

TOWNSHIP OF WELLINGTON NORTH
ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

Wednesday, January 21, 2015 – 4:30 pm

Members Present: Chair, Councilor Mark Goetz
Councilor Sherry Burke
Tim Boggs
Shawn McLeod
Jim Taylor
Mike Givens, CAO/Clerk
Dale Small, Business Economic Manager
April Marshall, Tourism, Marketing & Promotion Manager
Mayor Andy Lennox
Councilor Steve McCabe
Stephen Dineen
Al Rawlins

Also Present: Michelle Stone, Administrative Support

Regrets: Gerald (Shep) Shepetunko

Meeting was called to order at 4:30 pm

DECLARATIONS OF PECUNIARY INTEREST

- None reported.

ACCEPTANCE AND PASSING OF AGENDA

Moved by: Andy Lennox

Seconded by: Steve Dineen

THAT THE Agenda for the January 21st, 2015 Economic Development Committee Meeting be accepted and passed.

Carried

1. MONTHLY REPORTS

Chamber of Commerce:

○ Chamber News:

Councilor Goetz remains the Chamber Representative and attends Director meetings. The Chambers are moving towards working together more with joint meetings and programs. The Arthur Chamber intends to continue and grow ‘Art in the Street’. They also hope to upgrade their Christmas décor and look at having “Business After 5” events in Arthur. Mount Forest Chamber’s next “Business After 5” will be on January 22nd hosted by BDO.

○ 2015 Grants and Donations Request:

At 4:36 pm Shawn McLeod declared a conflict of interest and left the meeting. The Committee then reviewed the Chamber’s 2015 Grants & Donations requests as funds for some of these programs are contained in the Economic Development budget

1. Arthur has requested \$2,500 and Mount Forest \$7,500 for a total grant request of \$10,000 to assist in the production of the 2015/2016 Wellington North Business, Community & Visitor Guide. After some discussion a motion was made that would keep funding to the same levels as previous years:

Moved by: Sherry Burke

Seconded by: Andy Lennox

THAT THE Economic Development Committee approve a Grant of \$5,000 to assist the Arthur and Mount Forest Chamber in producing the Wellington North Business, Community & Visitor Guide.

Carried

2. Arthur has requested \$2,500 and Mount Forest \$2,500 for a total grant request of \$5,000 to work jointly on Township wide shop local promotions. Few other details were contained in the application. The Committee was advised that funding within the Economic Development budget is used to promote shopping locally through the Wellington North Simply Explore program. After discussion it was agreed that no funding would be provided to the Chambers but the idea can be reviewed further on a promotion by promotion basis, to work with the Wellington North Simply Explore marketing program.
3. Mount Forest Chamber submitted a Grant Application for \$2,500 to fund the creation of a Strategic Plan. The Committee was very supportive of the Chambers desire to complete a Strategic Plan. At the same time it was felt that until a more detailed application outlining the vision and plan was received it was not appropriate for the Municipality to provide funding for this initiative. It was also mentioned that the Township is planning to move forward with the creation of its own Strategic Plan later in 2015.
4. The Mount Forest Chamber requested \$265 for funding for the annual Corporate Citizen of The Year Award. This is an annual event that the Economic Development Committee has sponsored since 2013. Similar funding is provided to the Arthur Chamber when they hold their Annual General Meeting. In the past the Chambers did not submit the request as part of the Grants & Donations process.

Moved by: Andy Lennox

Seconded by: Al Rawlins

THAT THE Economic Development Committee continue to support these events as in previous years.

Carried

Shawn McLeod re-joined meeting at 5:05 p.m.

Wellington County:

○ Wellington County Economic Development Update:

Mayor Lennox advised the County 2015 budget has not yet passed but indicated that Municipal funding under the B.R.& E. Implementation fund is once again being proposed in the Economic Development budget.

He has also seen a preliminary draft of the County Business Retention & Expansion sector profiles that are being completed and advised that the County will be proceeding with a signage strategy in 2015, starting with entry point signs, and are looking to have consistency in signage throughout the County.

The other big event in the planning stage is the International Plowing Match.

○ Municipal Economic Development Committee Update:

The Municipal Economic Development Committee meetings are held on the 1st Tuesday of each month and Dale Small provided a brief update on how the other Municipalities in Wellington County utilized their funding from the BR&E Implementation Program

- Town of Erin hired an Economic Development Officer
- Guelph Eramosa conducted a zoning bylaw consolidation and comprehensive zoning bylaw review
- Puslinch used the funding to undertake a Community Improvement Program
- Minto used the funding for LaunchIt and a marketing program encouraging alumni to move home
- Mapleton have used the funding to conduct a Municipal Cultural Plan
- Centre Wellington used the funding for a promotional video and to complete a Community Profile
- Wellington North used it for our Community Improvement Program, a Signage Strategy & leveraged the remainder to support our Trillium application for Renew Wellington North.

CAO Mike Givens commented on the zoning review and encouraged the committee to consider a similar initiative in Wellington North.

2. ECONOMIC DEVELOPMENT OFFICE

- Wellington North Showcase 2015 – The 6th Annual Wellington North Showcase will be in Mount Forest on Monday, March 30th and Tuesday, March 31st following the same format as last year. A press release will go out next week. All previous sponsors have committed to the event. The Young Professionals would like to be incorporated into Showcase and have their own presence.
- Renew Wellington North
This is a three year initiative which also includes a Business Recruitment Program. In December we received approval for Trillium funding of \$66,300 over two years to support this program, which is focused on filling our empty Main Street buildings.

Part of the plan is to contract some services from Renew New Tecumseth who launched their program in 2012 and who you will recall talked about their success at our last joint Economic Development Committee meeting. Dale's currently working through the contract with Renew New Tecumseth which should be finalized by month's end, at which time we will start some training and officially launch the Program.

- Wellington North Signage
Using funds from the Business Retention & Expansion Implementation fund we have been working on a signage strategy for Wellington North. Our focus has been on way-finding and directional signage, leaving entryway signage into the Municipality out of our program, knowing that the County is planning to undertake in their 2015 review. At our next Economic Development Committee meeting we plan to bring a presentation to the committee for discussion.
- Age Friendly Community Planning
The Committee received a report and resolution for support of the "Age Friendly Community Planning" Grant application. This application is being submitted as a partnership with Minto and Mapleton. Wellington North is the lead applicant and the application will be submitted by the end of January.

Funding to assist in becoming "Age-Friendly" has numerous benefits from both a social and economic viewpoint. The demographic reality is that baby boomers are quickly controlling the bulk of wealth and spending. Further, providing services, social environments and physical environments to create age-friendly communities also benefits others who encounter functional obstacles including parents with infants & strollers, persons with disabilities and other chronic health ailments.

Twelve letters of support have been received from community/health care groups to support our application. As lead applicant we would be administer the funding and hire a coordinator to complete the project.

MOVED BY: Al Rawlins

DATE: January 21, 2015

SECONDED BY: Steve Dineen

RES. NO: 1

THAT THE Township of Wellington Economic Development Committee recommend to the Council of the Township of Wellington North that the Economic Development Office Report dated January 21, 2015 regarding Age Friendly Community Planning be received;

AND FURTHER THAT The Council of the Corporation of the Township of Wellington North recognize the importance of Age Friendly Community Planning and the need to develop a strategy to encourage participation and healthy active lifestyles for older adults and all citizens;

AND FURTHER THAT The Council of the Corporation of the Township of Wellington North supports the application for funding under the "Age Friendly Community Planning Grant" and is committed to work collaboratively with the partnering municipalities and community agencies to ensure that we identify and address both current and future needs of seniors in our community.

CARRIED

○ The Butter Tart Trail – Culinary Tourism Development Program

The Committee received a report and resolution to support the partnership with the RTO4, as part of the DMO Marketing Partnership Funding Program, to engage the services of OCTA’s Product Development Program for The Butter Tart Trail participants and prospects.

The Culinary Tourism Development Program contains three days of in-market consultation and 1 Culinary Tourism Workshop with facilitated discussion. OCTA uses a grassroots approach to grow our local tourism industry by educating and engaging businesses in our region about food tourism, its benefits and the expectations of food tourist with simple recommendations that they can implement easily to give immediate results. This program will benefit The Butter Tart Trail participants by helping to ensure their market readiness and ability to take ownership of the trail to carry through future initiatives.

The RTO4 will match funds with the Township of Wellington North. The funds are being made available to active Partnership Council DMOs in support of “on-strategy” marketing initiatives. The total cost for the program being split \$6,199.00 + HST. We can also utilize OCTA’s services to engage and educate other culinary related business and events in Wellington North.

MOVED BY: Sherry Burke

DATE: January 21, 2015

SECONDED BY: Shawn McLeod

RES. NO: 2

THE Township of Wellington North Economic Development Committee recommend to the Council of the Township of Wellington North;

THAT THE Tourism, Marketing and Promotion Manager Report dated January 21, 2015 regarding the Butter Tart Trail – OCTA Product Development Program be received;

AND FURTHER THAT The Council of the Corporation of the Township of Wellington North recognize the importance of growing our local tourism industry by educating and engaging business on the Butter Tart Trail about food tourism, its benefits and the expectations of the food tourist with recommendations that they can implement easily to give immediate results;

AND FURTHER THAT The Council of the Corporation of the Township of Wellington North supports the partnership with the RTO4 as part of the DMO Marketing Partnership Funding Program.

CARRIED

○ Wellington North Cultural Roundtable – Committee of Council

Wellington North’s Cultural Roundtable has proven to be a very successful element in delivering the Goals and Actions as identified through the Municipal Cultural Plan. The Cultural Roundtable is seeking a formal voice to Council by acting as an advisory committee of Council.

Jim Taylor spoke to the viability of this committee and that it represents a good cross culture of our community. He feels strongly, after two years working with this group, that this committee should be endorsed by Council. The Terms of Reference have been outlined and it is a volunteer driven group requiring no financial outlay from the Township.

MOVED BY: Jim Taylor

DATE: January 21, 2015

SECONDED BY: Steve Dineen

RES. NO.: 3

THAT THE Township of Wellington North Economic Development Committee recommend to the Council of the Township of Wellington North;

THAT THE Tourism, Marketing and Promotion Manager Report dated January 21, 2015 regarding the Wellington North Cultural Roundtable Committee of Council be received;

AND FURTHER THAT the Council of the Corporation of the Township of Wellington North support the Wellington North's Cultural Roundtable request to become a Committee of Council and further the vision to preserving, promoting and developing Wellington North's unique cultural resources to build a vibrant community and prosperous economy.

CARRIED

3. ANNOUNCEMENTS

April confirmed that Wellington North has registered to participate in 2015's Doors Open Ontario program. This year's theme is 'Ontario's Sports Heritage.' Working with Barry L and the Recreation Department, the Arena's will be available to Wellington North Sports Organizations to showcase their displays and activities. The registration forms have been sent out to all sport organizations and facilities, as well as, all other cultural and heritage organizations for their consideration.

4. NEXT MEETING DATE

Next Economic Development Committee meeting will be held on Wednesday, February 18th, 2015

5. ADJOURNMENT:

Motion by: Sherry Burke

Seconded By: Steve McCabe

THAT the Meeting be adjourned at 6:19 pm.

Carried