



January 11, 2011
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**COUNTY OF PERTH
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

January 11, 2011
10:00am

1. Call to Order

The regular meeting of the Perth County Economic Development Committee was called to order at 10:05am

Councillors Present: Warden Julie Behrns, Councillors Vince Judge, Bob McMillan, Bob Wilhelm

Regrets: Councillor Walter McKenzie

Staff in attendance: Bill Arthur, CAO/Clerk; Bernia Wheaton, Economic Development Coordinator

With quorum present, Councillor Wilhelm chaired the meeting

2. Elect Committee Chairperson

Moved by Warden Behrns

Seconded by Councillor Judge

That Bob Wilhelm be elected as the Perth County Economic Development Committee Chairperson for 2011.

Carried

3. Agenda

Moved by Councillor McMillan

Seconded by Councillor Judge

That the agenda for the January 11, 2011 Economic Development Committee meeting be approved as presented.

Carried

4. Meeting Minutes

Moved by Councillor Behrns

Seconded by Councillor McMillan

That the Minutes of the November 4, 2010 Economic Development Committee meeting be approved.

Carried

5. Economic Development Activity Report

Report presented as attached

6. RED program Activity Report

Report presented as attached

7. Strategic Plan Implementation Activity Report

Moved by Councillor McMillan

Seconded by Councillor Judge

That the Strategic Plan Implementation Activity Report and budget dated January 11, 2011 (attached) be received for information.

Carried

Moved by Warden Behrns

Seconded by Councillor McMillan

That the Economic Development Activity Report, the RED program Activity Report, and the Strategic Plan Implementation Activity Report and budget dated January 11, 2011 (attached) be received for information.

Carried

8. Economic Development Draft Budget 2011

The committee discussed draft revenue and expenses for the 2011 Budget. Revisions are to be presented at the February 2011 committee meeting.

9. SWEA Membership

The committee reviewed membership and voting allotments for the SouthWest Economic Alliance.

10. SWEA ICCI Program

The committee reviewed a proposal to participate in a May 2011 SWEA initiative involving foreign direct investment of Food Technology companies. Further details are to be brought to the February 2011 meeting.

11. Funding Requests

No requests were submitted

Program materials from the Kiwanis music festival were reviewed as Perth County's 2010 funding contribution was acknowledged on all printed and online materials.

12. Conferences & Events

EDCO Annual Conference and Awards Dinner – February 1 – 3, 2011

ROMA/OGRA Conference – February 27 – March 1, 2011

OSUM – May 6 – 8, 2011 (Perth County EcDev to present at this conference)

BREI – May 11 – 12, 2011

SWEA Assembly – June 9-10, 2011

13. New Business

None

14. Next meeting

Tuesday, February 8, 2011 at 10:00am. Location – North Perth Council Chambers

15. Adjournment

Moved by Councillor Judge

Seconded by Warden Behrns

That the January 11, 2011 Economic Development Committee meeting adjourns at 12:01pm

Carried

January 11, 2011
County of Perth - Economic Development
Economic Development Coordinator – Activity Report

General

- Maintain Website and Social Media sites
- RED Grant Reporting & paperwork
- Business visits = 15
- Write Perth County Business NEWS column (Topic: Locating in Perth County)
- Community Kitchen project
- Downtown Retail Attraction prospectus project
- 2011 Budget forecast
- Strategic Plan implementation
- Local Food funding applications
- SWEA Steering Committee
- SWEA ICCI program

January 11, 2011
County of Perth - Economic Development
Rural Economic Development (RED) Funding – Status Report

Background

- 36 month program
- Expires December 31, 2011
- 8 strategic partners
 - County of Perth
 - Municipality of West Perth
 - Township of Perth East
 - Township of Perth South
 - Municipality of North Perth
 - Perth County Visitor's Association
 - NP Chamber of Commerce
 - Perth CFDC
- Total eligible costs = \$2,305,000.00
- 50% covered by OMAFRA = \$1,152,500.00

Eligible Claims per partner

Municipality of West Perth = \$250,000

Township of Perth East = \$320,000

Township of Perth South = \$210,000

Municipality of North Perth = \$626,000

Amount claimed, to date by each partner

Municipality of West Perth = \$107,600

Township of Perth East = \$48,500

Township of Perth South = \$121,000

Municipality of North Perth = \$220,000

Funds available per partner

Municipality of West Perth = \$142,000

Township of Perth East = \$271,500

Township of Perth South = \$88,700

Municipality of North Perth = \$406,700

January 11th, 2011
Economic Development
Strategic Plan – Activity Report

Economic Development Services Delivery

- Budget of \$33,000 for Perth County – spending deadline: March 31, 2011
- Funding remaining = \$25,000
- Investigating funding programs to develop an Immigrant Settlement plan
- Redesigning EcDev portion of the www.perthcounty.ca website to address strategy initiatives.

Freelance Professionals

- Creating freelance professional profiles to portray in media
- Discussions with internet media to promote freelance professionals
- Connecting with Freelance Professionals at monthly networking breakfast
- Connecting with Freelance Professionals on Social media

Agriculture & Agri-Food

- Follow up on connections made at Terra Madre/Salone del Gusta
- Investigating Food Distribution models
- Working to expand access to local food
- Community Shared-use Kitchen project
- Met with OMAFRA management to discuss program options
- Promote local agri-food success stories for use in local media.

Arts, Culture & Tourism

- Enhancing Theatre trades training through investment in Off The Wall

Green & Technology Based Manufacturing

- Technical Training Group – developing curriculum and training plan
- Creating Local Success Stories for use in internet media

Regional Retail/Services

- Creating a Retail Attraction Strategy
- Creating Joint Marketing opportunities for local retailers
- Supporting Community Events
- Business Profiles for High School COOP and Graduating students
- Welcome Basket program
- Creating profiles for all vacant retail properties