

Southwold Economic Development Committee

Southwold Economic Development Committee

MINUTES

Thursday November 24, 2016
8:30 a.m., Council Chambers, Fingal

PRESENT:

Chair:	Deputy Mayor, Ian Chard
Voting Members:	Councillor Peter North Valerie Cron Chris Meyer Ernst Hoffsuemmer
Non-Voting Members:	Jeff Sheridan, Elgin Business Resource Centre Kate Burns Gallagher, Elgin County
Guest:	June McLarty, Administrative Assistant

ABSENT:

Voting Members:	Jack VanderKooy
Non-voting members:	Katherine Thompson, Elgin County
Resource:	Kim Grogan, Treasurer

1. Call to order

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

2. Confirmation of Agenda

Addition to Agenda: Survey-Most important reasons to move to Southwold

3. Approval of notes from September 15, 2016 meeting

Moved by Peter – Seconded by Valerie: Minutes from the meeting of September 15, 2016 were reviewed and approved.

CARRIED.

4. Business arising from those minutes.

a) **Draft Copy of the Business Directory** – Chair Ian Chard distributed an updated draft copy of the Southwold Business Directory for the members to review. The goal is to develop a data base to send emails to businesses regarding business meetings and other information that may be useful to them. It was suggested that we need to contact other business in the Township and get them on the list. We also need a list of businesses that the Township does not have i.e.: plumber. Addition to directory under Builders, Developers and Home Repairs - Southwold Concrete and Craning – Landon Postumus

b) **Notes from Canada 150/Museum project meeting**

Moved by Ernst – Seconded by Chris: Approval of notes from the Canada 150/Museum meeting of November 8, 2016.

CARRIED

c) **Teetzel Farm Update.**

Ken provided an update on the purchase of the Teetzel property and what the plans are for it. Currently there are two portions that are up for sale, one portion is the house and the other portion is 40 acres, south of the creek. He said that the

surveying on the property will be done next week. He reported that there have been meetings with the major users of the facilities in Shedden and hopefully they will have to report to go to Council in January regarding their plans for part of the property. He also reported that next year hopefully the residential lots and drainage will be done. Ken also reported on the process of the DHP development and the McBain property. DHP are ready to build houses and the noise and odour report was filed yesterday with the ministry. The McBain property was purchased by Southside Development from London. They are moving quickly on this project as the first meeting with the County was held and there were no concerns. He commented that there will be approximately 500 new homes that will be built with these new developments.

The committee discussed the Meadow Creek Retirement Residence. Ken to provide a report at next meeting.

5. New Business

a) New Committee Members- Deferred to next meeting.

b) February Business Seminar – Jeff suggested the date of Thursday February 23, 2017 for the next business seminar. Jeff suggested that we have a networking session for businesses from 5:00pm – 6:00pm, followed up by a presentation. Businesses could set up displays promoting their businesses and we could develop a phone list for residence, which are not familiar with the different business in the Township. Suggested topics for the seminar are marketing and advertising or grants and free money-changes from last seminar, what's new and available, what existing business can do. Also, what are best business practices for businesses in Southwold. Kate was asked to present an update on the Elgincincentives Program at the seminar as well as invite those who have benefitted from this program. Kate reported that the County is doing a list of underutilized commercial properties. The committee wondered if we can have a list of the commercial properties in Southwold as well as the zoning.

c) Toolbox and February Business Seminar – Kate explained that the toolbox is something that can be used by an economic development committee to help with the attracting efforts or branding with your municipality. She had contacted MDB Insight, a strategic planner on behalf of the County to assist us with this project. She received some correspondence back and they recommended that we approach ways to improve the Township's downtown by:

- i) Assessment of community needs based a review of a select socio-economic indicators, community assets, tourism assets etc.
- ii) A resident's survey that explores people's opinions about the Township's shopping and services and the branding opportunities associated with the downtown/core area
- iii) A visioning workshop with area residents that explores improvements/priorities for the downtown
- iv) Key informant interviews with members of business community (maximum of 10)
- v) Content development for a Southwold Community Handbook that provides direction/next steps for local businesses attraction

Kate thought the MDB could help us with the first one and she would use Southwold as a prototype for this type of project. Our next steps are to notify MDB to forward with this project and get a sample survey.

Moved by Valerie –Seconded by Chris: That Kate moves forward with the tool box

CARRIED

Ian said that Council needs to discuss what the Township is going to do with the strip mall in Shedden. Peter also asked if, we can call for proposals for the medical building in Shedden. Kate will look into the West Elgin Health Centre and what they offer in their building as well as the Elgin doctor recruitment team. Ian will contact Dr. Robinson regarding other businesses in the building.

- d) CIB Update** – Valerie informed the committee that the plans for next year include helping with the Canada 150 and Southwold in Ottawa projects. She would like to see 500 more flags around the Township. She wants some at every entrance into the Township. The CIB committee is looking at ways to fund this project. She also reported that they are working on the “wow factor.” This means working with the roads department, planting at more signs and having people look after them. Also having residents who have been recognized look after boxes in their area. The St. Thomas Horticultural Society is willing to help out next year.

Moved by Valerie – Seconded by Ernst: That Council approves funding for signs to go on the entrance signs into the Township saying we are a 5 Bloom Community.

CARRIED

- e) Mayor’s breakfast** – After a discussion, it was decided that we contact Grant to get more clarification on what he would like discussed at this breakfast. We need to know who should be invited, residents and/or businesses and how many should attend. We can also ask Council for their input as well. Kate suggested that maybe we could do a breakfast with the mayors of West Elgin and Dutton Dunwich. Eastern Elgin County does a joint one with their mayors.
- f) Ordering Promotional Items** – The members reviewed the tape measures and requested that they be orange. They also wanted to add a phone number as well as “Your \$ goes further in Southwold” slogan.
- g) 2017 London & St. Thomas Home and Garden Shows** – The London Home and Garden Show will be held on January 27-29. St. Thomas is March 31, April 1 and 2. Our booth will include displays from the CIB committee as well as the history display. Once we received more information on these shows, Ian will send it out.

6. Other Business

- More discussion is needed on the possibility of having a stop light at the main intersection in Shedden.
- The possibility of hosting a business after 5 meeting in the spring. Kate to get the cost to host this type of meeting.
- We need to start the process for the new strategic plan.
- No new meeting was scheduled.

- 7. Survey-** Ian distributed the “Most important reasons to move to Southwold” survey. Members completed the survey.

Moved Peter- Seconded Chris: Meeting adjournment at 10:15 a.m.

CARRIED.

