

Minutes of November 9, 2017
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
Council Chambers, 3:00 p.m.

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

Jonathan Zettler opened the meeting at 3:06 p.m.

The Committee reviewed the previous meeting minutes. Wick-Graham noted that the Minto Chamber Christmas Social would take place on December 4, 2017, not December 1, at 6:00 pm at Harry Stones.

MOTION

Moved by: Glen Hall and Seconded by: Jean Anderson

THAT the Economic Development and Planning Committee approve the minutes of the October 12, 2017 meeting.

CARRIED

Roundtable

Keunen shared that the Minto Youth Action Council had finished their 2018 Action Plan and would be presenting to Town Council on Tuesday November 21, 2017. She also announced that MYAC received \$2,000.00 from Blessings to You.

Councillor Anderson shared that she attended a MYAC meeting and that there would be collaboration with the Horticultural Society to create outdoor youth spaces in the community. She also announced that she and David Anderson would be hosting their second annual Free Community Christmas Dinner on December 25, 2017 at the Harriston Community Centre and that meals could also be delivered.

Doherty recapped the WOWSA and SEDC joint event *Women, Entrepreneurship & Risk* that took place in Neustadt on October 17, 2017 and that it went over really well and that he was looking forward to more events in the future.

Horst updated the Committee regarding the current RED funding intake, sharing that not as much available money would be given out as planned. He also noted that the Ministry recently announced that it would be releasing Township level statistics from Census Data for research and that they would be waiting until December to update all of the 2016 data.

Horst also reported on behalf of the Workforce Planning Board in Simpson's absence, stating that on October 2, 2017 the Manufacturing Day took place with 22 school bus tours throughout the day. Horst also reminded the Committee that the Waterloo-Wellington-Dufferin Workforce Planning Board would be celebrating its 20th

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anniversary on November 20th with a board meeting to take place followed by a reception from 5:00 pm – 7:00 pm at the Warbler hotel in Kitchener.

Armstrong reported that Dr. Cressey will be retiring at the end of November and Dr. Joanna & Dr. Tamara will be entering his practice and taking over his roster of patients. She also noted that another physician will be taking Dr. Goodall's service as of April 1, 2018.

Councillor Ron Elliott reported that the Norgan Board will be purchasing an electronic sign for the Norgan Theatre that has the capacity to play videos, trailers, as well as a live-feed. He noted that there would be a meeting on Friday at 2:00 pm to discuss it more. Elliott also highlighted the Norgan's November 30, 2017 event featuring the Larry Mercy Trio which tickets were on sale now for only \$25.00.

Chamber of Commerce Update

Hall reminded the Committee that the Minto Chamber Christmas Social will take place on December 4, 2017 at 6:00 pm at Harry Stones and that all are welcome to attend. He shared that the Chamber supported the Minto Holiday Shopping & Event Guide by paying for \$50.00 Gift Certificates as prizes for each participating Chamber business member in Ladies' Night and the Palmerston Merchants' Christmas Open House. Hall also mentioned that the Chamber is actively looking for new members and that the AGM would be taking place on February 12, 2018 with a guest speaker and meal provided.

LaunchIt Update

Hall announced that 130 people attended the Live2Lead event at the Norgan on October 6, 2017 and that Fergus had 70 people attend. He reminded the Committee that the Hanover showing would take place on November 10, 2017 and that there was a good amount of ticket sales so far. Hall noted that the license agreement had changed and that they were able to play the movie as many times publically as they would like until March 31, 2017. He shared that there was talk about potentially doing a corporate view and perhaps bringing it to LaunchIt & breaking it up for a Lunch & Learn.

Hall also announced that Kit Kat Photography was a new tenant in LaunchIt and that the second annual Pop Up Store was taking place from November 13 until December 9, 2017. He informed the Committee that MYAC was planning on renovating their youth space in December as well. Hall also shared that the current Lunch & Learn at LaunchIt was based on Liz Wiseman's novel, *The Multipliers*, based on creating leaders.

Downtown Revitalization Update

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

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– 8:00 pm. She noted that a call out for tenders would take place shortly and that she was currently working on coordinating the media and early stages of the project. Wick-Graham also noted that a Spring meeting would take place in March with the contractor and that a lot of the project will be modeled from the Harriston Diggin' It campaign.

Wick-Graham reviewed the Downtown Revitalization minutes from the Harriston meeting on November 6, 2017 meeting. These minutes are attached as Schedule "A".

Wick-Graham reviewed the Downtown Revitalization minutes from the Palmerston meeting on October 4, 2017 meeting. These minutes are attached as Schedule "B".

Structural Grant

Wick-Graham updated the Committee that Michael Hendrick submitted an application for the Structural Grant but it was just received. CBO Kuipers and Wick-Graham will review the application and provide a report to the Committee via email to vote.

Secondary Plan – Official Plan – Comprehensive Review

CAO/Clerk Bill White presented the Clifford Draft Secondary Plan and highlighted future goals and steps to be made.

2018 Priorities

Wick-Graham reviewed the Economic Development & Tourism Strategic Actions & Initiatives 2017/2018. She highlighted the many projects that the department has been working on and how each one relates back to the Minto Strategic Plan. Wick-Graham asked the Committee to pick the top five projects that each Committee member felt were the major priorities for 2018. The package and results are attached as Schedules "C" and "D".

The meeting adjourned at 5:02 pm.

Next Meeting: Thursday January 11, 2017 at 3:00 pm at the Town of Minto Office.

Taylor Keunen
Economic Development Assistant

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Schedule "A"
Harriston Downtown Revitalization Committee
November 6, 2017

The Harriston Downtown Revitalization Committee held its regular meeting on Monday November 6, 2017 at LaunchIt Minto. Committee members present for the meeting were Councillor David Turton, Lisa Leslie, Randy Martin, Tony Tsotros, Ken Rogers, Cheryl Bell, 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 Geoff Gunson. Guest present was Andy Pridham from Weathered Minto.

The Committee reviewed the previous meeting minutes from October 2nd, 2017.

Councillor Turton shared that the Canada Packers Reunion Committee was meeting regularly with 9 members and the next meeting taking place on Thursday November 16th, 2017 at 7:00 pm at the Harriston Legion. He also Wick-Graham suggested doing a call-out through social media with Dave as the contact person and that there would be extra advertising with the Street Party. Councillor Turton also mentioned a fundraising BBQ that could tie in with Savour in the Street.

Light up the Town: Tuesday November 14

Wick-Graham informed the Committee that the tree lights were hung the previous Saturday morning and she thanked those who helped. She also mentioned that Paul Judge suggested new string lights for the Tannery Park planters and that the wreaths would need to be moved. The Committee agreed that the trust Paul's judgment and could move the wreaths to the Old Post or by the railing in Tannery Park. Wick-Graham shared that the Harriston-Minto Horticultural Society would be helping him on Tuesday to decorate the park for the holidays.

Wick-Graham reviewed the schedule of events for Light up the Town located in the Minto Holiday Shopping & Event Guide with the Committee. She also noted that due to when Remembrance Day falls in the week, on a Sunday, Light up the Town and Ladies Night may need to be moved to the following week in order for there to be enough time to put up the lights and make sure that there are no complications. The Committee understood that this will take place every few years and was okay with the change. Wick-Graham also shared that she would talk to Michael from the Old Post about the bell ringing and that it would act as the cue to turn on the lights. She also suggested that they leave the big speakers outside near Harry Stones and The Crown.

Ladies Night: Wednesday November 15

The Committee reviewed the passport in the Holiday Guide and noted that they would be printed additional copies to have in the businesses for shoppers to pick up, as well as it would be posted online. She added that Eric Cox was being added to the passport as well and that they would highlight that the Minto Chamber of Commerce sponsored members' \$50.00 gift certificates for the draw prizes. Wick-Graham also noted that the Harriston

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Preschool would also be having a gift-wrapping fundraiser located at The Crown that evening.

Men's Night: Thursday December 21

The Committee reviewed the Men's Night in the Holiday Guide. Wick-Graham noted that the Harriston Preschool would also be having a gift-wrapping fundraiser located at The Crown that evening.

Public Street Art: Ice Cream Cones

Andy explained that he was contacting Tyler Struyk about putting a eurothane foam layer over the base of the ice cream cone. He suggested putting sand bags at the base of the cone to weigh it down and suggested creating a wider base. Andy also noted that the steel would be primed and that it would weigh close to 100 pounds when complete. He shared that it would not cost more than \$200.00 per cone.

Wick-Graham suggested looking into cone sponsorship and to keep in mind that the Christmas lights would likely need to be replaced next season for budget purposes. She suggested finalizing plans by the end of the year and doing a call-out for artists in January to have the art displayed from Mother's Day until the end of October. Andy said that he would follow up with Tyler Struyk and have the cones ready by the suggested deadline. Lisa suggested having a people's choice competition to engage the community. She also said that she would approach the Kinsmen about a sponsorship. The Committee agreed that \$250.00 would be the price for sponsorship.

The Committee decided to have another meeting at Harry Stones on Monday December 11th, 2017 to finalize plans.

Roger Brooks International Destination Assessment

The Committee watched a video highlighting the Rogers Brooks Destination Assessments. Wick-Graham highlighted that the County of Wellington would be taking advantage of this program and that each municipally and town would be visited. She informed the community that the community presentation would take place at the Grand Theatre in Fergus on Monday December 1, 2017.

Other business:

Wick-Graham announced that Kit Kat Photography was moving in to the LaunchIt unit. She also mentioned that Kit Kat Photography would be taking some group photos for Ladies' Night.

Adjournment at 6:47 pm

NEXT MEETING:

Monday December 11, 2017

6:00 pm

Harry Stones

Taylor Keunen
Economic Development Assistant

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Schedule "B"
Palmerston Downtown Revitalization Committee
October 4, 2017

The Palmerston Downtown Revitalization Committee held its regular meeting on Wednesday October 4th, 2017 at the CNRA Clubhouse. Committee members present for the meeting were Councillor Ron Elliott, Paul Brown, JoAnne Caughill, Wayne VandenHazel, Buzz Beier, Barb Burrows, Brent Lavalee, Susan Forbes, Bob McEachern, Wayne Martin and Sherry-Lynn McRobb

Member of staff present was Business and Economic Development Manager Belinda Wick-Graham. Regrets were received from Tricia Norman, Scott Norman and Connie Robinson. Guest in attendance was Dave Wilson.

The Committee reviewed the previous meeting minutes from September 6, 2017.

Palmerston Christmas Lights & Light up the Park

Wick-Graham welcomed Lion Dave Wilson to the meeting. Wilson explained that the Palmerston Lions were on board to partner on event to Light up the Park. The proposed date for the event is November 17, 2017. Wilson demonstrated for the Committee the new laser light that the Lions purchased. The light has 12 different animations and plays 15 different songs rotating over a six hour time frame. The Lions will be purchasing a total of three of these lights and they will be aimed at the hill, water tower and roof of the pavilion.

The Committee brainstormed ideas for the event:

The lighting will take place at 7:00 pm.

Wick-Graham will approach Palmerston P.S. and Norwell D. S. S. to perform immediately before and after the lighting of the park.

The crowd will walk down the pathway to the Railway Museum where they will enjoy hot chocolate and cookies, pictures with Santa, and a Thomas the Train Christmas movie will be playing. Dave offered the Lions to assist with serving the cookies and hot chocolate. Wick-Graham will purchase the items and contact either Josh Moroz or Ray Tout to be Santa. McEachern and Martin offered to decorate the train and provide rides on the street.

It was suggested that we have a Live Facebook feed when we light the park and in terms of promotion it was suggested that we send a flyer to the school in addition to the Facebook posts, Rural Route page, booklet, radio ads and Wightman TV. Martin also offered to reach out to the Legion to let them know about the event.

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Palmerston Merchants Open House – November 29, 2017

Wick-Graham updated the Committee on the Merchants' Open House. 12 businesses are participating in this year's promotion, more than ever before! Wick-Graham also thanked the Minto Chamber for contributing \$1,000 to the campaign; as a result the Chamber funds are being used to purchase \$50 gift certificates from businesses that are participating that are Chamber members, as well as increasing production to distribute in Moorefield and Drayton.

Five windows have been offered for the Living Windows displays. Four groups have confirmed their participation. Santa will need to be secured for the event as well.

Crosswalk Update

Wick-Graham reported that the Public Works Department would be removing the curbs and the Reeves would be installing the crosswalks. It is still expected to take place this fall.

Other Business

Lavalee expressed concerns with some of the individuals living in the downtown core as well as with a property in the downtown. The Committee would like to write a property standards complaint.

Brown thanked the Town for paving the Jane St. Parking lot.

The Committee expressed concerns with the dirt in the gutters from construction, as well as the Styrofoam from the stucco. They requested that the street be swept after midnight and before 6:00 am.

NEXT MEETING:


Wednesday November 8, 2017 6:30 pm
CNRA Clubhouse

Belinda Wick-Graham
Business & Economic Manager

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Schedule "C"
Economic Development & Tourism Strategic Actions & Initiatives 2017/2018
2017/2018










Economic Development & Tourism
Strategic Actions & Initiatives

 Also identified in BR+E 2016 – 2018 Action Plan

 Also identified in Cultural Plan 2017 Action Plan

4.0 Economic Development

Pursue initiatives that improve the Town's economy, increase employment opportunities, enhance the skilled workforce, increase competitiveness, attract investment and maintain affordability for local residents and business.

<i>Strategic Plan Actions</i>	<i>Initiatives</i>
4.1 Promote sustainable growth and development, and strategies that make Minto an attractive place for families to live and for businesses to prosper, and pursue development in settlement areas consistent with the character of the area.	<ul style="list-style-type: none"> - Launch It Minto (Coaching, Training, Mentorship, Space)  - Youth Friendly Designation (2018) - Community Improvement Plan Incentives  - Women of Wellington Saugeen  - Downtown Revitalization – Streetscape/Public Art  - Industrial Development - Residential Development – surveys/promotion 
4.2 Develop programs that encourage in-migration to meet defined labour market needs, and ensure Minto is an immigrant friendly community.	<ul style="list-style-type: none"> - Cultural Roundtable – Culture Days  - Live & Work Portal  - Filipino Project - Come Home to Minto  - Saugeen Connects – Immigration 
4.3 Ensure there is sufficient serviced/serviceable land for a	<ul style="list-style-type: none"> - Involvement in Secondary Plans - EA of Harriston Industrial Park

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variety of uses in Minto's three urban areas, and maintain a supply of municipally owned serviced industrial land for sale to business in accordance with Town policies.	<ul style="list-style-type: none"> - Plans for Expansion of Palmerston Industrial Park - Preparing for Official Plan Review/Comprehensive Review (2019)
<p>4.4</p> <p>Encourage a healthy, clean, appealing quality of life to attract and retain engaged citizens, and create a welcoming environment for creative and entrepreneurial people to expand and develop small business.</p>	<ul style="list-style-type: none"> - Launch It Minto (Coaching, Training, Mentorship, Space) - Downtown Revitalization - Renew Northern Wellington - Women of Wellington Saugeen - Communities in Bloom - Community Gardens - Farmers' Market - Cultural Projects – Railway Museum
<p>4.5</p> <p>Continue retention and attraction strategies to help secure and stabilize existing business, and identify expansion and development opportunities from these contacts.</p>	<ul style="list-style-type: none"> - Relationship Building - Chamber of Commerce Partnership - Launch It Minto (Coaching, Training, Mentorship, Space) - PitchIt - Community Improvement Plan Incentives - Business Retention & Expansion Implementation
<p>4.6</p> <p>Promote and maintain strong commercial cores with a healthy land use mix in urban areas of Clifford, Harriston and Palmerston to provide goods and services required by local residents and business.</p>	<ul style="list-style-type: none"> - Downtown Revitalization Committees - Downtown Investment Packages - Renew Northern Wellington
<p>4.7</p> <p>Support and expand Community Improvement Plan incentives to strengthen the Town's core commercial districts including programs to enhance maintenance of the existing building stock and encourage re-use of vacant buildings.</p>	<ul style="list-style-type: none"> - Promotion & Administration of the Community Improvement Plan - Renew Northern Wellington - Pop Up Store
<p>4.8</p> <p>Provide access to and monitor up to date relevant statistics such as population, employment, income, demographics, business</p>	<ul style="list-style-type: none"> - Downtown Investment Packages - Investment Website – Mintoed.com - Townfolio Profile (2018)

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profile, traffic and service capacity that are useful for attracting new business and helpful to existing businesses looking to expand.	
<p>4.9</p> <p>Increase awareness of Minto as a place for family friendly businesses with thriving commercial districts, and a location to visit and shop. Approach outside retailers and promote benefits of relocating or establishing a business in Minto.</p>	<ul style="list-style-type: none"> - Retail Events - Launch It Minto (Coaching, Training, Mentorship, Space) ● - PitchIt ● - Treasures of Minto Website ● - Chamber of Commerce Partnership ● - Social Media - Recruitment Tours (2018) ● - Downtown Investment Packages ● - Property Open House (2018) ● - Hawk's Nest - Saugeen Connects – Succession & Immigration ●
<p>4.10</p> <p>Pursue and develop incubators in culture and/or agriculture sectors to encourage small business growth in these sectors with a view to expanding independently into permanent privately owned locations and operations.</p>	<ul style="list-style-type: none"> - Elevate Ag – Profile – Promotion (2018) ● - Involvement in Local Environment, Agriculture & Food (2018) - LaunchIt Minto ●
<p>4.11</p> <p>Promote and encourage incentives for businesses that offer apprenticeship opportunities for students, such as the Apprenticeship Tax Credit and training grants. Expand and encourage sponsored scholarships for local high-school students to enter apprenticeship program for skilled trades.</p>	<ul style="list-style-type: none"> - Via LaunchIt – Resources, Web, Lunch N Learns
<p>4.12</p> <p>Investigate methods to encourage traffic passing through the Town to stop and shop such as enhanced urban design, way</p>	<ul style="list-style-type: none"> - Entrance Signs ● - Wayfinding Signage ● - County Pay-to-Play Signage (2018) ●

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finding and entrance signage, easily accessible public parking	<ul style="list-style-type: none"> - Service Club Signage (2018) ● - 2 Hour Parking - Streetscape – Banners/Public Art
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6.0 Emergency Services and Health

Protect the health and safety of the community and citizens, business and the environment, by supporting a quality Volunteer Fire Department, emergency preparedness, and access to health care, prevention and wellness opportunities.

<i>Strategic Plan Actions</i>	<i>Initiatives</i>
6.2 Support Minto-Mapleton Health Care Professional Recruitment initiatives to help the local medical community recruit and retain Doctors, Nurse Practitioners and other medical personnel including but not limited to modest annual financial support and loan facilitation.	<ul style="list-style-type: none"> - Represent ED on the Health Care Professional Recruitment Committee - Provide resources and support when needed.

8.0 Tourism & Culture

Increase awareness of “Minto” as a destination by developing and supporting successful and sustainable tourism products that attract the traveling public, encourage spending on local products and services, and promote Minto as a great place to relocate and invest.

<i>Strategic Plan Actions</i>	<i>Initiatives</i>
8.1 Regularly communicate tourism and marketing strategies including successful tactics, timing and performance measures. Promote Minto through testimonials from current successful tourism businesses.	<ul style="list-style-type: none"> - Not “tourism” specific - Business testimonials and stories in Investment Packages and on Social Media
8.2 Promote businesses or groups offering agri-tourism products	<ul style="list-style-type: none"> - Butter Tarts & Buggies – Fall Frolic ● - Taste Real – Spring Rural Romp

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geared toward educating children and families about agriculture such as farm Bed and Breakfasts, pick-your-own produce, country family courses (ie. making preserves, holiday ornaments), and other appealing tourist offerings.	<ul style="list-style-type: none"> - Savour in the Street - Cooking Classes (2018)
8.3 Implement, monitor and review the Town's Cultural Plan, and ensure the goals, objectives and actions the plan reflect community interests and factor into Council decision making and budget.	<ul style="list-style-type: none"> - Cultural Roundtable - Volunteer Skill Building Seminars - Volunteer Portal - Events – Light up the Town & Culture Days - SPARC
8.4 Facilitate private business or non-profit groups bringing small, medium and large sized events to Town facilities and spaces that attract visitors, develop local talent and culture, fundraise for local groups and enhance local business.	<u>Do vs. Facilitate</u> <ul style="list-style-type: none"> - Savour in the Street (facilitate) - Handcar Races - Fire & Ice - Culture Days - Street Party - Light up the Town & Light up the Park - Ladies Night & Merchants Night - Clifford Homecoming (facilitate) - Youth Events - Administer Community Development & Enhancement Grants
8.5 Support development of year round tourism product such as targeting <i>snowmobiling families</i> , winter sport tournaments, cultural celebrations and events including those related to Christmas and the holiday season.	<ul style="list-style-type: none"> - MYAC Road Hockey Tournament (2018) - Fire & Ice - Light up the Town & Light up the Park - Ladies Night & Merchants Night - Tournaments – look at innovative ways to bring people downtown (2018)
8.7 Utilize the Cultural Round Table as the primary group to implement the Cultural Plan with representatives from local,	<ul style="list-style-type: none"> - Cultural Roundtable - MYAC

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regional and provincial agencies, business, non-profit and government organizations as well as youth.	
8.8 Maintain and enhance partnerships with the Chamber of Commerce to ensure the retail sector has access to information on current tourism trends, and develop and maintain information packages and web based statistical information to encourage new or expanded commercial tourism businesses.	<ul style="list-style-type: none"> - LaunchIt Minto - Downtown Investment Packages - Grand Openings - Community Relations - Sector Promotions - Partnerships
8.9 Attend successful tourism events outside of Minto to promote the Town, and continue to sit on regional tourism committees and increase networks.	Not tourism specific <ul style="list-style-type: none"> - Showcase Wellington North - Innovation Guelph Regional Meetings
8.10 Through Downtown Committees and political representatives, meet with local retailers to facilitate and develop themes, improvements and specials (ie. sidewalk sales, passport campaigns, heritage days, rental property promotions, loyalty programs, Christmas lights, Think Minto First etc.)	<ul style="list-style-type: none"> - Light up the Town & Light up the Park - Ladies Night & Merchants Night - Street Party Sidewalk Sales - Palmerston Handcar Sidewalk Sales - Buy Local (2018)
8.12 Promote and support development of Minto's authentic heritage and culture to assist with creating a unique family destination. Work with local heritage groups to create tours and integrate historic stories into local tourism product.	<ul style="list-style-type: none"> - Railway Museum & Rolling Stock – tours/activities - Culture Bus (2018) - Butter Tarts & Buggies - Light up the Town & Light up the Park

9.0 Planning & Development

Ensure growth and development in Clifford, Palmerston and Harriston makes cost effective and efficient use of municipal services, and development in rural and urban areas is well planned, reflects community interests, is attractive in design and

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layout, and is consistent with applicable County and Provincial Policies.

<i>Strategic Plan Actions</i>	<i>Initiatives</i>
9.2 Provide grants for businesses that improve the building facades, address structural improvements, and promote re-use and redevelopment of existing buildings where architectural and heritage features are maintained.	- Promotion and Administration of Community Improvement Plan ●
9.3 Enhance funding and increase the range of qualifying projects in the Community Improvement Plan, such as structural improvements, and promote existing incentives for Brownfield redevelopment and tax increment financing while encouraging the County and Province to participate. Review the Plan's geographic area to assess whether to include areas beyond the downtowns.	- Promotion and Administration of Community Improvement Plan ●
9.4 Provide strong community development policies and practices that support a family friendly environment, attract family oriented businesses, and enhance Minto as a welcoming, attractive, and safe location. Include resident and business testimonials supporting the family image in publications.	- Resident Prospectus ● - Youth Friendly Community Designation (2018)
9.5 Support a suitable supply, type and variety of housing at a range of prices in Minto including ownership or rental options. Encourage residential infilling in upper floors of commercial buildings and intensification adjacent to downtown areas keeping in mind the character and needs of the community.	- Involvement with Residential Development discussions ●

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9.8 Continue support for energy conservation through programs like Green Legacy, Communities in Bloom, Energy Conservation Plans and similar.	- Communities in Bloom
9.10 Continue to invest into maintaining and improving the visual appeal of downtown cores, ensure future development links into the design character of public space, and strengthen the 'one-town' feel with consistent visual design in original urban communities. (ie. similar colours, light standards, planters).	- Downtown Revitalization – Streetscape & Public Art
9.11 Inventory, maintain and recognize heritage buildings in accordance with the Ontario Heritage Act, and consider the benefits of heritage designations and districts where there is proven economic and community benefit.	- Local Heritage Marker Program

10.0 Agriculture & Environment

Support programs that maintain Minto's strong agricultural identity, enhance agricultural work, and protect and restore the natural environment given Minto's location in the heartland of Ontario surrounded by farmland and acknowledging that farming and a healthy natural environment are inextricably linked.

Strategic Plan Actions	Initiatives
10.2 Promote urban forestry, low maintenance landscaping and park development to create more environmentally diverse green spaces including pursuing small plots/community gardens/remote plots in public space.	- Community Gardens - Elevate Ag (long range)

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<p>10.3 Continue to partner with local Fall Fairs to promote agriculture awareness, and expand Minto's agricultural image and identity by promoting the Town as an agricultural area.</p>	<ul style="list-style-type: none"> - Farmers' Market partnership – corn roast - Event Enhancement Grant to Ag. Societies - Promotion of Elevate Ag. (2018)
<p>10.5 Improve accessibility and awareness of local food by continuing to maintain and enhance Farmers' Markets, facilitating a Clifford Farmers' Market (where there is sustained local interest) and continuing to promote buy local food campaigns in partnership with the County and others</p>	<ul style="list-style-type: none"> - Farmers' Market - Market Bucks Administration
<p>10.6 Recognizing agriculture is in transition, support diversification of farming businesses and family farms, and identify programs such as an agricultural park as a means for new farmers to enter the business.</p>	<ul style="list-style-type: none"> - Elevate Ag.
<p>10.8 Engage the Mennonite and Amish Community and facilitate interaction between Council and these communities.</p>	<ul style="list-style-type: none"> - Farmers' Markets - Butter Tarts & Buggies
<p>10.12 Increase local food purchases, food sovereignty and empowerment by developing a series of skills training workshops, in partnership with businesses and local food advocates.</p>	<ul style="list-style-type: none"> - Community Gardens - Farmers' Markets - Elevate Ag. - Savour events - Cooking classes (2018)

12.0 Governance & Leadership

Demonstrate Council and Staff leadership by taking primary responsibility for implementing and following the Strategic Plan, while recognizing the roles of community leaders in achieving Plan success.

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Strategic Plan Actions	Initiatives
12.1 Implement the strategic plan in consultation with the community at all times, and draw on the volunteers, private business, non-profit groups and key individuals to assist and promote strategic goals.	<ul style="list-style-type: none"> - EDPC – Clifford, Harriston & Palmerston DRCs - Cultural Roundtable – Railway Museum, MYAC, Local Heritage Markers - LaunchIt Minto - Chamber of Commerce - Farmers' Market
12.2 Continue to be a leader among small rural municipalities in local strategic initiatives that benefit the economy, protect the environment, effectively allocate resources, encourage innovation, streamline procedures, and create opportunity for individuals and business.	<ul style="list-style-type: none"> - Presentations to: CFDC Success BBQ, OSUM Conference - Consultations with: Warwick, Brockton, Ingersoll - Judging: Dufferin Business Awards & Win This Space - Ripley
12.3 Support training and business development initiatives to encourage youth to gain skills and abilities to meet the needs of business, industry and agricultural communities.	<ul style="list-style-type: none"> - YStop - Support of LEAF (2018) - Youth Connections Event - Summer Company
12.4 Maintain and enhance partnerships with leaders in health care, private business, non-profit and government sectors to ensure initiatives in the strategic plan are addressed, and continue to develop “public-private” or “public-public” partnerships of strategic benefit to the community.	<ul style="list-style-type: none"> - Health Professionals Recruitment Committee - LHIN – PSW Project (2018) - Lions Medical Clinic Board & Recruitment
12.5 Increase Council and staff visibility with students, business and the public by scheduling school and business visits, open houses at municipal offices and facilities, celebrating local government week and similar events that increase the transparency of municipal operations.	<ul style="list-style-type: none"> - Coordination of Mayor & Council attendance at MYAC - Mayor's Breakfast Series - Staff School Visits – MYAC, LaunchIt

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<p>12.6 Continue to use all media options such as news releases, social media, web site, and YouTube to increase Council and Senior Management visibility, and enhance transparency including such techniques as monthly newspaper columns, recorded meetings, blogs and similar communication.</p>	<ul style="list-style-type: none"> - Town of Minto <ul style="list-style-type: none"> - Website - Facebook, Twitter, Instagram, YouTube - MintoED <ul style="list-style-type: none"> - Website - Treasures of Minto <ul style="list-style-type: none"> - Website - LaunchIt Minto <ul style="list-style-type: none"> - Website - Facebook, Twitter, Instagram - Farmers' Market <ul style="list-style-type: none"> -Website - Facebook, Instagram - Live & Work Portal <ul style="list-style-type: none"> - Website -Facebook, Instagram, Twitter - Butter Tarts & Buggies <ul style="list-style-type: none"> -Website -Facebook, Instagram, Twitter - Railway Museum <ul style="list-style-type: none"> - Website - Facebook, Twitter, Instagram - Rural Route Page - Wightman TV Show
<p>12.10 Provide leadership training resources where available, learn from leaders in the community, and compete for awards demonstrating leadership successes.</p>	<ul style="list-style-type: none"> - EDCO Award Submission for Downtown Investment Packages
<p>12.12 Identify and reduce overlapping municipal services should they exist including within Town supported programs and organizations, and provide a system to</p>	<ul style="list-style-type: none"> - Online Event Hub Development (2018 launch)

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help coordinate event planning across multiple local organizations.	
12.13 Ensure savings in time and cost as well as efficiencies are achieved in communication material by coordinating internal and external vehicles such as web sites, media relations, newsletters, bulletin boards, and printed guides.	<ul style="list-style-type: none">- Lead for production of Community Attractions Guide- Bulletin Board Maintenance

Suggested Updates to Strategic Plan and Considerations

- Addition of Youth as a key area within the plan
- Youth initiatives take up a large amount of staff time – is this a priority area and if so over what?
- 8.0 – is tourism a priority?
- 8.4 – Consider our role as “doers” vs. “facilitators”
- 8.5 – Is snowmobiling a target?
- Change 8.9 – From “Attend successful tourism events outside of Minto to promote the Town, and continue to sit on regional tourism committees and increase networks” to “Increase networks across the region in areas related to the strategic plan”.
- Remove 8.11 – Work with local accommodators to facilitate family programing and specials to enhance the visitor experience
- See 12.1 – Committees vs. 12.6 Communications – Opportunity to use staff resources more effectively on communications vs. administration of committees (i.e. minutes).

2018 Project Priorities for Consideration

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YOUTH

- Youth Award
- Youth Week – Engagement of Groups
- Youth Spaces – At LaunchIt & Outdoor
- North 4 Youth Committee
- Youth Friendly Designation
- MYAC Road Hockey Tournament

TOURISM/CULTURE

- Farmers' Market Cooking Classes
- Youth Vendors at the Farmers' Market – (LEAF & LaunchIt Partners)
- Butter Tarts & Buggies – Fall Frolic Enhancement
- Increased promotion of Community Assets
- Public Art on Vacant Buildings
- Social Media Planning (Opportunity for collaboration with Minto Chamber of Commerce)

ECONOMIC DEVELOPMENT

- Come Home to Minto
- Saugeen Connects
- Marketing of Developments “Move to Minto” Campaign
- Downtown Property Open House
- Recruitment Tours
- Buy Local Campaign
- Townfolio Profile
- Service Club Signage

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- County Pay-to-Play Signage
- Clifford Construction

LAUNCHIT

- Target businesses for occupancy
- Satellite office recruitment
- LEAF Partnership
- Exploring neighbour municipality partnerships
- Paid Service Partner Opportunities
- Elevate Ag. Promotion

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Schedule "D"
2018 Project Priorities for Consideration

YOUTH

1. Youth Award
2. Youth Week - Engagement of Groups 2
3. Youth Spaces - LaunchIt & Outdoor 4
4. North 4 Youth Committee 3
5. Youth Friendly Designation
6. MYAC Road Hockey Tournament 1

TOURISM

7. Farmers' Market Cooking Classes 1
8. Youth Vendors at the Farmers' Market - (LEAF & LaunchIt Partners) 1
9. Butter Tarts & Buggies - Fall Frolic Enhancement
10. Increased promotion of Community Assets 4
11. Public Art on Vacant Buildings
12. Social Media Planning (Opportunity for collaboration with Minto Chamber of Commerce) 3

ECONOMIC DEVELOPMENT

13. Come Home to Minto 1
14. Saugeen Connects 2
15. Marketing of Developments: "Move to Minto" Campaign 3
16. Downtown Property Open House
17. Recruitment Tours 1
18. Buy Local Campaign 3
19. Townfolio Profile 7
20. Service Club Signage
21. County Pay-to-Play Signage 1
22. Clifford Construction 4

LAUNCHIT

23. Target businesses for occupancy 3
24. Satellite office recruitment 3
25. LEAF Partnership
26. Exploring neighbour municipality partnerships 3
27. Paid Service Partner Opportunities
28. Elevate Ag. Promotion 1

TOP 5:

1. Townfolio Profile
2. Youth Spaces (LaunchIt & Outdoor)

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3. Increased Promotion of Community Assets
4. Clifford Construction
5. North 4 Youth Committee
6. Social Media Planning (Opportunity for collaboration with Minto Chamber of Commerce)
7. Marketing of Developments: “Move to Minto” Campaign
8. Buy Local Campaign
9. Target businesses for occupancy
10. Satellite office recruitment
11. Exploring neighbour municipality partnerships