



**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

**May 8 2012 –10:00 AM
Board Room, Court House, Stratford**

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

Staff Present: Bill Arthur, Chief Administrative Officer, Kristin Sainsbury, Economic Development Coordinator and Pauline Walkom, Recorder/Administrative Support Clerk

ABSENT: None

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

Carried
2. **DECLARATIONS OF PECUNIARY INTEREST** and general nature thereof
No Disclosures stated.
3. **ADOPTION OF AGENDA**
Moved by Councillor Vince Judge
Seconded by Councillor Walter McKenzie
THAT the Agenda for May 8, 2012 be approved;

Carried
4. **ADOPTION OF PREVIOUS MINUTES**
Moved by: Warden Ian Forrest
Seconded by: Councillor Bob McMillan
THAT the minutes of the April 10, 2012 Economic Development Committee meeting minutes be approved;

Carried
5. **STAFF REPORTS - Economic Development Coordinator Report**
 10. **Other Business –**
 - 10.1 **Gardens for the Garden Tours**
Kristin Sainsbury advised she was contacted regarding obtaining names of potential participants for a Huron and Perth Garden tour. It was suggested that Horticultural Societies could assist in obtaining names.

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10.2 Cathy Bieman – Perth County Visitor’s Association gets Millbank profiled in Korea

Kristin advised that there is a video link that has been tweeted on the County twitter/facebook sites that profiles Millbank, Ontario in Korea.

10.3. Inquiries – Confidential

Kristin advised that she has worked with three companies recently that are considering relocation or business opportunities in the County.

10.4. University of Waterloo Case Studies:

Kristin worked with the University of Waterloo Economic Development Program, providing 3 case studies in the County, including a review of the Economic Development portion of the website, looking at the feasibility of Farmers Market in North Perth and development scenarios for a property in West Perth. Perth East was contacted directly by the program.

10.4.1 Perth County Website

The findings of the peer review were that the economic development section of the Perth County website is difficult to navigate and needs updated information. The website will be revised in the short term to address key issues and in long term made more user friendly. It should be formatted to be compatible with handheld and mobile devices. Website updating could be included in 2013 budget.

10.5. Southwest Economic Alliance (SWEA) – May 1, 2012 - Sponsorship

A letter was received from Serge Lavoie, SWEA President requesting sponsorship at its seventh annual assembly on June 13-14, 2012.

Motion by Councillor Bob McMillan
Seconded by Warden Ian Forrest

THAT Southwest Economic Alliance letter dated May 1, 2012 requesting conference sponsorship be received for information;

Carried

A discussion was held regarding continuing membership in Southwest Economic Alliance. This is to be reviewed when considering budget items in the fall.

10.6. Huron Perth Funders Network

Huron Perth Funders Network will be hosting a workshop on social media. \$25.00 to attend. It will be held on June 1, 2012 in Stratford. Kristin will forward information to Economic Development Committee members about funders in the area that may be able to support local priorities.

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10.7. Business Patterns Data –

Kristin advised that data is available for inquiries from Canada Business Patterns Data. The data includes St. Marys and Stratford which would have to be separated. Kristin is to obtain information from others users and determine the main source for the data creation and assess value.

10.8 Conferences

- i. **Southwest Economic Alliance Assembly – June 13-14, 2012**
- ii. **Transforming & Revitalizing Downtown Summit – Hamilton – June 6 and 7** Kristin Sainsbury attending Conference.

5.1 Rural Economic Development (RED) Program Update

The final claims have been received. There is a variance of \$17,322.05. Final payment of claims will be forwarded after the final audit. Kristin has asked for copies of invoices where appropriate. Discussion was held regarding submitting further claims for organizations which had been advised that funds were exhausted provided that they align with the original priorities of the project for the North Perth Chamber of Commerce, Perth County Visitors Association and Community Futures Development Corporation (CFDC).

Motion by Councillor Vince Judge

Seconded by Councillor Walter McKenzie

THAT Economic Development Coordinator be directed to contact Perth County Visitor's Association; CFDC and the Chamber of Commerce to determine if there are any eligible projects to be further submitted.

Carried

Eligible projects needed to be completed prior to March 31, 2012. The project must fit into project categories.

5.2 BR & E Project Update

The table included in the report indicates the sectors where the BRE Coordinator has finished surveys. Staff may require additional assistance identifying farmers needed to finalize the survey portion of the project.

5.3 Perth County Regional Food Hub Project

The Terms of Reference will be finalized to hire a consultant to undertake the feasibility study with a target to complete a draft report in October/November.

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5.4 Newcomers Strategy/Labour Market (RED program)

Kristin reported on her attendance at the Business Succession workshop held in Sarnia on April 24, 2012.

5.5 New Business “Welcome Wagon

The Welcome Wagon packages are being developed for North Perth.

5.6 Social Media Sites – Twitter and facebook sites are growing each month in followers and users are becoming more active, increasing the reach of the site substantially.

5.7 Perth County Visitor’s Association (PCVA)

The survey has been forwarded to members. Three weeks have been allowed for responses.

5.8 Welcome to Perth County Signage

Information regarding Perth County Signs was provided in Economic Development Coordinator’s report.

It was asked that Hwy 7/8 south be included.

The Economic Development Budget has \$5,000.00 for advertising and two signs would use the entire budget.

1. **MTO signage-** Benefits: closer to road; no ongoing land rent when compared to the option of decorative welcome to Perth County.
2. **Wayfinding Signs** –Identify part of tours and highlights things to see. There may be a cost recovery from business for their business listing.

Kristin was directed to check on cost of MTO Signage and to report back to Committee.

5.9 Skills Training/Technical Training Group

Skills Training/Technical Training group will be coming to June 2012 Economic Development Committee meeting. Information will be available for next meeting.

5.10 Community Profile –Kristin is working on redesigning and updating the information before it is put back on the website.

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5.11 Unemployment Rate update

The unemployment rate was 5.2% in March 2012.

Moved by Warden Ian Forrest

Seconded by Councillor Vince Judge

That staff report prepared by Kristin Sainsbury dated May 8, 2012 Economic Development General Report 5.1 to 5.11 be received;

6. Hospitality Suites – Bill Arthur, Chief Administrative Officer (CAO)

A report prepared by Bill Arthur, CAO was distributed regarding Hospitality Suites and offered three choices of action.

Discussion regarding hospitality suites included that the cost to have a suite for meetings would be similar to cost of having a hospitality suite.

Motion by: Warden Ian Forrest

Seconded by: Councillor Bob McMillan

THAT Perth County Economic Development Committee recommend to Perth County Council to discontinue participation in hospitality suites.

Carried

7. Lower Tier Economic Development Minutes

Moved by Councillor Vince Judge

Seconded by Warden Ian Forrest

THAT the Minutes of Municipality of North Perth – April 2, 2012; and Municipality of West Perth – April 11, 2012; Perth South Minutes – March 27, 2012 and April 23, 2012 be received;

Carried

8. Lower Tier Updates – No Reports

9. Correspondence – No Correspondence

New Business: Spring Works Session –

The funds given for the Spring Works Session will be used to reduce the cost for students to attend by covering the busing costs.

11. CLOSED MEETING - None

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12. **NEXT MEETING:** June 12 at 10:00 A.M. Council Chamber, Township of Perth East - Administration Building – Milverton
The Council Chamber has been booked.
13. **ADJOURNMENT**
Motion by Councillor Walter McKenzie
Seconded by Warden Ian Forrest
THAT the meeting adjourns at 11:40 A.M.;

Carried

Councillor Robert Wilhelm, Chair

Pauline Walkom, Administrative Support
Clerk/Recorder