



## MINUTES

West Grey Economic Development Committee

Wednesday August 23, 2017 – 3-4:30 pm

West Grey Municipal Office, Council Chambers

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**Present:** Jackie Gingerich, Councilor Doug Hutchinson, Wendy Stewart, Deputy Mayor John Bell, Mayor Kevin Eccles, Councilor Rebecca Hergertz, Recording Secretary Cathy Sweeney

**Absent:** with regrets Kris Kennedy, Councilor (Chair) Rob Thompson

**Call to Order:** Wendy Stewart, Vice Chair called the meeting to order at 3:05 pm

**Declaration of Pecuniary Interest:** None Reported

**Approval of Previous Meeting Minutes:**

Motion by Wendy Stewart, 2<sup>nd</sup> Deputy Mayor Bell/Councilor Doug Hutchinson that the minutes of the previous meeting held March 30, 2017 be approved as presented, carried #05-17.

**Delegation:**

1. Jamie Doherty – Saugeen Business Development. Items of discussion where as follows, along with detailed documentation for each project/initiative is provided in Appendix A.
  - a) Hawks Nest
  - b) Transport Initiative
  - c) Regional Advisory Committee
  - d) Saugeen Connect

**Business Arising from the Minutes:**

- a) Have applied through trillium for a feasibility study on agricultural acceleration. Looking for someone to sit on committee. Will gather more information and set to discuss at next meeting. Pushed to next meeting.
- b) Promo Items: West grey map look at updating this piece and quotes, pushed to next meeting.
- c) Façade program: Chamber of Commerce has decided to keep their program as is not partner with West Grey as advised by Chair Rob Thompson.
- d) Pop Up Program – grant has been denied. Discussion on “Win this Space” can West Grey offer? It was felt it is similar to Pop Up idea.
- e) Data base update for vacant space needs to be completed/updated. Municipal act tax rates for vacant space is not beneficial, can we eliminate or change?
- f) Store front Signs need to be updated, painted?

**New Business:**

- County of Grey –Economic Development Municipal Partnership Fund final intake application deadline is Sept 29/17 and needs to be used by Dec 31/17. John to confirm that there is still funds available prior to completing the application. Confirmation of Funds available per Mr. Bell. Several items discussed that could potentially utilize this fund, truck advertising, vehicle wraps, towards the Economic Development hire, editorial submission/pictures for the Made in Grey publication. Based on timing available, group favored funds towards editorial submission. Quote to be requested from freelance writer Leigh Aulthouse for 4 projects:
  - 1) Gemini – Neustadt
  - 2) Molock – Edge of West Grey Boundry (Mount Forest)
  - 3) New Tribes Mission/Ethnos - Durham
  - 4) We Pack it - Durham
- Made in Grey Participation/Submission: Deadline materials are due Nov 10/17.
- Hiring of an Economic Development Assistant person was discussed regarding part time, full time, shared services with another municipality goals, similar job outlines.

**Recommendation: THAT the Economic Development Committee brings forth to council the recommendation to include in the 2018 budget, funding for the hiring of a full time Economic Development Officer. Motion made by Mayor Eccles, Seconded by Deputy Mayor Bell, all present Yea, CARRIED. #06-2017**

**Next Meeting Date:** Thursday September 21/17 2-4:30 – West Grey Municipal office.

**Adjournment:** On a motion from Deputy Mayor Bell, the meeting adjourned at 4:24 p.m.



Chair – Rob Thompson

**SEDC Projects and Initiatives  
Presentation to West Grey Economic Development  
Meeting on Wed Aug 23, 2017**

**Hawk's Nest**

This is our second year running the Hawks Nest in partnership with Barb Fisher, Bruce CFDC, it is a Dragon Den inspired competition, and was extremely successful when we held it last year. Next year's event will be held at the Knights of Columbus Hall between Walkerton and Mildmay on June 13, 2018. Darlene Boisvenue is our Project Coordinator. Posters have been distributed in and around Bruce, Grey, Wellington North, Minto and Owen Sound. We would greatly appreciate any help getting our HN promoted by discussing it with entrepreneurs and future business owners in West Grey. Posters - Free Business Plan Training starts in Sept.

**Transport Initiative**

This project is spear headed by Maria Manuel who is a Project Coordinator with SEDC. **This is a Youth Transportation Initiative** that we are doing in partnership with Launch Pad and FedDev. We feel it could greatly benefit the youth in West Grey & surrounding area so that the centre is used regionally.

**Regional Advisory Committee**

The SEDC is bringing back the RAC

The goal of this committee is to share best practices, develop opportunities for networking by acting as a liaison between the business/industrial sector as well as the community and SEDC; thereby assisting with the foundation of collaborative partnerships.

The Regional Advisory Committee includes representation from Arran Elderslie, Brockton, Chatsworth, Grey Highlands, Hanover, Minto, Southgate, South Bruce, Wellington North and West Grey. Kevin Drier is currently the representative we have picked from West Grey and we hope he will provide a bridge of information from West Grey to the RAC as well as RAC to West Grey.

**Saugeen Connect**

Connecting Business through Succession Planning, Immigration and Youth

The Saugeen Connect project is identifying best practices in connecting immigrants, youth and entrepreneurs/business owners with economic development and succession planning needs in rural Ontario.

SEDC will be partnering with Wellington North, Minto, and the Town of Hanover. Each of the contributing partners are investing \$5,000+ into the project. We would like to extend the invite to West Grey in hopes that we will have an opportunity to expand the **Vibrant Villages** project and introduce the **WOWSA** group to this area. We are looking at an Employer/Employee Bus Tour - bringing a much needed labour force to our area employers, this is in the planning and is set to take place this fall - In the 2018 spring an Entrepreneurial Tour for succession planning with retiring business owners and new business opportunities is also in the planning. This is part of the invite to West Grey and surrounding areas to join our partnership.

**Vibrant Villages - Occupy and utilize empty retail space in imaginative and innovative ways with the ultimate goal of creating new for-profit businesses. WOWSA - The Women of Wellington Saugeen Area (WOWSA) aims to inspire, empower and connect women in business in the County of Wellington and Saugeen River region in Ontario by providing education and networking opportunities. Currently expanding into Hanover. Through the partnership with Saugeen Connect, this could happen in West Grey??**

### **Take Aways:**

#### **Question was asked as to how the Transport Initiative will work with youths from West Grey.**

SEDC will be sending out survey's and compiling the information collected. We will invite a small group from the school systems and the transportation industry to discuss the info collected. The pilot project catchment area includes Durham, Ayton, Walkerton, Chesley, Mildmay and Neustadt. Utilizing youth in these areas to determine the needs and if successful, SEDC will expand the project to include a wider area. There will be 1 pickup and 1 drop off area in each community, the Launch Pad being the focal point as well as youth with jobs, time schedule for pick up and drop off will be limited in the late evening.

#### **Question was asked to receive more details on the Employer/Employee bus tour.**

More information will follow as soon as we collect it and piece it together.

#### **Question was asked about the WOWSA group and the structure of the partnerships with the County of Wellington and Saugeen River region in Ontario and now The Town of Hanover. What would be required to join this partnership?**

The WOWSA group consists of business women in each of these regions. There is no link outside of that to the municipality - because WOWSA is expanding and coming right through West Grey, SEDC and WOWSA thought it would only make sense to see if WEST GREY would like to be part of this expansion by holding a meeting for WOWSA in WEST GREY. To participate with WOWSA, you just need to talk to WOWSA about the idea directly.

If you have any other questions, please let me know

Thank you for the invite and I as well as SEDC look forward to working in cooperation in the near future!