

**ECONOMIC DEVELOPMENT COMMITTEE  
MINUTES**

**February 13, 2012 –10:00 A.M.  
Boardroom, Court House, Stratford**

**Members Present:** Councillor Robert Wilhelm, Councillor Vince Judge,  
Councillor Bob McMillan, Councillor Walter McKenzie  
and Warden Ian Forrest

**Staff Present:** Bill Arthur, Chief Administrative Officer, Kristin Sainsbury,  
Economic Development Coordinator and Pauline Walkom,  
Recorder/Administrative Support Clerk, Jordan Hypes, Business  
Retention and Expansion Coordinator

1. **CALL TO ORDER**  
Chairperson Robert Wilhelm called the meeting to order at 10:00 AM and verified quorum was present.  

Carried.
2. **Introduction of Jordan Hypes – BR & E Coordinator**  
Kristin introduced Jordan Hypes, BR & E Coordinator. A program update will be given later in the meeting.
3. **DECLARATIONS OF PECUNIARY INTEREST :**  
No Disclosure of pecuniary interest stated.
4. **CONFIRMATION OF AGENDA**  
**Moved by: Councillor Walter McKenzie**  
**Seconded by: Councillor Bob McMillan**  
  
THAT the Agenda for February 13, 2012 be approved as presented  

Carried.
5. **ADOPTION OF PREVIOUS MINUTES**  
**Moved by: Councillor Vince Judge**  
**Seconded by: Councillor Ian Forrest**  
  
THAT the minutes of the January 16, 2012 Economic Development Committee meeting minutes be approved;  

Carried.

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**6. REPORTS - Economic Development Coordinator Report**

**6.1 Rural Economic Development (RED) Program Update**

Some claims have been submitted for payment. Kristin advised that expenses up to and including to March 31<sup>st</sup> are eligible for payment. The deadline is the end of April to have invoices processed. Report is due September 30, 2012.

**6.2 BR & E (Business Retention & Expansion) Update**

Jordan Hypes advised that a Steering Committee is being formed with representatives from each lower tier municipality. Agricultural Society representatives are needed.

There will be one meeting at beginning to help define local questions and sampling methodology. An additional meeting will be held at the end of the project to review findings and develop/prioritize recommendations. Jordan highlighted the questionnaire process including contacts and survey process. (Ontario Ministry of Agriculture, Food & Rural Affairs) OMAFRA has a standardized survey, and agricultural survey that is used as the foundation for the study.

**6.3 Perth County Regional Food Hub Project**

The project is approved. Last month, Kristin attended three day conference food systems. A Steering Committee is being formed.

**6.4 Perth County Kitchens** –A draft set of guidelines for the operations of the Perth County Kitchens was included in report in an effort to clarify procedures such as billing/payment.

Programming for kitchen is being reviewed. A pilot Summer Camp at Municipality of Perth East facility is being investigated as potential for funding through the Healthy Communities Fund (Province on Ontario).

**6.5 Ontario Good Food Ideas** “Good Food Ideas” for Perth County video is now available on the Ontario Good Foods Ideas website. This can be linked to Perth County and lower tier websites.

**6.6 New Business “Welcome Wagon”** – Estimates for design and production of folio are being developed which will be used for team visits.

**6.7 Canadian European Free Trade Agreement –**

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Discussion was held regarding forwarding a resolution regarding CEFT Agreement. City of Hamilton forwarded a resolution to Municipalities.

Warden Ian Forrest asked that staff prepare a report to County Council for a resolution; and include an executive summary of the information within report.

It was requested that a meeting be held with Gary Schellenberger, MP after going to Council.

**6.8 Buy Local Campaign**” A local business person from each urban area will be recruited to work on Committee.

**6.9 Social Media Sites** A reminder was given that lower tiers can post for free on social media sites.

**6.10 Other Activities**

**6.10.1 SIAL Group North American Food Market** The food market will be held May 9 to 11, 2012 in Montreal. Local processors will be invited for a regional food section.

**6.10.2 Eastern Ontario Development Fund** – For information.

Motion Councillor Walter McKenzie  
Seconded Councillor Vince Judge  
THAT Perth County Kitchens Draft Policy be adopted  
AND that it be forwarded to Perth County Council for adoption;

Carried.

Motion by Warden Ian Forrest  
Seconded by Councillor Bob McMillan  
THAT staff prepare a report on Canadian European Free Trade Agreement (CEFT) and that it be forwarded to Council;

Carried.

Motion by Councillor Vince Judge  
Seconded by Councillor Walter McKenzie  
THAT Economic Development Coordinator Report Items 6.1.1 to 6.10.2 be received;

Carried.

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**6. Strategic Priorities 2012**

Kristin reviewed strategic priorities by area;

- a) Administrative,
- b) General Business Retention and Promotion
- c) Labour & Skill Development; and Agriculture

**Moved by:** Councillor Vince Judge

**Seconded by:** Councillor Bob McMillan

THAT the Strategic Priorities 2012 by Priority Area Report be received;

Carried.

**7. Lower Tier Economic Development Minutes**

A discussion was held related to Perth South Incubator Project, including defining incubator and the process involved.

**Motion by:** Councillor Walter McKenzie

**Seconded by:** Councillor Ian Forrest

THAT the Minutes of Township of Perth South – January 12 Special and January 24, 2012 Regular minutes; Municipal West Perth Regular Minutes - January 18, 2012 be received;

Carried.

8. Lower Tier Update - None

9. New Business –

9.1.1 - **Western Ontario Warden Caucus (WOWC)** Bill Arthur advised that a levy will be charged to assist covering costs for WOWC Broadband plan study (\$2,000) The total project is \$70,000. Discussion followed.

9.1.2 **SWEA Membership** – An additional \$4500 needs to be included in the Economic Development Budget (Memberships) to cover this. This change will be reflected in the budget.

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**9.1.3 Rural Economic Development Application**

Kristin advised that Rural Economic Development (RED) application will likely be open in April. Matching funds will be required to obtain funding with a Regional emphasis. Kristin will be communicating this to Lower tiers.

- 10. **CLOSED MEETING** - None
- 11. **REPORTING OUT FROM CLOSED MEETING** -None
- 12. **NEXT MEETING:** March 13, 2012 at 1:30 P.M. – Municipality of West Perth
- 13. **ADJOURNMENT**

**Motion by** Councillor Vince Judge  
**Seconded by** Councillor Ian Forrest

THAT the meeting adjourns at 11:36 A.M.;

Carried.

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Councillor Robert Wilhelm, Chair

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Pauline Walkom, Administrative Support  
Clerk/Recorder