



**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

**June 12, 2012 –10:00 AM
Council Chamber, Township of Perth East**

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

GUEST: Virginia Lambdin, TTG Coordinator, Technical Training Group

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 Bob McMillan
Seconded by Councillor Vince Judge
THAT the Agenda for June 12, 2012 be approved as amended (Minutes date: May 8, 2012) ;

Carried

4. **ADOPTION OF PREVIOUS MINUTES**
Moved by: Warden Ian Forrest
Seconded by: Councillor Walter McKenzie
THAT the minutes of the May 8, 2012 Economic Development Committee meeting minutes be approved;

Carried

5. Delegation - **Technical Training Group**
Virginia Lambdin, TTG Coordinator provided an overview of the apprenticeship programs that Technical Training Group (TTG) has provided since 2002.

Presentation included the vision of organization which is to “Supporting technical and skilled trades’ training in Stratford and surrounding areas.” Technical Training group facilitates and promotes partnerships to support community technical training needs;

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

- provides market-driven training on a cost recovery bases
- provides individuals with local training options
- supports opportunities for youth to explore career options in the skilled trades.

6. REPORTS

6.1 Economic Development General Report

6.1.1 Rural Economic Development (RED) Program Update

All claims by lower tier municipalities are submitted. Perth CFDC, North Perth Chamber and PCVA have further projects for submission that will complete the project.

6.2 BR & E Project Update

76 surveys were completed as of June 8, 2012. OMAFRA has advised the County to undertake as many surveys for the remainder of the project that have value added on-farm or food processing, as well as farms that focus on supplying produce to local markets.

Rural Economic Development program is currently being reviewed and it will likely take on a different format with a focus on local food and food processing.

6.3 Perth County Regional Food Hub Project (McConnell Family Foundation Funding)

The request for proposal (RFP) has been finalized. The proposals will be reviewed and consultant hired in July. It is anticipated that a draft report will be available in November 2012. Final results of study will be available early January 2013.

6.4 Social media

Perth County Jobs site has an additional 38 followers since last month. Twitter site has an additional 53 followers. More businesses are beginning to post jobs themselves.

6.5 Perth County Visitors Association

There was a high response rate to the survey. Information will be compiled and available for the next meeting.

Warden Ian Forrest advised that Clare French of West Perth composed a song for the Plowing Match. Kristin was directed to contact Perth County Visitors Association regarding including this on their website.

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

6.6 Welcome to Perth County Signs

Permit fees for a sign along a province highway (yearly) were included with report. Matt Ash, Facilities Manager has found it difficult to obtain estimate sign costs. Once information if available, this will be referred to the Committee.

6.7 University of Guelph - Partnerships

Kristin advised that she has been meeting with the Deans of various programs at the University of Guelph to explore future opportunities for the County and to understand their programs as part of the County's labour development support.

6.8 Perth County Economic Development Website

University of Waterloo Economic Development Professional (Year 1) participants reviewed the County website and determined that it needed to be updated.

Key improvements:

- More emphasis on videos and images; less text
- Reduce the layers required to access information
- Improve rankings in goggle so County comes up
- Make a handheld compatible website
- Improve the linkage to Facebook/Twitter
- Explore innovative new technologies to promote County (ie Virtual trade show)

Perth County Website Traffic for various sections was included in Economic Development staff report.

6.9 Springworks Festival – This was well attended with 250 tickets sold.

6.10 Unemployment rate – 5.2% for May-June for this region.

10. a. Other Business

ii Dairy Expo – Stratford – February 6 to 7, 2013

Information regarding Dairy Expo was distributed with Agenda. It will be held at Stratford Rotary Complex.

**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

Kristin was directed to investigate opportunities for a booth at the Dairy Expo.

Committee discussed proposed programs as presented by the Technical Training Group (TTG).

Motion by Warden Ian Forrest
Seconded by Walter McKenzie

THAT Economic Development Committee recommend that up to \$5,000 from special projects be used to support the development of an agricultural skills training program by Technical Training Group to tie in with the High Skills Major in Mitchell;

Carried.

Moved by Councillor Walter McKenzie
Seconded by Warden Ian Forrest

That staff report prepared by Kristin Sainsbury dated June 12, 2012 Economic Development General Report 6.1 to 6.11 be received;

Carried.

7. Lower Tier Economic Development Minutes

Moved by Councillor Walter McKenzie
Seconded by Warden Ian Forest

THAT the Minutes of Municipality of North Perth – May 7, 2012;
and Municipality of West Perth – May 9, 2012 be received;

Carried.

8. Lower Tier Update – No Lower Tier Update

9. Correspondence – No Correspondence

10. Other Business -Conferences

10.1 Transforming & Revitalizing Downtown Summit – Hamilton – June 6 and 7

10.2 Southwest Economic Alliance Assembly – June 13-14, 2012

Councillors Wilhelm and Judge; Bill Arthur, CAO and Kristin Sainsbury are attending conference.

11. Other Business – Perth County Active Transportation & Trails Committee

**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

Warden Ian Forrest advised that Geoff VandenBaaren, Planner for Perth County is a member of the Ad-Hoc Perth County Active Transportation & Trails Committee. The Committee is considering a Trails Master Plan which would include the former rail line in Millbank.

Motion by Warden Ian Forrest

Seconded by Councillor Vince Judge

THAT Economic Development staff be directed to work with Planning staff to bring back a report on the status of the Trails Master Plan to Economic Development Committee in September 2012;

And with the support information bring a report to Perth County Council;

Carried.

12. **CLOSED MEETING – No Closed Meeting**

13. **NEXT MEETING:** August 14, 2012 at 10:00 AM at Municipality of North Perth.
Kristin Sainsbury was directed to book room for meeting.

14. **ADJOURNMENT**

Motion by Councillor Vince Judge

Seconded by Councillor Walter McKenzie

THAT the meeting adjourn at 11:50 A.M.;

Carried.

Councillor Robert Wilhelm, Chair

Pauline Walkom, Administrative Support
Clerk/Recorder