the garden and greenhouse at the school. Frayne projected that the cost to operate this program would be \$10,000/year and they were looking for community sponsors.

Roundtable

Carol Simpson informed the Committee that Norwell D.S.S. cancelled a Manufacturing Day Bus Tour the day before it was scheduled to run. This caused a huge inconvenience for the companies and organizers. Simpson has been in touch with both the school and the board. Simpson also highlight that the Workforce Planning Board is involved with a Healthcare Workforce Strategic Plan.

Councillor Ron Elliott reported that the Norgan Board will be purchasing an electronic sign for the Norgan Theatre.

Minutes of October 12, 2017
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
TG Minto, 3:00 p.m.

Alison Armstrong reported that Dr. Cressey will be retiring in November and Dr. Joanna will be entering his practice with Dr. Chu. Armstrong also clarified that a Family Health Organization (FHO) is made up of the physicians and that funding is based on the population need for Minto-Mapleton. At this time we do not have a population need to bring in more doctors, which is why a new doctor cannot be placed in the Harriston Medical Clinic.

Mayor Bridge reported that Wrighthaven Homes has begun pre-selling lots in Palmerston that industrial land is quickly selling out and significant improvements are happening to buildings in downtown Palmerston.

Councillor Mary Lou Colwell highlighted the Legions' Veteran banner projects.

Glen Hall reported that OSIM has made the final video edits to the Filipino video and will be preparing a Google Ad Words campaign. Hall also reported that he would be attending the Google Summit for mapping.

Treasurer Duff reported that Dr. VanSickle is expanding within the Harriston Lions Medical Clinic and the Family Health Team would be continuing to deliver the Telehealth service from there. Wick-Graham is searching for complimentary health care tenants. Duff also shared that we are still waiting to hear on the Vacancy Tax Rebate.

Downtown Revitalization Update

Wick-Graham reviewed the Downtown Revitalization minutes from the Palmerston September 6, 2017 meeting and the Harriston October 2, 2017 meeting. These minutes are attached as Schedule "A" and "B".

Wick-Graham informed the Committee that the Clifford Construction Public Open House will be held on November 7, 2017 at the Clifford Community Hall from 6:00 pm – 8:00 pm.

Chamber of Commerce Update

Gerber reported that the Minto Chamber of Commerce has sponsored \$1,000 to both the Harriston and Palmerston Christmas promotions and has committed \$1,000 to the Clifford Diggin It Campaign in 2018.

The Minto Chamber Christmas Social will take place on December 1, 2017 at 6:00 pm at Harry Stones. All are welcome to attend.

LaunchIT Update

Gerber and Hall reported that 130 people attended the Live2Lead event at the Norgan on October 6, 2017. Following the Live2Lead various LaunchIT partners met to work on planning for 2018. Live2Lead encore presentations will be held in Fergus on November 2, 2017 and in Hanover on November 10, 2017.

Minutes of October 12, 2017
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
TG Minto, 3:00 p.m.

Gerber reported that the Lunch N Learn series on Liz Wiseman's book "Multipliers" is sold out and the next training session is October 25, 2017 on Business Planning with Judi Riddols.

Elevate Agriculture Update

Wick-Graham reported that the Farm Link profile draft has been created and that she and Gerber would be presenting on October 14, 2017 at the Libro Credit Union Fall Forum on the project.

The meeting adjourned at 4:40 pm.

Next Meeting: Thursday November 9, 2017 at 3:00 pm at the Town of Minto Office.

Belinda Wick-Graham
Business & Economic Manager

Minutes of October 12, 2017
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
TG Minto, 3:00 p.m.

Schedule "A"
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 she also highlighted that the Living Windows would take place again as they were

Minutes of October 12, 2017
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
TG Minto, 3:00 p.m.

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.

Minutes of October 12, 2017
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
TG Minto, 3:00 p.m.

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

Minutes of October 12, 2017
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
TG Minto, 3:00 p.m.

Schedule "B"
Harriston Downtown Revitalization Committee
October 2, 2017

The Harriston Downtown Revitalization Committee held its regular meeting on Monday October 2nd, 2017 at LaunchIt Minto. Committee members present for the meeting were Tony Tsotros, Ken Rogers, Cheryl Bell 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 Councillor David Turton, Geoff Gunson, Lisa Leslie, Randy Martin, and Raissa Rogers. Guest present was Andy Pridham from Weathered Minto.

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

Wick-Graham announced that the Town of Minto received 5 Silver Leaves with a special mention for the Green Legacy Tree Program for Communities in Bloom. She also noted that Minto is still in the Circle of Excellence. John reminded the Committee to look into sponsoring baskets next summer to fill the streets. The Committee decided that red, white and light blue would be good colours for next year's flowers with the Harriston Packers reunion.

Wick-Graham noted that she had sent an email to the Committee with information regarding Highway 9 construction.

Public Street Art: Ice Cream Cones

Wick-Graham shared that Le Mars, Iowa is the Ice Cream Capital in the United States and that they had done a similar ice cream art program. She said that she had been in contact with Andy Pridham from Weathered Minto about creating the Ice Cream cones. Andy said that the art for the cones was completed and were now getting cut. He explained that the cones would be made of 16 gage steel that would be welded to a base, with a double layer waffle look to add dimension. Andy added that the ice cream part would be the size of a 30" round beach ball for shape. Wick-Graham asked Andy to send a quote then the Committee would move forward by looking for sponsors & recruiting local artists. She added that they were starting to look at the budget process now. Wick-Graham also said that the ice cream cones would be left out during the summer months and re-used.

Light up the Town: Tuesday November 14

Wick-Graham announced that it was decided that the Harriston Santa Claus parade would take place on Saturday November 18, 2017 at 7:00 pm. She shared that the Crown Theatre would be playing Rudolph at 6:00 pm that evening. Wick-Graham also shared that due to the fact that Remembrance Day falls on a Saturday this year, Public Works will be working quickly and early on Monday morning, November 13th to put up the street Christmas lights.

Ladies Night: Wednesday November 15

Wick-Graham provided an update on Ladies Night that there were currently 17 participating businesses in the passport/coupon campaign. Keunen shared that she met with Irmgard from innovative Print that morning about plans for the Minto Holiday

Minutes of October 12, 2017
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
TG Minto, 3:00 p.m.

Shopping & Event Guide. She shared that there would be a pull-out passport/coupon page in the middle of the booklet so that it would be easily accessible to use. Keunen also pointed out that there would be a memo on the front cover identifying that the passport is located inside the booklet and that the passport would be available to be downloaded on the Town of Minto website again. She said that they would be providing Wish Lists for women to use again this year.

Men's Night: Thursday December 21

Keunen said that this event would take place between 5:00 pm – 7:00 pm. Wick-Graham said that the businesses that had responded about participating in Men's Night were: Beyond the Rock, Davie's Antiques, Weathered, Harry Stones, Home Hardware & the Home Hardware Appliance Store. John said that he would speak to Brian about having Acheson's open until 7:00 pm that night. Keunen said that she would contact Lacey from Elora Street Flowers as well. Keunen shared that Patty from Home Hardware has suggested that all shopper receive a ballot per purchase to enter into a draw to win a Budweiser table (partially sponsored by Minto) or a Budweiser cooler filled with smaller donated prizes from various businesses. The Committee liked the cooler idea. Andy said that he would donate a Budweiser sign as well.

Community Updates:

Keunen reminded that Committee that the Minto Youth Action Council's first birthday celebration would be taking place on Thursday October 11 from 4:30 pm – 6:00 pm at the CNRA Clubhouse in Palmerston and that all businesses were welcome to attend.

Tony announced that business was going very well, beating last September's numbers event with the IPM.

Wick-Graham shared that the Old Post has a room for rent and that the Escape Room is set to be ready this Fall. Wick-Graham also shared that someone bought the Post Office building and that the VanSickle Dental Office will be expanding.

Adjournment at 7:00 pm

NEXT MEETING:

Monday November 6, 2017

6:00 pm

LaunchIt Minto

Taylor Keunen
Economic Development Assistant