



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

**Thursday, March 30, 2017 – 6:00 p.m.
Verity Room, Olde Town Hall**

Members:

Jon Gaiser, Vice Chair
Leanne Comeau-Alternate
Pat O'Rourke
Allen Plant
Larry Taylor
Marissa Vaughan, South Huron Councillor

Regrets:

Wayne DeLuca, Chair
Yegor Kubrak

Staff:

Dan Best, Chief Administrative Officer
Carla Preston, Deputy Clerk

Members of the Public

1. **Meeting Called To Order**

Jon Gaiser, co-chair called the meeting to order at 6:04 p.m.

2. **Agenda Update**

3. **Disclosure of Pecuniary Interest and the General Nature Thereof**

None.

4. **Approval of Minutes**

4.1 Minutes of the South Huron Economic Development Advisory Committee Meeting of January 26, 2017

**Motion: 7-2017
Moved: P. O'Rourke
Seconded: A. Plant**

That South Huron Economic Development Advisory Committee adopts the minutes of January 26, 2017, as printed and circulated.

Disposition: Carried.

5. Delegation

5.1 Britany Wise, Exeter BIA – Presentation: Finding South Huron on the Digital Map

Ms. Wise, BIA Manager provided a presentation on the lack of South Huron's online presence on Trip Advisor and Google. The Exeter BIA is strongly encouraging South Huron businesses to add their business to Google and would like the Municipality to add their assets. They will be supporting businesses by contributing to half of the cost for members that participate in Google 360 which costs \$350 per listing.

The Exeter BIA is requesting the following:

- A municipal staff member to work with BIA to enhance Wikipedia listing for Exeter
- To list all the assets on Google and Trip Advisor
- To support the Google 360 campaign by listing a few municipal assets

The committee thanked Ms. Wise for coming.

6. Ambassador Sub-Committee

6.1 Agenda & Minutes of March 20, 2017 and Verbal update from Councillor Vaughan

Motion: 8-2017
Moved: P. O'Rourke
Seconded: L. Taylor

Recommendation:

That South Huron Economic Development Advisory Committee supports the proposed model of the Ambassador Program and directs the sub-committee to continue to develop the Ambassador Program within that framework.

Disposition: Carried.

7. Discussion

7.1 Huron County Economic Development Update

Councillor Vaughan provided the committee members with a copy of the Huron County Economic Development Board Report that was distributed at the Breakfast held on March 27, 2017.

CAO Dan Best commented on the success of the Huron County Local Immigration Partnership event on March 28th held at the South Huron Recreation Centre. The event was well attended and success stories of hiring immigrant workers were shared.

Mr. Best suggested that the committee have a joint meeting with the Huron County Economic Development Board in the near future.

Motion: 9-2017
Moved: P. O'Rourke
Seconded: A. Plant

Recommendation:

That South Huron Economic Advisory Committee invite the Huron County Economic Development Committee to a future meeting.

Disposition: Carried.

8. Communications

8.1 Exeter BIA – South Huron Map & Guide

That South Huron Economic Development received the request.

9. Adjournment

Motion: 10-2017
Moved: L. Taylor
Seconded: M. Vaughan

Recommendation:

That South Huron Economic Development Committee hereby adjourns at 7:48 p.m., to meet again on May 25, 2017 at 6:00 p.m. or at the Call of the Chair.

Disposition: Carried.

Jon Gaiser, Vice Chair

Carla Preston, Recording Secretary