

**TOWNSHIP OF WELLINGTON NORTH**  
**ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES**

Wednesday, May 18, 2016 – 4:30 pm  
Council Chamber, Kenilworth

**Members Present:** Chair Councillor Lisa Hern  
Councillor Sherry Burke  
Mayor Andy Lennox  
Tim Boggs  
Shawn McLeod  
Al Rawlins

**Staff:** April Marshall, Tourism, Marketing & Promotion Manager  
Dale Small, Economic Development Officer  
Michelle Stone, Recording Secretary

**Absent:** Councillor Steve McCabe  
Jim Taylor  
Stephen Dineen  
Gerald (Shep) Shepetunko  
Mike Givens, Chief Administrative Officer

**CALLING THE MEETING TO ORDER**

The meeting was called to order at 4:30 pm

**PASSING AND ACCEPTANCE OF AGENDA**

**RESOLUTION EDO 2016-014**

Moved By: Al Rawlins

Seconded By: Mayor Lennox

***THAT THE*** Agenda for the May 18, 2016 Economic Development Committee Meeting be accepted and passed.

**CARRIED**

**DECLARATION OF PECUNIARY INTEREST**

None declared

**APPROVAL OF MINUTES**

**RESOLUTION EDO 2016-015**

Moved by: Al Rawlins

Seconded by: Mayor Lennox

***THAT THE*** Minutes of the Economic Development Committee Meeting held on April 20, 2016 be received.

**CARRIED**

**BUSINESS ARISING FROM MINUTES**

- Electric Vehicle Chargers Program
  - Wellington North Power confirmed their support of the program.
  - Locations will be reviewed as the County has received funding for a location in Arthur.

- Showcase Wellington North
  - 2016 Final Revenue & Expenses  
Overview of 2011 to 2016 averaging 5800 to 7000 – depends on sponsorship – this year cost 4000 – budget was 5000
  - 2017 Date and Display Booth Vendor Fee

**RESOLUTION EDO 2016-016**

Moved by: Al Rawlins

Seconded by: Mayor Lennox

***THAT THE Economic Development Committee approve the 8<sup>th</sup> annual Wellington North Showcase to be held at the Mount Forest & District Sports Complex on March 27<sup>th</sup> and March 28<sup>th</sup>, 2017; AND FURTHER THAT the Economic Development Committee approve the increase in vendor display fee from \$10.00 for a Bistro Table to \$15.00 and from \$30.00 for a Booth to \$35.00.***

**CARRIED**

**NEW BUSINESS**

Report From the Chair:

Councillor Hern

Thanked Councillor Burke for great job as interim Chair.

Chamber Activities:

- Mount Forest Chamber:

April Marshall, Tourism, Marketing & Promotion Manager reported on the Mount Forest and District Chamber of Commerce Excellence Awards held a Pike Lake. Councillor Dan Yake was awarded Citizen of the Year; Carol and Mike Armstrong of Mount Forest Foodland received the Army Feairs Business Customer Service Award; Young's Home Hardware received the Corporate Citizen of the Year Award and David Carney received the Youth Citizen of the Year Award. Shawn McLeod mentioned the Chamber is reviewing parking issues on Main Street.

- Arthur Chamber:

Dale Small, Economic Development Officer attended the Arthur Chamber meeting and they are working on the downtown banners and communications. Concerns focused on Brush pick-up and Doctor Recruitment.

- Wellington North Cultural Roundtable:

Jim Taylor

April Marshall, Tourism, Marketing & Promotion Manager provided a brief update on the Committee's next steps.

**DELEGATION**

- Trish Wake, Gabriella Ieropoli, Leslie Binnington & April Marshall  
Wellington North Youth Action Council

The Committee members introduced themselves and their roles to the committee. The delegation presented an overview of their roles, what the Youth Action Committee is, how the need for this was identified, their focus of youth led input and activities and their next steps moving forward.

They are focusing on youth ages 14 to 24 and the next meeting is on Thursday, May 26<sup>th</sup>, 2016 at 6:00 pm at the Mount Forest Library.

**Economic Development Office**

April Marshall and Dale Small

- **Wellington North Youth Action Council**

Report EDO 2016-013

**RESOLUTION EDO 2016-017**

Moved by: Al Rawlins

Seconded by: Mayors Lennox

***THAT THE Economic Development Committee receives report EDO-2016-13 Wellington North Youth Council for information.***

**CARRIED**

- 2015 BR + E Implementation Fund Final Report** Report EDO 2016-014  
**RESOLUTION EDO 2016-018**  
Moved by: Al Rawlins  
Seconded by: Mayor Lennox  
*THAT Report EDO-2016-14 being a report on the 2015 BR+E Implementation Fund be received;*  
*AND FURTHER THAT the Economic Development Committee directs the Economic Development Officer to prepare and dispatch a 2015 BR+E Implementation Fund Final Report to the County Economic Development Office as required under the terms of the program.*  
**CARRIED**

- International Plowing Match** Report EDC 2016-015  
**RESOLUTION EDO 2016-019**  
 April Marshall, Tourism, Marketing & Promotion Manager summarized Wellington North's involvement and commitment to the International Plowing Match. This will include Council and staff support during the event.  
Moved by: Al Rawlins  
Seconded by: Mayor Lennox  
*THAT THE Economic Development Committee receives report EDO-2016-15 International Plowing Match 2016 for information;*  
*AND FURTHER THAT the Economic Development Committee support the direction of Wellington North's contribution to the Wellington County Showcase at the International Plowing Match 2016*  
*AND FURTHER THAT the Economic Development Committee recommend to the Council of the Township of Wellington North that they support the direction of Wellington North's contribution to the Wellington County Showcase at the International Plowing Match 2016*  
*AND FURTHER THAT the Economic Development Committee allocate \$5,000.00 from the EDC Budget to cover production of the living mural and associated materials and other event related expenses;*  
*AND FURTHER THAT the Economic Development Committee recommend to Council the purchase of a 50" Smart TV at a cost of \$1,500.00 to use at the event and future use in the municipal office.*  
**CARRIED**

- Butter Tarts & Buggies** Report EDO-2016-016  
**RESOLUTION EDO 2016-020**  
Moved by: Al Rawlins  
Seconded by: Mayor Lennox  
*THAT THE Economic Development Committee receives report EDO-2016-16 Butter Tarts & Buggies: Explore the Simpler Life for information.*  
**CARRIED**

**Municipal Developers Forum** Verbal Update  
 Dale Small, Economic Development Officer gave a brief update on the event.

**ANNOUNCEMENTS**

- o Wellington North Farmers' Market: Fridays from 3:00pm - 6:30pm
- o Northern Wellington Spring Rural Romp on Saturday May 28<sup>th</sup>
- o Hawks Nest Event in Kincardine Tuesday, June 21<sup>st</sup> (Dragons Den based) Dr. Bob McFarlane from Mount Forest is one of the five "Hawks".

## **MEMBER'S PRIVILEGE**

April Marshall, Tourism, Marketing & Promotion Manager announced that RENEW Northern Wellington has approved a new business for Mount Forest with two more in process.

Dale Small, Economic Development Officer announced that there will be a roundtable discussion on Tuesday May 31<sup>st</sup> with the larger manufacturers in the Township of Wellington North and Town of Minto on how they can participate in the Plowing Match to promote their business and employment opportunities.

## **NEXT MEETING DATE**

- Tuesday, June 21<sup>st</sup>, 2016 (SEDC Hawks Nest Event in Kincardine)  
6:00 pm Social and 7:00 pm Start  
If you wish to attend please confirm with Dale or April by May 25<sup>th</sup> as we will be purchasing the tickets and arranging travel at that time.
- Saturday, June 25<sup>th</sup>, 2016 (Butter Tarts & Buggies FAM Tour)  
10am – 4pm

## **ADJOURNMENT**

### **RESOLUTION EDO 2016-021**

Moved by: Al Rawlins

Seconded by: Mayor Lennox

***THAT THE*** May 18, 2016 Economic Development Committee Meeting be adjourned at 5:50 p.m.

**CARRIED**