

# Southwold Economic Development Committee

## Southwold Economic Development Committee

### NOTES

Tuesday July 26, 2016  
3:00 p.m., Council Chambers, Fingal

**PRESENT:**

Acting Chair:	Councillor Peter North
Voting Members:	Valerie Cron Ernst Hoffsuemmer
Non-Voting Members:	Kate Burns, Elgin County Jeff Sheridan, Elgin Business Resource Centre
Resource:	Kim Grogan, Treasurer Rachel Goodhue, Summer Student

**ABSENT:** Voting Members: Deputy Mayor, Ian Chard  
Jack VanderKooy  
Chris Meyers

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**There was no quorum for the meeting. The following notes were taken.**

**Call to order**

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

The Acting Chair welcomed Kate back from her maternity leave.

**Business arising from previous minutes.**

- a) Southwold by Tractor update** – no report was provided. Kim advised the Committee that the net costs of the event were minimal minimal net cost of \$25.72.
- b) How to increase the percentage of younger volunteers on both our committees of Council and other volunteer organizations in the Township** - The Committee discussed the need to define exactly who the Committee is targeting as a “younger committee member” along with the roles we are looking to fill, whether it be committee members or volunteers for events. Suggestion that we summarize the work of each Committee of Council in order to attract the right individuals. Possibly include listing and function of Committees in the Welcome Package to be provided to new residents to encourage them to participate.
- c) 2016 CIB Judging Update** – 2016 judging has been completed and results will be provided at the Stratford Symposium in September. Valerie commented that it was a very successful year with very involved, hardworking, dedicated members, contributing not only their valuable time but personal contributions and donations as well. The Committee is looking to brighten up main intersections of villages with flower containers. The History Committee has accomplished a great deal over a short period of time including brochures, Facebook and website social media platforms. 2017 focus will be red and white to celebrate Canada’s 150<sup>th</sup>! July 1, 2017 will mark the opening of the exhibit including a Southwold settlement display at the Canadian Museum of History in Ottawa will feature an

exhibit on European settlement of Southwold Township. Valerie requested that consideration be given towards the History Committee becoming a separate Committee of Council rather than a sub-committee of Communities in Bloom in the future with a separate budget. Ross Bugar will be making a presentation to Council on September 12, 2016 in regards to his visit to Ottawa to discuss the Southwold visit a Canada 150 Celebration and Valerie will be making a presentation to Council on September 12, 2016 regarding Communities in Bloom.

- d) The Committee discussed their support of a heritage park in Fingal as a celebration of Canada's 150<sup>th</sup>.

**New Business**

- a) The committee reviewed Southwold EDC Plan report prepared by Ian and discussed the 2017 budget. Committee arrived at the following preliminary budget for 2017:

St Thomas Home Builders Membership	\$ 950.00
St Thomas Home Show	650.00
Farm Business and General seminar/info session	350.00
Summer Student	1,500.00
Welcome to Southwold package and info brochure	625.00
Booth at Rosy Rhubarb or promotional items for distribution at event	100.00
London Home Show participation	1,250.00
Promotional Items	<u>4,575.00</u>

Total requested budget \$10,000.00

The Committee felt that the budget for 2017 should be increased from 2016 (budget of \$6,500) due to Canada 150 celebration events and the need for more promotional items for distribution at 2017 events. The Committee was in favour of continuing to participate in the St Thomas Home Show and supported participation in the London Home Show through the rental of a booth or possible partnership with another renter. The Committee is in support of the Country Jamboree event to be run by the Fingal SS12 School Committee and confirmed continued support of the Southwold by Tractor event. The Committee discussed the potential for attending a Real Estate event and producing a pamphlet for distribution to area Real Estate professionals. The Optimists have requested that we provide 100 bags for the Rosy Rhubarb Car Show in 2017. The final EDC budget will determine whether we can supply and it was suggested that we could look into another bag option that is not as expensive as our current bag supply.

- b) Committee members are to e-mail Ian with any suggestions of ways to attract new business and industry to the Township of Southwold. Comments will be shared and discussed at a future meeting.

**Meeting was adjourned at 4:35 p.m.**