

# Southwold Economic Development Committee

## Southwold Economic Development Committee MINUTES

Wednesday, April 26, 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  
Ernst Hoffsuemmer  
Non-Voting Members: Jeff Sheridan, Elgin Business Resource Centre  
Kate Burns Gallagher, Elgin County  
Guests: Jennifer Babcock, Meadow Creek Retirement  
Residence  
Resource: Kim Grogan, Treasurer  
ABSENT: Voting Members: Barry Harrison  
Jack VanderKooy  
Chris Meyer  
Non-voting members: Katherine Thompson, Elgin County

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### 1. Call to order

The Chair called the meeting to order at 8:35 a.m.

### 2. Confirmation of Agenda

### 3. Approval of minutes from March 28, 2017 meeting

Moved by Peter – Seconded by Val: Minutes from the meeting of March 28, 2017 were reviewed and approved.

**CARRIED.**

### 4. Business arising from those minutes.

a) **Business Directory** - Ian requested the Committee advise the office of any missing businesses from the Southwold Business Directory.

### 5. New Business

a) **Elgin Business Resource Centre Update** – Jeff provided information surrounding the launch of the 3<sup>rd</sup> annual Enterprise Elgin Business Plan competition. The competition invites businesses to submit a business plan application with the winner receiving over \$10,000 in cash and in-kind support. Jeff also reviewed E.B.R.C's new 2017 "Microloan" program offering loans up to \$10,000 to area businesses.

b) **Business After 5** – Kate provided a handout detailing the *Business After 5* sponsorship program. The Committee will give some thought to a potential *Business After 5* location that will attract a significant number of participants. Kate will inquire into 2017 available dates to host an event. The Committee discussed looking into hosting semi-annual, local business meetings on specific topics with coordination with Elgin Business Resource Centre. It was suggested that we survey our local business to determine future topics of interest including retail, business, and agricultural services. The survey will also ask if any local

businesses are Chamber members who would be interested in hosting a *Business After 5* event. Discussions will continue at a future meeting.

- c) **Toolkit** - Kate provided an update on the status of the Community Toolkit and the Committee confirmed the direction of next steps for business development with a focus on attracting businesses to our hamlet downtown business areas. The draft toolkit should be available for review at the next meeting. Ian provided details on Council's decision to begin an Environmental Assessment Study for Shedden/Fingal settlement areas. Anticipated residential growth in the area will provide a good climate for business growth and development opportunities. The Committee discussed the lots available in Shedden and development in Talbotville.
- d) **Meadow Creek Retirement Residences** – Jennifer Babcock provided an update on the retirement residences. The lobby and model suites are being completed in June with an anticipated opening in fall 2017 once licensing is received. The development will be operated by Universal Care and includes 95 doors with a capacity of 130 residents. Construction is scheduled to be completed working from the back of the building to the front given that the laundry, maintenance and kitchen facilities are at the back of the building. Residences will be completed on a wing by wing basis with the assisted living wing being the first completed followed by the independent living wing and finally the fully independent wing. All units will be rented on a monthly basis and consists mainly of studio and one bedrooms. Rent will be competitive with Metcalfe Gardens and transportation will be provided for residents. Inquiries can be made at (519) 631-1985.
- e) **Southwold Promotional Video** – Ian and Kim discussed the potential to work with Fanshawe students to prepare a promotional video about Southwold for distribution and posting on Facebook and the Township website. We have not yet heard back from the Federal government regarding our Canada 150 Celebration application. Once we determine if Federal funding is available, Kim will contact Parkside Collegiate's Media Class to see if there are any students interested in volunteer hours over the summer.

#### **Other Business**

- Ian distributed a Groups & Organization listing and a Tourism in Southwold report to members and requested that they review for the next meeting.
- The Committee discussed the Solar Panel project public meeting.
- Councillor North provided details on a bike tour that should see 200 cyclists tour through parts of Southwold and Elgin County August 6-12 on route from Windsor to St. Catharines. Councillor North advised of a Healthy Communities/Gleaners initiative surrounding the collection of excess fruit and vegetables from local gardens and trees to provide food to those less fortunate.
- Upcoming events include:
  - Breakfast on the Farm event - June 24.
  - SS12 Family Fun Day golf, vintage car & tractor show, country & western music - June 25.
  - Southwold by Tractor - July 3.
  - Fireworks in Fingal for Canada Day celebrations - June 30.
- Next meeting will be held on June 28 at 8:30 am at the Municipal office.

Moved Peter- Seconded Jim: Meeting adjournment at 10:20 a.m.

**CARRIED.**