



**Corporation of the Municipality of South Huron  
Economic Development Advisory Committee  
Minutes**

**Wednesday, October 11, 2017 – 5:00 p.m.  
Carling Room, Olde Town Hall**

Members:

Wayne DeLuca, Chair  
Jon Gaiser, Vice Chair  
Pat O'Rourke  
Allen Plant  
Marissa Vaughan, South Huron Councillor  
Maureen Cole, South Huron Mayor

Regrets:

Larry Taylor  
Teresa Van Ray  
Yegor Kubrak

Staff:

Dan Best, Chief Administrative Officer  
Genevieve Scharback, Clerk

Guests:

Brittany Wise, Exeter BIA  
Joan Brady, South Huron Chamber of Commerce

1. Meeting Called To Order

Chair DeLuca called the meeting to order at 5:00 p.m.

2. Disclosure of Pecuniary Interest and General Nature Thereof

None.

3. Approval of Minutes

3.1 Minutes of the South Huron Economic Development Advisory Committee Meeting of May 25, 2017

**Motion: 14-2017**

**Moved: J. Gaiser**

**Seconded: A. Plant**

**That South Huron Economic Development Advisory Committee adopts the minutes of May 25, 2017, as printed and circulated.**

**Disposition: Carried.**

4. Delegation

None.

5. Ambassador Program Work Plan

Councillor Vaughan provided a power point presentation overview of the Ambassador Program. Phase 1 of the program includes developing a Community Profile, a Charter to clarify roles and responsibilities, marketing tools including a Newcomer's Guide, and promotional videos and photos to be used as marketing tools. The work plan for implementing Phase 1 was reviewed.

Phase 2 of the program will include recruitment, training for ambassadors, a local immigration network tie, and a success evaluation process.

6. 2017 International Plowing Match – Council Resolution 198-2017

Received and noted.

7. International Plowing Match (IPM)

The IPM was a successful, well attended event.

8. South Huron Chamber of Commerce Update

J. Brady invited members to the upcoming Food Summit. She reviewed the need to promote the economic successes and challenges of rural Ontario. She is working on a Workforce Development Plan that will be provided at a future meeting.

Ms. Brady advised that there is a need to eliminate barriers for newcomers and immigrants by providing language supports, involve employers and communicate opportunities in South Huron for employment.

The Chamber and BIA will provide written reports for future meetings.

9. Exeter BIA Update

B. Wise presented six short promotional videos. The videos will be presented to Council for approval, launched at the Awards Gala on October 26<sup>th</sup> and posted on social media.

The South Huron Business and Community Excellence Awards Gala is sold out. The moonlight Madness and Exeter Christmas Festival events will be coming up. A Rural Economic Development grant application will be submitted from the BIA, Chamber of Commerce and Municipality to build on the Ambassador Program.

10. Huron County Economic Development Update

Mayor Cole advised that Jim Lynn will be a delegation at the October 16, 2017 Council meeting with an update on Huron County Economic Development. Members were invited to attend for the presentation.

11. Ontario Ministry of Agriculture, Food and Rural Affairs Update

CAO D. Best updated the Committee noting that there will be Performance Measurement Resources training workshops hosted in South Huron at the Recreation Centre on November 21, 2017.

12. Notice of Motion

Withdrawn.

13. Correspondence

13.1 Letter of Resignation – Committee Member Yegor Kubak

**Motion: 15-2017**  
**Moved: P. O'Rourke**  
**Seconded: J. Gaiser**

**That South Huron Economic Development Committee hereby recommends to South Huron Council that the resignation of Yegor Kubrak be accepted.**

**Disposition: Carried.**

**Motion: 16-2017**  
**Moved: A. Plant**  
**Seconded: P. O'Rourke**

**That South Huron Economic Development Committee hereby recommends to South Huron Council that the Terms of Reference be amended to reduce the public representatives on the Committee from three (3) to two (2), thereby reducing the overall Committee composition from seven (7) to six (6) members.**

**Disposition: Carried**

9. Adjournment

**Motion: 17-2017**  
**Moved: P. O'Rourke**  
**Seconded: M. Vaughan**

**That South Huron Economic Development Committee hereby adjourns at 7:03 p.m., to meet again on November 30, 2017 at 5:00 p.m. or at the Call of the Chair.**

**Disposition: Carried.**