



Economic Development and Planning Committee Minutes
Thursday, September 13, 2018 3:00 p.m.
Council Chambers

Attendance: Councillor Jean Anderson, Councillor Mary Lou Colwell, Councillor Ron Elliott, Jamie Doherty, Kirk Brownell, Gerry Horst

Staff Present: CAO/Clerk Bill White, Economic Development Manager Belinda Wick-Graham, Marketing & Community Development Coordinator Taylor Keunen and Business Coordinator Somer Antonopoulos

Regrets: Mayor George Bridge, Chair Jonathan Zettler Glen Hall, Gord Duff, Alison Armstrong, Hope Reidt

1. Call to Order by Wick-Graham at 3:02 pm

2. Minutes of Previous Meeting

a. Minutes of May 17, 2018

MOTION:

Moved By: Jean Anderson; Seconded By: Gerry Horst

THAT the Economic Development Planning Committee Minutes of May 17, 2018 be approved.

Carried

3. Committee Minutes for Approval

a. Harriston Downtown Revitalization Minutes, June 11, 2018

b. Palmerston Downtown Revitalization Minutes, June 20, 2018

c. Clifford Downtown Revitalization Minutes, June 25, 2018

d. Palmerston Downtown Revitalization Minutes, September 6, 2018

e. Clifford Downtown Revitalization Minutes, September 10, 2018

f. Harriston Downtown Revitalization Minutes, September 10, 2018

MOTION:

Moved By: Mary Lou Colwell; Seconded By: Ron Elliott

THAT the Harriston Downtown Revitalization Minutes of June 11, 2018 and September 10, 2018, the Palmerston Downtown Revitalization Minutes of June 20, 2018 and September 6,

2018, and the Clifford Downtown Revitalization Minutes of June 25 2018, and September 10, 2018, be approved.

Carried

4. Roundtable Discussion

a. Economic Development Year in Review 2017/2018

Wick-Graham shared that she and Keunen presented the Economic Development Year in Review for 2017/2018 to Council in July and that Councillor Mary Lou Colwell encouraged them to publish a booklet and have it mailed to the public to spread the word on the good work being done. She noted that printing and mailing booklets would be too costly, however the booklets would be available on the Town of Minto website, available upon request at the Town of Minto office and a copy would be placed at the Minto Wellington County Library Branches. The Committee reviewed the booklet.

b. Regional Forum - Rural Newcomer Integration

Wick-Graham encouraged the committee to attend a Regional Forum would take place at Blue Mountain on November 30, 2018 highlighting expanding workforce and affordable housing.

c. Project Updates

Filipino Association

Wick-Graham informed the committee that the Filipino Association had created a Facebook Page, Tom Lusi from the County of Wellington wrote an article that would be distributed in Filipino newspapers in the GTA and that targeted ads would be purchased. She shared that the Committee identified two major issues: housing and transportation. Wick-Graham noted that housing was always a forefront on the Economic Development Planning Committee and that steps were being made to help the issue, the County of Wellington's Rideshare Program set to launch in 2019.

Resident Attraction

Wick-Graham shared that the Economic Development Department was working with local realtors to place a large ad in the Guelph Real Estate Book to highlight the community. She shared that they would also be investing in a billboard and setting up a booth at the Kitchener Home & Garden Show in 2019.

d. Chamber Update

Gerber noted the Chamber BBQ held at the Palmerston Lions' Park Pavilion in July was a success with good attendance. She also informed the Committee of the All Candidates Meeting taking place at the Palmerston Community Complex on Tuesday September 25, 2018 from 7:00 pm – 9:00 pm with John Burgess moderating the event.

e. LaunchIt Minto Update

Gerber informed the Committee of the Roger Brooks Webinar Lunch & Learn Series: The Ultimate Marketing Series for your Community & Business taking place until October 2, 2018. As well Show Me the Money would take place on September 26, 2018 at the Harriston-Minto Community Centre from 5:30 pm – 8:30 pm with OMAFRA, Agilec, Second Chance and others in attendance. Gerber noted that on September 19, 2018 Kristel from the Guelph-Wellington Business Centre would host a session on How to Develop a Business Plan from 6:30 pm – 8:30 pm. She reminded the Committee of Live2Lead that is set to take place at the Norgan theatre on October 12, 2018 from 8:30 am – 1:00 pm with speakers John C. Maxwell, Carly Fiorina, Daniel Pink, Debra Searle and Tyler Perry for \$50.00, two more showing would take place in Hanover on November 9, 2018 and in Mount Forest at Viking Cives for thirty employees on October 23, 2018.

f. Committee Terms of Reference

Wick-Graham announced that Chair Jonathan Zettler would be stepping down from the Committee to pursue a new job and familial duties. She informed the Committee that they could step down from the Committee if they wished but all members expressed their intent to remain on the Committee. The Committee reviewed the Terms of Reference and made notes to update staff roles, added a finance role and made updates as needed. The Committee also agreed to connect with potential agricultural sector representatives.

g. General Roundtable

5. Reports

a. Structural Grant Application - Brent Lavallee

Wick-Graham shared that Brent Lavallee had begun the process of renovating his downtown property in Palmerston and that the project would take well over \$200,000.00 to repair and update the building as there was brick deterioration that would need completely redone and most of the building needed to be gutted and started from scratch. She noted that only \$2,500.00 remains for 2018 but that he qualified.

RECOMMENDATION:

Moved By: Jean Anderson; Seconded by: Kirk Brownell

THAT the Structural Grant for Brent Lavallee for \$2,500 be paid in full.

Carried

Wick-Graham stated she informed Lavallee that due to an election year, she could not guarantee the funds would be available for an intake in 2019. Lavallee expressed disappointment surrounding the lack of funds as it was a huge incentive and benefit for owners to revitalize buildings. The Committee decided to make a motion to Council for the consideration to maintain the funding post-election.

MOTION:

Moved By: Jean Anderson; Seconded by: Kirk Brownell

THAT Council consider maintaining the Community Improvement Plan (CIP) funding in 2019.

Carried

b. West Palmerston Master Plan – 1st Draft Secondary Plan

CAO/Clerk Bill White stated that the West Palmerston Master Plan – 1st Draft Secondary Plan was available to the public on the Town of Minto website and that there would be a public meeting on Tuesday September 18, 2018 at 5:00 pm. The Committee reviewed the plan.

c. General Roundtable

Councillor Jean Anderson shared that the garden plaques from the horticultural Society were very well-received and that information pertaining to the plaques and backyard gardens would be available at the Harriston-Minto Fall Fair the following weekend from September 14-16, 2018. The Horticultural Society is looking into working with the Town of Minto to provide seasonal planters for the businesses again and that she and David Anderson would be hosting their Annual Christmas Dinner again.

Gerry informed the Committee that the last Rural Economic Development (RED) funding intake was taking place and stressed the importance of providing metrics from the funded projects that Minto has received due to the approaching election. Gerry also shared that the Municipal Agriculture Economic Development and Planning Forum: Navigating Agricultural Economies would take place on October 3 - 4, 2018 at the Wellington County Museum and Archives which is hosted by the County of Wellington and the Ministry of Agriculture, Food and Rural Affairs (OMAFRA). Wick-Graham added that Jack from Krasinski Enterprises would be sitting on the Cannabis panel at the event.

Jamie noted that the Saugeen Economic Development Corporation (SEDC) was accepting intakes in investment portfolios, highlighting that Saugeen Connects had their successful launch of Succession Matching and that there would be a bus tour on October 30, 2018 showcasing businesses to sell and that there would be a second tour to follow to showcase employers.

Keunen highlighted that the Northern Wellington Young Professionals' Network (NWYPN) would be launching and hosting their first event, Business and Brews, at Harry Stones on October 4, 2018. She also stated that Culture Days would be taking place on September 29-30, 2018 and that Butter Tarts and Buggies' Fall Frolic would take place on October 12-14, 2018.

6. Adjournment at 4:47 pm