



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

Thursday, May 25, 2017 – 6:00 p.m.
Carling Room, Olde Town Hall

Members:

Wayne DeLuca, Chair
Jon Gaiser, Vice Chair
Pat O'Rourke
Marissa Vaughan, South Huron Councillor

Regrets:

Allen Plant
Larry Taylor
Yegor Kubrak
Leanne Comeau-Alternate

Staff:

Dan Best, Chief Administrative Officer
Megan Goss, Human Resources Coordinator & Assistant to the CAO

Guests:

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

Members of the Public

None

1. Meeting Called To Order

The Chair called the meeting to order at 6:00 p.m.

2. Disclosure of Pecuniary Interest and the General Nature Thereof

None.

3. Approval of Minutes

3.1. Minutes of the South Huron Economic Development
Advisory Committee Meeting of March 30, 2017

Motion: 11-2017
Moved: M. Vaughan
Seconded: P. O'Rourke

That South Huron Economic Development Advisory Committee adopts the minutes of March 30, 2017, as printed and circulated.

Disposition: Carried.

4. Delegation

4.1. Britany Wise, Exeter BIA – Presentation: Promotional Videos

Ms. Wise, BIA Manager provided a presentation on promotional videos and a partnership proposal between the BIA and the municipality to create these promotional videos for South Huron. The purpose of these videos would be to increase online engagement by showcasing the community. They would not promote a specific business in the videos but may caption a series of businesses and community assets.

The BIA has \$3000.00 set aside for this project and would like to ask for additional funds to increase the amount of footage and video's created.

The Exeter BIA is requesting a minimum of \$1000.00 to support this project.

The BIA is also going to be hosting a photo contest to collect photos of South Huron.

Suggested that the promotional videos be a partnership opportunity to create resources for the Ambassador Program.

Recommendation:

That the Economic Development Advisory Committee receives a presentation from the Exeter BIA and recommends to Council that they explore the possibility of a partnership opportunity on promotional videos with the Exeter BIA and the South Huron Chamber of Commerce.

Motion: 12-2017
Moved by: P. O'Rourke
Seconded by: M. Vaughan

Disposition: Carried

The committee thanked Ms. Wise for coming.

5. Ambassador Program Update

5.1. Verbal update from Councillor Vaughan. The sub-committee has had a preliminary meeting and will be following up with a project planning meeting. The project plan will be presented at the next meeting.

5.2. Additionally, the sub-committee has applied for an Economic Development grant from the County of Huron to support this initiative. The sub-committee will be making a delegation to the County Economic Development Department on Monday May 29th at 5:00 PM in the Carling room to re: the grant application. All are invited to attend.

6. Huron County Economic Development Update

6.1. Ms. Vicki Lass, Agriculture and Rural Economic Development Advisor Huron & Perth, OMAFRA provided a verbal update on behalf of Huron County Economic Development. The department is focusing its strategic plan which reflects on the lower tier plans. Each lower tier will be contacted by the County Economic Development and OMAFRA to set up a meeting to evaluate where they are in their economic development plans and provide support.

7. South Huron Chamber of Commerce

7.1. Provided 2017 project descriptions and discussed their 3 temporary positions created through the Job Creation Partnership program. Some of the goals are to create training opportunities for business staff and enhance business online presence.

7.2. The Chamber is also looking to do some sector specific work and participate in the development of a sector specific association for Huron County.

8. BIA Update

8.1. Ms. Wise provided an update on behalf of the Exeter BIA. The BIA is working through their strategic planning process.

9. OMAFRA

9.1. Ms. Lass provided an update on: the Huron Local Immigration Partnership Program; upcoming Quality of Life Report; Perth 4 Youth program and upcoming RED funding

deadlines. RED applications that have gone in have been through level 1 review. The end of July to beginning of September 2017 is the next intake.

10. Adjournment

Motion: 12-2017

Moved by: P. O'Rourke

Seconded by: J. Gaiser

That the South Huron Economic Development Committee meetings start at 5:00 PM effective on June 29th, 2017.

Disposition: Carried.

Motion: 13-2017

Moved by: P. O'Rourke

Seconded by: M. Vaughan

Recommendation:

That South Huron Economic Development Committee hereby adjourns at 7:55 p.m., to meet again on June 29, 2017 at 5:00 p.m. or at the Call of the Chair.

Disposition: Carried.

Councillor Wayne Deluca, Chair

Megan Goss, Recording Secretary