



**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

**January 16, 2012 –10:00 A.M.
Council Chamber, Municipality of North Perth**

Members Present: Councillor Robert Wilhelm, Councillor Vince Judge,
and Warden Ian Forrest

Absent: Councillor Bob McMillan, Councillor Walter McKenzie

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

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 Ian Forrest
Seconded by Councillor Vince Judge
THAT the Agenda for January 16, 2012 be approved;

Carried

4. **ADOPTION OF PREVIOUS MINUTES**
Moved by: Councillor Vince Judge
Seconded by: Councillor Ian Forrest
THAT the regular minutes of the December 7, 2011 Economic Development Committee meeting minutes be approved;

Carried

5. **REPORTS**
 - 5.1 Economic Development General Report
 - 5.1.1 **Rural Economic Development (RED) Program Update**



ECONOMIC DEVELOPMENT COMMITTEE MINUTES

5.1.2 Business Retention and Expansion (BR & E) Update: Processing claims are being coordinated. Kristin was requested to confirm deadline dates for submissions. BRE Extension has been approved with a new date of September 2012.

Applications for Coordinator will be held on January 19, 2012 with Perth Federation of Agriculture attending.

Contact names for various agriculture groups to be created. Kristin will provide names of contacts for review.

Names to be added: Christian Farmers; National Farmers Union and CAFA (Canadian Association of Farm Advisors)

5.1.3 Joint RFP Update for County/Local Strategic Plan-Meeting date will be confirmed for middle of February. Community meetings will be for a 2 hour period.

5.1.4 Schedule for Lower Tier: This was distributed with agenda package. Schedule will be mailed to lower tier CAO's.

5.1.5 Perth County Regional Food Hub Project (McConnell Family Foundation Funding) Perth County received \$15,000 in funding for a feasibility study. A consultant will be hired to do the study. A training session around local food systems will be held at Millcroft Inn January 25 – 27, 2012 that Kristin will be attending.

5.1.6 Perth County Kitchens- Usage of Perth County Kitchens was reviewed and more work to be done.

5.1.7 Ontario Good Food Ideas –The first in the “Good Food Ideas” for Perth County on Savour Stratford Perth County has been produced and the video was shown to members present.

5.1.8 New Business “Welcome Wagon” – Kristin is working toward developing the concept of a new business welcome wagon in partnership with local municipalities.

5.1.9 Buy Local Campaign - Funding for “Shop in Perth County” website will be explored.

**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

5.1.10 Social Media Sites –“Perth County Jobs” has postings being placed by local companies. Kristin encouraged the local municipalities to post jobs they may have on the site.

5.1.11 Other Activities – Projects listed in report.

Moved by Councillor Ian Forrest

Seconded by Councillor Vince Judge

That Economic Development General Report 5.1.1 to 5.1.11 be received;

Carried

6. Staff Report Economic Development and Tourism Review

A handout entitled “Perth County Visitors Association – Grant Proposal 2012” was distributed. Kristin reviewed challenges and options for Perth County Visitor’s Association. Grant funds are required earlier in the year to cover commitments such as production of the visitors guide.

It was identified that perhaps more work around the development of tours and products could be done given that Perth County doesn’t have a natural draw. Meetings will be held with Perth County Visitors Association to discuss a work plan.

Moved by Councillor Ian Forrest

Seconded by Councillor Vince Judge

THAT Staff Report Economic Development and Tourism Review be received for information and

Recommend to Council that Perth County Visitor Association 2012 grant be approved for \$100,000 and that the organization structure and funding delivery of tourism be evaluated by Economic Development Committee with a report brought to Perth County Council in September 2012;

Carried

7. Lower Tier Economic Development Minutes

Moved by Councillor Vince Judge

Seconded by Councillor Ian Forrest

THAT the Minutes of North Perth Economic Development Committee dated December 5, 2011; West Perth Economic Development Committee dated November 9, 2011 and Perth South Economic Development Committee dated December 12, 2011 be received;

Carried

**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

8. **Lower Tier Update** - No report

9. **Draft Economic Development Budget -Update**

Committee reviewed the draft Economic Development budget. Membership budget was reduced to \$2,000.

Motion by Councillor Ian Forrest

Seconded by Councillor Vince Judge

THAT the Economic Development Budget be submitted to Perth County Council for consideration; Carried

10. **Conferences & Events**

a. **EDCO Annual Conference** (January 31 – Feb 2, 2012 Toronto) Kristin is not attending.

b. **Red and White Cattle Association** in August in North Perth (red & white holsteins)

c. **Business, Retentions & Expansion (BRE)** –University of Waterloo is holding in August or September in Stratford. Kristin plans to attend.

11. **NEW BUSINESS** – None

12. **CLOSED MEETING** - None

13. **REPORTING OUT FROM CLOSED MEETING** - None

14. **NEXT MEETING:** Feb 13, 2012 at 10:00 A.M. – County of Perth -Boardroom

15. **ADJOURNMENT**

Motion by Councillor Ian Forrest

Seconded by Councillor Vince Judge

THAT the meeting adjourn at 11:56 A.M.;

Carried

Councillor Robert Wilhelm, Chair

Pauline Walkom, Administrative Support
Clerk/Recorder