

Southwold Economic Development Committee

Southwold Economic Development Committee

MINUTES

Wednesday, September 20, 2017
8:30 a.m., Council Chambers, Fingal

PRESENT: Chair: Deputy Mayor, Ian Chard
Voting Members: Councillor Peter North
Steve Bushell
Jim Carder
Valerie Cron (8:30-9:50)
Barry Harrison (8:30-10:10)
Non-Voting Members: Jeff Sheridan, Elgin Business Resource Centre
Kate Burns Gallagher, Elgin County
Guests: Kim Poole, Southwold History Committee
Resource: Kim Grogan, Treasurer
Lisa VanderWallen, CAO (8:30-9:40)
ABSENT: Voting Members: Ernst Hoffsuemmer
Jack VanderKooy
Chris Meyer
Non-voting members: Katherine Thompson, Elgin County

1. Call to order

The Chair called the meeting to order at 8:30 a.m.

2. Introductions

Lisa VanderWallen, CAO/Clerk was introduced to members.

3. Confirmation of Agenda

4. Approval of minutes from April 26, 2017 meeting

Moved by Valerie – Seconded by Jim: *Minutes from the meeting of June 28, 2017 were reviewed and approved.*

CARRIED.

5. Business arising from those minutes.

- a) **Welcome Package** – Kate provided a listing of items included in Elgin County welcome bags, for residents and businesses, that could be considered for Southwold's Welcome Package. Suggested inclusions in the new resident packages include a map, business directory, coupons from local businesses, County Tour Guide, Savior Elgin, Elgin Arts Trail, Municipal contact list, letter from Mayor, MP and MPP. The business package could also include a listing detailing municipal servicing. It was suggested that the package also include Walking Tour brochures and be made available on the municipal website. Kate provided details on the Welcome Wagon program and advised the Committee that there was no program currently being run within Southwold. Kate advised that the program is run like a business and would therefore be a business opportunity for an interested individual(s). The Committee discussed the need to have a Welcome Ambassador for new residents and suggested that packages be available at the Municipal office and be distributed to Builders, Developers and Realtors as the first point of contact for new residents. Staff expressed concern regarding sharing of personal information and the Municipal Freedom of Information and Protection

of Privacy Act and Lisa was asked to follow up on a potential disclosure document that, with permission, would allow contact with new residents.

- b) **What's Happening in Southwold** – Kim reviewed the draft version of the Event calendar. The Committee agreed with the format and provided additional event details and content. Upcoming events will be promoted with Facebook posts. Kim will bring the final version back to the next meeting.
- c) **Spotlight on Southwold** – The Committee was shown the new “Spotlight on Southwold” videos to be posted on Facebook. One attraction or business will be featured each month. In an effort to encourage social media interaction, it was suggested that the Facebook page include contests with prizes of donated gift certificates from local area businesses. Ian will follow up with local area businesses to determine interest.
- d) **Business Survey E-blast** - Jeff provided suggested content for the Business Survey and suggested using Google Forms as a platform. E-blasts of the survey will be sent out by the office to local area businesses listed on the Southwold Business Directory. Jeff will finalize the survey and provide to staff for distribution.
- e) **Business Christmas Event** – Peter provided suggestions on a potential 2018 family event recognizing Southwold Business owners and their families, possibly held at the Keystone Complex with cider and cookies. Further discussions suggested a business appreciation, “Open House”, networking event highlighting the past year business successes and identifying business opportunities within the Township. Lisa will consult with the Planner and review the Official Plan, identifying commercial properties available for commercial activities, and will provide an update to the Committee at the next meeting. The format of the event will be discussed at a future meeting.
- f) **New Township Promotional Brochure** – Kim Poole provided samples of the preliminary design and development of marketing brochure for the Township with a “Just can't resist!” theme. The Committee was extremely happy with the professional nature of the booklet and the design, featuring a family side, flipped to a business side. Kim P. indicated that the content was not complete. The Committee discussed the inclusion of a map, a complete business listing of Southwold, the logistics of including featured businesses and photographs and resulting size of the brochure. Distribution channels were suggested to include a mass mailing to all residents and as marketing material for area home shows and events. Ian will follow up with local businesses to determine if there is interested in purchasing advertising in the brochure. Kim P. provided a quotation for printing costs, up to 2,500, and will inquire into costs to add additional pages and increase the print run to 5,000. Kim provided details on the available budget for the project totaling \$7,550 from funding provided by Green Lane Community Trust Fund towards the Awareness Campaign.

Moved by Steve – Seconded by Barry: that the Committee approve Hilltop Stables continue the development of a new Township promotional brochure to be funded by the Awareness Campaign contribution by Green Lane Community Trust Fund.

CARRIED.

6. New Business

- a) **Communities in Bloom Update** – Valerie advised the Committee that Communities in Bloom received a score of 5 Blooms out of a possible 5 Blooms for 2017 with special mention for Heritage Conservation at the recent Communities in Bloom symposium! In addition, the program received Provincial Awards for Youth Participation and Urban Forestry. The judge's comments were very positive and they indicated that Southwold was clearly a community working

together to make a difference! Valerie is thankful for the support of the program by Council, the Communities in Bloom Committee and the entire community.

- b) Elgin Business Resource Centre Update** - Jeff provided details on the Enterprise Elgin Business Plan competition and upcoming "Dragons's Den" style competition being held in Port Stanley October 17. Jeff provided information on EBRC upcoming Technology needs seminar on September 26.
- c) Sustainability Plan Update** – This update was deferred to the next meeting as, due to Committee members having to leave the meeting for other obligations, there was no longer a quorum.
- d) 2018 EDC Budget** - This item was deferred to the next meeting as, due to Committee members having to leave the meeting for other obligations, there was no longer a quorum.

7. Other Business

- Jim provided the theme of "Canadian Christmas" for the upcoming Optimists Christmas Parade set for 2:00 p.m., December 3.

- Next meeting will be held on October 19 at 8:30 am at the Municipal office.

Moved Steve- Seconded Jim: Meeting adjournment at 10:30 a.m.

CARRIED.