

# Southwold Economic Development Committee

## Southwold Economic Development Committee

### MINUTES

Wednesday April 27, 2016  
3:00 p.m.

**PRESENT:**

|                     |  |
|---------------------|--|
| Chair:              | Deputy Mayor Ian Chard                                 |
| Voting Members:     | Councillor Peter North<br>Cathy Bishop<br>Valerie Cron |
| Non-voting members: | Jeff Sheridan, Elgin Business Resource Centre          |
| Resource:           | Kim Grogan, Treasurer                                  |

**ABSENT:**

|                     |   |
|---------------------|---|
| Voting members:     | Jack VanderKooy<br>Ernst Hoffsuemmer<br>Chris Meyers          |
| Non-voting members: | Katherine Thompson, Elgin County<br>Justin Dias, Elgin County |
| Resource:           | Ken Loveland, CAO   |

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#### 1. Call to order

- The Chair called the meeting to order at 3:00 p.m.

#### 2. Confirmation of Agenda

- #### 3. Approval of minutes from March 30, 2016 meeting (previously approved by e-mail)
- Moved Cathy - Seconded Peter: Minutes of March 30, 2016 were reviewed and approved.

**CARRIED.**

#### 4. Business arising from those minutes

a) **St . Thomas home Show and Business Seminar Update-** Ian provided an update on the St Thomas Home Show which was well received by patrons. There were many positive comments received regarding the information provided at the booth. Ian also provided an update on the Business Seminar held at the Complex. Approximately 50% of the businesses visited attended the seminar (17 of 28). Many attendees have followed up with EBRC and the County of Elgin for further information on programs available.

b) **Business listing review-** The Committee reviewed the listing of area businesses provided by the Chair and discussed additions to the list with the goal of compiling a business directory for inclusion on the Township website.

c) **Committee Goals-** Ian provided a listing of EDC goals for 2016 including but not limited to:

- increase residential housing starts
- current business retention & development
- attract new business
- attract industrial business
- increase tourism
- improve EDC part of website

- work with Communities in Bloom to improve Township appearance and community relations
- creation of downtown renewal plan for Shedden & Fingal

The Committee reviewed the listing of 2016 goals and discussed the importance of potential accommodation opportunities including camping, trailer parks, bed and breakfasts, etc. The following additional goal was added:

- increase accommodation opportunities

d) **Southwold by Tractor-** Ian reviewed the event information sheet and brochure that will be available at the Township office. Participants will be required to sign a liability waiver. The event will be posted on Facebook and the Ontario Federation of Agriculture has agreed to send out an e-blast for the event.

## 5. New Business

a) **Elgin Business resource Update-** Jeff provided the committee with details on the 2<sup>nd</sup> annual Enterprise Elgin Business Development Competition to be launched Tuesday August 2, 2016 at the Keystone Complex. The launch event will include a small business expo. The competition is open to businesses in Elgin or looking to relocate to Elgin and helps with the development of business plans, marketing strategies, etc. The finalist will present their plans in October 2016.

b) **Elgin County EDC Update-** The County of Elgin Economic Development is hosting a seminar on “Real Estate Opportunities in Elgin County” at Kettle Creek Golf Club on June 8, 2016. More information is to come.

c) **Canada 150 Celebrate Update-** Peter reported that we are still waiting to hear of any potential changes to the program given the new federal government and are awaiting the submission of suggestions by organizations and members of the public.

d) **Communities in Bloom Update-** Valerie provided details on the May 28 Plant Sale to be held at the Keystone Complex grounds from 9 am to 1 pm with the proceeds going to Communities in Bloom. Mystery Tour Road Rally is to be held on May 29. Registration at Fingal Ballpark between 1 pm to 2 pm. The tour will take participants approximately 3 hours to complete and is a combination of driving and walking. Cost is \$10 per car. Valerie shared information on the activities of the new Heritage Committee, made up of 12 members, and their work on the development of brochures, historical walking tours and the history of Southwold.

e) **Attracting young volunteers to Committees of Council-** The Committee discussed the need to attract young individuals to Committees of Council. Committee members will bring any ideas forward and any suggested candidates to the next meeting.

## 6. Other Business

- Next meeting: 3:00 p.m. to 4:30 p.m., Wednesday, May 25, 2016 at Municipal office.

*Moved Peter- Seconded Cathy: Meeting adjournment at 4:30 p.m.*

**CARRIED.**