

TOWNSHIP OF WELLINGTON NORTH

**JOINT ECONOMIC DEVELOPMENT COMMITTEE MEETING
MINTO, MAPLETON & WELLINGTON NORTH**

Hosted By Town of Mapleton in Drayton

Tuesday, October 27, 2015 – 6:00 pm

Members Present from Wellington North Economic Development Committee:

Councillor Sherry Burke
Councillor Steve McCabe
Tim Boggs
Stephen Dineen
Shawn McLeod
Al Rawlins
Gerald (Shep) Shepetunko
Jim Taylor

Staff Present:

Mike Givens, Chief Administrative Officer/Deputy Clerk
Michelle Stone, Administrative Support
Dale Small, Economic Development Officer
April Marshall, Tourism, Marketing & Promotion Manager

Absent:

Mayor Andy Lennox
Councillor Dan Yake

6:00 pm – 7:00 pm

Networking and Dinner

7:00 pm – 7:05 pm

Welcome and Opening Remarks

Mayor Neil Driscoll from the Township of Mapleton welcomed everyone to the 9th Joint Economic Development Committee Meeting.

7:05 pm – 7:40 pm

Vicky Hamell, Operations Manager, Wallenstein Feed & Supply

Ms. Hamell presented a history on how Wallenstein Feeds started as a one man operation on 1958 and has grown to become Mapleton's largest employer with over 200 employees. With several expansions in size over the years, they are now building Mill 4 which will allow them to further expand their capacity. They believe in positive communications and giving back to their community. They value their positive relationship with the Township of Mapleton and Wellington County.

7:40 pm – 7:55 pm

James Craig, Perspectives Potluck

How farms and food brought urbanites, conversations, and ideas to Mapleton. James gave a perspective on the differences between rural and urbanites that are really similarities when they are brought together.

7:55 pm – 8:15 pm

Wellington County Update – Jana Burns

Wellington County Economic Development Officer Jana Burns updated the group with some of the ongoing projects and activities underway at the County Economic Development Office. A review of the information received through the County BR + E was discussed and the implementation is ahead of schedule with a focus on increasing visibility and attracting and retaining businesses and residents.

The signage strategy, including “wayfinding” and “entrance” signs are moving forward and the County is sponsoring a tour of Wellington County for foreign business owners to build a rapport and to see Wellington County as a viable place to invest.

8:15 pm – 8:25 pm

Renew Northern Wellington – April Marshall

Tourism, Marketing and Promotion Manager April Marshall provided an update on the status of the Renew Northern Wellington that all three municipalities are partnering on. The Board has met twice and has approved a partnership with LaunchIt Minto, in that accepted business members in the Program will receive placement in the Business Flight Program to further insure they have the tools to succeed. Three properties in Mount Forest have signed on to participate – with one potentially being used as a pop-up market for the holiday season. An extensive advertising campaign was executed through September and October to build awareness on the Program.

8:25 pm – 8:40 pm

Mayors Comments

The meeting concluded with comments from the three Mayors.

- **Mayor George Bridge – Town of Minto**
 - Thanked everyone for this continuing relationship and the accomplishments achieved by working together.
 - He informed the group that the Western Wardens have been working together to bring Fibre Optics to rural areas and this is moving ahead.
 - Minto is looking to their neighbours for volunteers for the Plowing Match happening in Minto in September 2016.
- **Councillor Steve McCabe – Township of Wellington North**
 - In Mayor Lennox’s absence Councillor McCabe brought greetings from Wellington North.
 - He acknowledged the good collaboration that is taking place with these meetings and that it has translated into benefits for all
- **Mayor Neil Driscoll – Town of Mapleton**
 - Mentioned the good work being done by their Economic Development Committee including the recently released 2015 Mapleton Community Guide
 - Provided closing remarks thanked the caterers and everyone for attending.

The meeting adjourned at 8:40 p.m.