



# DRAFT Meeting Minutes

West Grey Economic Development Committee

Wednesday April 18, 2018 – 9:00 am

West Grey Municipal Office, Meeting Room

**Present:** Councilor Doug Hutchinson, Deputy Mayor John Bell, Mayor Kevin Eccles, Chair-Rob Thompson, Kris Kennedy, CAO/Deputy Mayor Laura Johnston, Recording Secretary Cathy Sweeney

**Absent:** Jackie Gingerich

1. **Call to Order:** Rob Thompson, Chair called the meeting to order at 9:03 am

2. **Declaration of Pecuniary Interest:** None Reported

3. **Approval of Previous Meeting Minutes:**

D. Hutchinson/J. Bell THAT the minutes of the previous meeting held January 25, 2018 are approved as presented. Carried.

4. **Delegation:** none

5. **Business Arising from the Minutes:**

a) **Maps:** No change.

b) **Durham Business Park Signage:** big sign is ready for pick up end of Apr 13 week.

i) **Action:** CS to confirm with participants info for signage and get signoff/proof prior to fabrication. Gather previous info on project, visit business.

c) **New to Grey Initiative:** Seminar on how to welcome newcomers identifies challenges, differences and first hand personal experiences. Workshops on this topic will be planned county wide.

d) **Job Fair:** C.Sweeney attended on Feb 28, booth traffic was steady, helped to support some hiring needs.

e) **RAC Minutes** – C. Sweeney attended 1<sup>st</sup> meeting on Apr 5/18, very beneficial roundtable meeting talking about barriers, information sharing, community partnering. Will continue attending these meeting each quarter.

6) **New Business:**

a) **Butter Tarts & Buggies:** reviewed agreement & list of business contacts that fit criteria, discussed program and expectations of participation.

i) **Action:** CS to confirm if any success, measurement metrics are in place and report back.

- b) **Farmers Market Creation/Farmers Market Network & Producer Showcase:** County of Grey is hosting this networking opportunity in Walters Falls on Apr 30/18. Flyer distributed and posted web, bulletin board
- c) **Advertising** with 88.7 radio: discussion regarding radio advertising proposal received.
  - i) **Action:** LJ to explore options for partnerships, ask about bridge coverage
- d) **Joint 3 Economic Development Group** – our other partners asked what our interest would be to host Career Fair. Will discuss further with Joint 3 and offer the suggestion of a Job Portal specifically for our area.
- e) **Grey County Working Group** –Feb 9/18 meeting C. Sweeney attended, topics included the GIS work being done and availability to us, official plan update, welcoming communities website evaluation undertaken by OMAFRA. Cheryl advised that they would evaluate our site as part of their project and share results.
- f) **Business Retention & Expansion** – information sharing session regarding the work County of Grey is working on Mar 5/18, C. Sweeney attended.
- g) **Saints & Sinners** – Mar 13/18 C. Sweeney attended, discussion over map layouts, advertising opportunities, and the shift of ownership to Simcoe.
- h) **Saugeen Connects** –Mar 20/18 meeting hosted by West Grey, discussions surrounding website quote, draft prospectus changes, follow up comments and suggestions from the Peel Newcomer bus tour for future opportunities. Interest in creating our own “Red Bag”. Moving forward with the succession matching initiative process.
- i) **Escape to Grey Bruce** – shared the new ad layout and editorial changes and invoice received.
  - J. Bell/K. Kennedy THAT the West Grey Economic Development Committee approves the payment of V#02-18 for Escape to Grey Bruce.**
- j) **Launch it Co-op 101** – Minto hosting successful co-op solutions for rural issues, business model and selling your business to staff are included topics on May 22/18 distributed flyer for workshop, posted on web & information board
- k) **AMO Main Street Revitalization Initiative** – discussion of projects for consideration? Urban design, public art, facade program, possible survey to solicit community engagement for ideas, awaiting confirmation from AMO re current façade program if qualifies.
  - i) **ACTION:** By-Law needed (LJ), possible survey to be created (CS)
- l) **Training** – New to Grey Initiative workshop by the County of Grey distributed flyer for produced Diversity training on May 1/18 at host site Hanover, U of Waterloo program discussed.
- m) **Parks & Recreation Request:** after short discussion, this request for additional funds is not supported by this committee.

- n) **Made in Grey Stories** – will continue with our business profiles but will also look to add the story tell of “why” you came to West Grey, personal reflection example stories.
    - i) **ACTION: Cathy to advise writer of additional story angle.**
  - o) **Moved by J Bell/K Eccles to accept resignation with regrets of current Vice chair.**
  - p) **Motion from R. Thompson to nominate a new interm Vice Chair, Kris Kennedy, nominated, accepted. Carried**
  - q) **West Grey Business Beautification Program:** current template and parameters need to be revisited and updated. Need to create a guide with design considerations perhaps need to look at a larger scale program through a CIP. Received new request, awaiting completed form and receipts.
    - i) **ACTION: Cathy to gather examples for review**
  - r) **Heritage Bridge Update:** date for opening is Apr 25, media advisory, and communications/media release will be done.
6. **Next Meeting Date:** May 23, 2018 – 10:00 am - West Grey Municipal office.
7. **Adjournment:** On a motion from Mayor K. Eccles, the meeting adjourned at 11:45 a.m.

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Chair, Rob Thompson