



**Perth County Economic Development Committee
Tuesday, April 10, 2012 at 10:00 am
Township of Perth South**

Agenda

1. Call to Order
2. Declaration of Pecuniary Interest
3. Approve the Agenda of April 10, 2012
4. Minutes – March 13, 2012 meeting
5. Staff Reports – Economic Development Coordinator Report
 - 5.1 RED Program
 - 5.2 BR&E Project update
 - 5.3 Perth County Regional Food Hub Project
(McConnell Family Foundation Funding)
 - 5.4 Perth County Kitchens
 - 5.5 Newcomers Strategy/Labour Market
 - 5.6 New Business “Welcome Wagon”
 - 5.7 Canadian European Free Trade Agreement
 - 5.8 Shop Local Campaign
 - 5.9 Social Media Sites
 - 5.10 Perth County Visitor’s Association (PCVA)
 - 5.11 Perth County Spring Works
 - 5.12 Growing Good Food Ideas Video Update
 - 5.13 Unemployment Rate Update
 - 5.14 Other Activities
6. Lower Tier Economic Development Minutes
 - a. North Perth Minutes, March 5, 2012
 - b. West Perth Minutes March 14, 2012
 - c. Perth South Minutes – None

7. Lower Tier Updates

- a. Cooper Standard in Mitchell Announced Layoffs of over 100 local jobs

8. Correspondence - none

9. Other Business

- a. Conferences:

- i. Canada 3.0 in Stratford April 24 and 25th, 2012
- ii. Transforming & Revitalizing Downtown Summit – Hamilton June 6th and 7th (Buy 3 passes get a 4th free)

10. Closed Session Meeting - None

11. Next Meeting

12. Adjournment

DRAFT

**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

**March 13, 2012 –1:30 PM
Municipality of West Perth
169 St. David Street, Mitchell**

Members Present: Councillor Robert Wilhelm, Councillor Vince Judge,
Councillor Walter McKenzie and Warden Ian Forrest

Staff Present: Bill Arthur, Chief Administrative Officer, Kristin Sainsbury,
Economic Development Coordinator and Pauline Walkom,
Recorder/Administrative Support Clerk

ABSENT: Councillor Bob McMillan

1. **CALL TO ORDER**
Chairperson Robert Wilhelm called the meeting to order at 10:00 AM and verified quorum was present.

Carried
2. **DECLARATIONS OF PECUNIARY INTEREST** and general nature thereof
No Disclosures stated.
3. **ADOPTION OF AGENDA**
Moved by Warden Ian Forrest
Seconded by Councillor Walter McKenzie
THAT the Agenda for March 13, 2012 be approved;

Carried
4. **ADOPTION OF PREVIOUS MINUTES**
Moved by: Warden Ian Forrest
Seconded by: Councillor Walter McKenzie
THAT the minutes of the February 13, 2012 Economic Development Committee meeting minutes be approved;

Carried
5. **REPORTS**
 - 5.1 Economic Development General Report
 - 5.1.1 **Rural Economic Development (RED) Program Update**

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

An updated summary dated March 13, 2012 was distributed and reviewed.

5.2 **BR & E Project Update**

BR& E project was presented at Perth County Food Summit on Feb 27, 2012. Brochures requesting participation were distributed; with over a dozen returned. The first Task Force meeting was held March 1, 2012.

5.3 **Perth County Regional Food Hub Project**

County staff presented details of Food Hub project at Perth County Food Summit held by Savour Stratford Perth County.

5.4 **Perth County Kitchens**

A Pilot Summer Camp is being planned to run for 3 weeks with 20-25 students and will include swimming every day. If successful, this could be duplicated in other municipalities.

5.5 **Newcomers Strategy**

A training session will be held on March 5, 2012 by Ontario Ministry of Agriculture, Food and Rural Affairs.

5.6 **New Business “Welcome Wagon**

As estimates were high for templates and folders, staff will create graphic designs and templates in-house.

5.7 **Canadian European Free Trade Agreement**

Information is being obtained from Association of Municipalities of Ontario (AMO) and Federation of Canadian Municipalities regarding agreement.

Kristin Sainsbury was directed to draft a report to Council.

5.8 **Shop Local Campaign**

Local business representatives from Listowel, Mitchell, Sebringville, Shakespeare, Milverton, Monkton and Atwood will form a Committee for concept.

5.9 **Social Media Sites** – Information update for Committee

5.10 **Regional Tourism Organization (RTO)**⁴

The organization covers a larger regional area. (Waterloo, Wellington County, Guelph, Huron County, Stratford, Perth County). A Meridian system is available free to members of Perth County Visitor’s Association. The system includes booking system for accommodation and services; as well as processing of credit cards.

**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

5.11 **Other Activities** –Ongoing projects listed for information.

Moved by Councillor Vince Judge
Seconded by Councillor Walter McKenzie
That staff report prepared by Kristin Sainsbury dated March 2, 2012 Economic
Development General Report 5.1.1 to 5.11 be received;

Carried.

6. **Lower Tier Economic Development Minutes**

Moved by Warden Ian Forrest
Seconded by Councillor Vince Judge
THAT the Minutes of Municipality of North Perth – Feb 6 & Feb 15;
and Municipality of West Perth – February 14 be received;

Carried.

7. Lower Tier Update – None

8. Correspondence - None

9. Other Business

9.1 Councillor Vince Judge noted that a press release will indicate a new
industry in the industrial park in Municipality of North Perth shortly.

9.2 Dairy Days – Walter McKenzie indicated attending Dairy Days and visited
local farms.

10. **CLOSED MEETING - None**

11. **NEXT MEETING:** April 10th at 10:00 A.M. Township of Perth South

12. **ADJOURNMENT**

Motion by Councillor Walter McKenzie
Seconded by Warden Ian Forrest
THAT the meeting adjourn at 2:40 pm;

Carried.

Councillor Robert Wilhelm, Chair

Pauline Walkom, Administrative Support
Clerk/Recorder

From: Kristin Sainsbury, Economic Development Coordinator
Date: April 3, 2011
Subject: Economic Development General Report

5.1 RED Update:

Eligibility for claims is now closed as of March 31, 2012. North Perth and Perth East have claims outstanding. Staff aim to have them reviewed and submitted to OMAFRA for reimbursement by the third week of April.

County Economic Development Staff were working with the CAOs of the member municipalities to develop a comprehensive RED application, with the goal of having it ready for submission April 1, 2012 if the program is re-opened.

On March 22, 2012 Daryl Ball, (OMAFRA Rural Economic Development advisor for Perth County) advised County staff that the ministry will not be encouraging joint, multi-project applications as thought. He indicated it would be better received by the ministry if the local municipalities each submitted applications.

Economic Development staff have offered to provide feedback and assistance in completing the applications but will not be preparing them on behalf of the lower-tiers.

5.2 BR&E Update:

The BR&E coordinator has completed 25 interviews to date.

5.3 Perth County Regional Food Hub Project (McConnell Family Foundation Funding):

County staff are working with the Local Community Food Centre to establish the steering committee for this project with the goal of developing terms of reference and hiring a consultant to undertake the feasibility study by the end of April/early May.

5.4 Perth County Kitchens:

Staff assisted the Township of Perth East staff submit an application under the Healthy Communities Grant program for a Pilot March Break Camp that integrates food education (reading labels, nutrition and cooking) with active living and sports. It is anticipated funding will be announced in June for this program. The March Break pilot supplemented the Summer Camp pilot due to the funding timeline which would not allow adequate time for hiring etc.

5.5 Perth County New Comers & Human Capital/Labour Market

Staff considered a County RED application to undertake a human capital study and strategy for the county. Feedback from OMAFRA staff was that staff should work with the division that delivers the CIRRO training to develop this program further, although it does not appear there is funding, just resources.

Economic Development staff registered to attend a conference being hosted by Sarnia-Lambton Economic Partnership, SWEA and Ontario Immigrant Network on Business Succession, with a special focus on Immigrant Attraction as a boost for SMEs in Southwestern Ontario. This is a full day conference being held on April 24, 2012.

5.6 New Business “Welcome Wagon”:

Staff will begin working to compile information needed for the community packages.

5.7 Canada European Free Trade Agreement (CETA):

Further to the direction given by the Economic Development Committee in February, staff prepared a report for the Council meeting on April 5th, 2012.

5.8 Shop Local Campaign:

It is hoped in the fall staff will begin putting together a committee to work on this initiative.

5.9 Social Media Sites:

Our twitter site is now up to 2070 (33 new followers since last month). Perth County Jobs has 440 followers 17 over last month. County Economic Development Staff developed a flyer that was distributed to businesses in the communities via the North Perth Chamber of Commerce, the Mitchell BIA and Milverton Business Association. Staff will be continuing to reach out to other business groups to encourage businesses to begin using the site.

5.10 Perth County Visitors Association

The CAO and Economic Development Staff attended a Perth County Visitors’ Association Board meeting in early March. The purpose of this meeting was to inform the board of the direction staff have been given to review the functions of the PCVA.

County staff along with CFDC and PCVA staff are working on refining the survey questions with a target of distributing the survey to members for the end of April, anticipating responses by mid-May.

5.11 Spring Works:

Staff have been approached by Hermione Presents to support Spring works project. There are a range of sponsorship levels and the project is intended to provide establish opportunities for independent theatre and arts in this region. Local, regional, national and international artists of diverse backgrounds, art forms and styles will come here to share their craft with audiences of all ages and will provide training situations for the youth of this area. A particular focus involves students in hands-on activities, working with professionals telling their stories, bringing rural and urban, cross-cultural and new media to our doorstep.

This is run by a not-for-profit that relies on community support to deliver the programming.

Currently, the workshops and programming are planned for Factory 163 in Stratford. Staff have a small promotion budget and \$20,000 budget to support in matching contributions initiatives and programs. Staff would like to explore the cost of assisting with busses to bring rural students into the workshops or reducing the \$30.00 per student ticket price, and would anticipate contributing no more than \$300 toward this project.

5.12 Growing Good Food Ideas Videos:

Sustain Ontario and Powerline Films are preparing to launch their “Growing Good Food Ideas” at an event in Guelph on April 10, 2012 at 3:00 pm. The Minister of Agriculture and Rural Affairs Ted McKeen will be in attendance and one video from each community will be profiled.

The final two videos for Perth “Innovative Food and Farming in Perth County” and “Perth County Markets” will be live in the near future. Staff will work with our IT Department to integrate these into our website in a high profile location and will be doing a press release once this has been done.

5.13 Unemployment Rate Update

February Unemployment Rate posted for this region (Stratford-Bruce Peninsula) is 4.2% compared to 7.3% in February 2011.

5.14 Other Activities:

In addition to the major projects listed above, staff have been working on the following ongoing projects:

- ✓ Perth South Project with University of Guelph
- ✓ North Perth Housing Review completed in draft form
- ✓ North Perth Leadership Committee
- ✓ MDHS High Skills Major
- ✓ West Perth Beautification & Streetscape
- ✓ Perth East Business Association
- ✓ Attending meetings with Canadian Association of Farm Advisors
- ✓ Attending relevant Industry Meetings this month in Guelph re: labour issues in Rural Ontario; Sarnia Lambton Immigrant Attraction; Canada 3.0


- ✓ Working with Partners in Employment to develop strategies to address labour shortages in the County
- ✓ Ongoing work with Savour Stratford toward a mobile kitchen, programs to develop local farmers
- ✓ Updating Website with short and long-term goals
- ✓ Participating on Huron Perth Farm to Table and looking at partnership initiatives
- ✓ Respond to inquiries from business/local groups

Recommendation:

That the staff report prepared by Kristin Sainsbury, dated March 2, 2012, regarding Economic Development activities and update, be received.

Reference Material Attached: Perth County Jobs Flyer
Spring works request
Beacon Herald Article, BR&E Study

Kristin Sainsbury
Economic Development Coordinator

Reviewed by:	Director:	Finance :	CAO: 
Comments:			

An ear to the ground

By [Mike Beitz](#), Stratford Beacon Herald
Tuesday, March 27, 2012 8:09:09 EDT AM



Perth County is hoping to cultivate some opportunities with a new economic development project aimed at promoting and supporting local agriculture and agri-food businesses.

The county, along with the Perth County Federation of Agriculture, has launched a business retention and expansion (BR+E) project that will involve interviewing more than 100 local farmers and farm-related businesses to help identify their needs, concerns, challenges and opportunities, and help them overcome obstacles they're facing.

"The goal is for the economic development department of the county to understand what are the key issues related to agriculture and agri-food," said Jordan Hypes, co-ordinator for the BR+E project.

Hypes has already begun visiting local farmers and businesses to conduct the roughly hour-long surveys. He's hoping to do a total of 115.

"We want to get a representative sample from the farm community here," he said Monday.

Special emphasis will be placed on identifying issues related to value-added agriculture activities, local food distribution, farm retention, succession planning and workforce development, he noted.

The survey will be seeking input and opinions on things like the local business climate, municipal services, skills and training, said Hypes.

"We're trying to get an impression of what it's like to do business in Perth County," he said.

Armed with that information, a task force of community leaders will help develop strategies to address any problems that have been identified. Eventually, the it will feed into the county's economic development planning for agriculture, including the agri-food and value-added sectors.

"Agriculture is one of the key industries in the county," said Kristin Sainsbury, economic development co-ordinator for Perth. "This is going to be an important piece to help us understand the challenges facing the agricultural sector, and the opportunities that they see."

It will also help inform the strategic planning process the county in conducting, she added.

In addition to the county and the local federation of agriculture, the BR+E project (which is administered by OMAFRA) is also supported by representatives from the Canadian Association of Farm Advisors, Christian Farmers Federation of Ontario, Grain Farmers of Ontario, the Local Community Food Centre, National Farmers' Union, Perth Community Futures, Savour Stratford, Soil and Crop Association, and the municipalities of North Perth, Perth East, Perth South and West Perth.

Hypes stressed that any information gathered during the survey will be kept confidential.

"We do not publish information about any individual farm businesses," he said. "The project is very careful about confidentiality and protecting personal information."

Hypes said he's hoping to complete the surveys by the end of May, with the project set to wrap up in the fall.

This is not the first one the county has undertaken.

In 2007 and 2008, it conducted BR+E projects targeting retail and manufacturing sectors, respectively. Those were catalysts leading to the establishment of an economic development division for Perth County.

Anyone interested in participating in the new study can contact Hypes by e-mail at jhypes@perthcounty.ca, or by phone at 226-921-1418.

mike.beitz@sunmedia.ca

Highlights focusing on educational and regional programming

www.SpringWorksFestival.ca will have a full schedule up soon with mini articles and photos for all companies.

We will have

- 23 different shows
- 33 performances
- in 7 days.

Many of these works have award winners creators, actors and/or are “Best of” various festivals from across Canada.

This week also includes 2 days of student training/ workshops/ and additional performance presentation combinations.

Below I have pasted some of the info from the presenters’ submissions to our festival.

The Farm Show- Student opportunity- day of workshops using this work as a base with a presentation at the end of the day either within school time or for a public / family audience

Here's the history:

The Farm Show was developed as a collective creation by Theatre Passe Muraille in the summer of 1972. As Paul Thompson, the director of this theatrical experiment tells it: “The idea was to take a group of actors out to a farming community and build a play of what we could see and learn. There is no ‘story’ or ‘plot’ as such. The form of the play is more like a Sunday school or Christmas concert, where one person does a recitation, another sings a song, a third acts out a skit, etc. Nonetheless, we hope that you can see many stories woven into the themes of this play and that out of it will emerge a picture of a complex and living community.” The play was committed to paper much later by Ted Johns. “The show was a great success, performed in barns and theatres across Canada, and became the subject of a film by Michael Ondaatje. Now recognized as a Canadian classic, in the beginning, says Johns, “No one anticipated the delight people would take in hearing their own language and observing their own culture.”

The project would be would be a collective adaptation of the piece to fit your community:

The Farm Show, an authentically charming slice-of-Ontarian-rural-life. The Farm Show broke with theatrical conventions and animated Canadian identity in an unprecedented way and has become one of the most produced plays in our country's history.

The participants will adapt and enliven this play drawing on stories and personalities that uniquely reflect the Perth County agricultural community. Watch for yourself on-stage!

Tank Range Project and **Beautiful Joe**

Are being created by the Grey Bruce Collective here is their mandate

http://greybruceartscollective.com/?page_id=47

and their landing page

<http://greybruceartscollective.com/>

They have created both these plays by engaging with the people of the area and taking their stories to make these works or enhance the telling of an existing story

Précis of Script/Title of Work: ***The Tank Range Project***, by Jamie Robinson and Roger Shank.

It is July 1942, and Sarah Whitelaw is working on her farm in St. Vincent Township when a government official drops by to deliver a message to her husband about a future construction project in the works for that area. With her husband fighting for their country overseas, Sarah decides to read the letter herself before sending it to him. She discovers that the Government of Canada plans to expropriate her farmland within two months, along with about 100 others, for use in training military soldiers in RAM Tank combat procedures. A rushed town hall meeting with other farmers kick-starts a series of events that the township engages in when coming to grips with the sad reality of the Canadian military's might and power. Through it all, local characters debate and question the importance of their sacrifice to the war effort, considering the emotional toll and loss associated with their upheaval from their ancestor's farmland.

Layered throughout the play, a mysterious woman based on a true local myth, interweaves into character's lives as a ghostly soldier from a present day battle in Afghanistan. Her travels bring forth her own true fears as a soldier in a foreign land today and cause her to question her own military experiences, while she uncovers the history of the St. Vincent (currently named, Meaford) Land Force Training Area where she once trained. Throughout the story, both the modern soldier and farmer Sarah explore the significance of the expropriated land from completely different perspectives.

The Tank Range Project moves fluidly from one scene to the next with the use of adjustable cubes of various sizes known in the military as Concertainers, representing everything from a tank to a podium to an apple orchard to a smoke bomb, in order to transport audiences smoothly from one location and timeframe to the next. Whether on a present day Kandahar battlefield, or on a windmill overlooking the beauty of Mountain Lake and Vail's Point, the play will enlighten audiences to the complexities of this coveted and beautiful piece of Canadian land and encourage them to reflect constructively on the clash of ownership, sacrifice, patriotism and the inevitable upheaval of communities.

In present day Meaford Ontario, residents and cottagers alike, peer out over the majestic beauty of the Georgian Bay shores, while the shots fired from artillery training can still be heard off in the distance. This juxtaposition of the senses serves as a continual reminder that war is never truly far from home, and that history, by nature, has a strange way of repeating itself.

BEAUTIFUL JOE is a play with music for all ages based upon the classic 1894 novel by Canadian author and activist, Margaret Marshall Saunders (1861-1947). The novel was written from the point of view of a *dog*— and onstage, we tell this tale with evocative use of action, masks, and music.

The play follow Joe's life through many harrowing adventures -"Joe is now immortalized in a book bearing his name, by a statue which stands in his home town, and by a society named after him which promotes the protection of animals.

BEAUTIFUL JOE is a play with a decidedly clear, passionate message— but above all, it is a moving, funny, heart-warming tale for the whole family—set in a distinctly Canadian landscape. “-**Michael O'Brien (Playwright/Adaptor)**

These artists have strong performing and writing credentials and have won awards for their work.

The Garlic Prince: Tales from an organic artist

Is a 50min examination/rant about the state of agriculture and art in this country. It suggests that these two distinct areas of society may need each other now more than ever. Through, cooking, clown and one hand claps, we hope you learn, laugh and let your thoughts linger, on new ideas and solutions for both farmers and artists.

Eli Ham- local young man raised on a garlic farm- professional actor trained at Birmingham Conservatory
-Stratford Festival credits and- tv /film/ theatre/ educator

New Harlem Productions website

<http://newharlemproductions.wordpress.com/>

Last year's splendid offering *Cake* played here and then travelled to Uganda in the fall.
This year's work is, in the words of Donna-Michelle St Bernard,

"The play is called ***Give It Up***. It's about girl soldiers in Angola and works with the music of Tracy Chapman. A nice connection for the Stratford Shakespearean festival is that I wrote the play in residency there this year. I have also applied to develop the piece during Canadian Stage Company's Festival of Ideas and Creation."

This playwright is up for a Governor Generals award this year for a previous play.

Workshops that we can offer students provide transferable skills that build confidence and can be used in many spheres of life as well as being just plain fun.



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- Reach of 480 people and growing!
- Your source for people looking to work in Perth County



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for assistance call County Economic Development at 519-276-3454 or email:

ecdev@perthcounty.ca

Economic Development Committee
Monday, March 5, 2012 – 5:30 p.m.
Committee Room – 330 Wallace Ave.N., Listowel

6 A

Present: Paul Horn, Julie Behrns, Matt Richardson, Warren Howard, Kriss Snell, Kate Docker, Kim Kowch

1) Call to Order

The meeting was called to order at 5:31 p.m.

2) Additions to/Approval of Agenda

No additions.

It was moved by Paul Horn, seconded by Julie Behrns THAT the agenda be approved as presented.

MOTION CARRIED

3) Declarations of Pecuniary Interest

There were none declared.

4) Review & Approval of Feb. 15th Minutes

It was moved by Warren Howard, seconded by Paul Horn THAT the minutes from the Feb. 15th Economic Development Committee meeting be approved as presented.

MOTION CARRIED

5) PCVA Guide

Kim reported that she and Kate reviewed the North Perth guide information and have made some suggestions for changes. The timeline is tight so they may or may not show up in this year's guide. Kim will continue working on updating information and events to be included for next year's edition.

6) Promotional Items

Kim reviewed a report of some possible promo items. There was discussion regarding the capacity of the flash drives quoted and how much space would be required for a promo video, Planning Act, Zoning Bylaw etc. that we may want to provide for developers. Maybe a dvd would better suit this purpose. It was agreed that a 3" X 3" notepad is the preferred size and that the logo and website should be included. Available colours and related costs will be investigated. There was discussion regarding securing names for twitter and facebook – Kim will talk to Eric about this. More work will be done on selecting a suitable mug. It was agreed to leave the final product selection up to the discretion of Kriss, Kim and Julie.

Economic Development Committee
Monday, March 5, 2012 – 5:30 p.m.
Committee Room – 330 Wallace Ave.N., Listowel

7) Leadership Team Meeting

The first meeting of this group has been set for Monday, March 12th @ 11:30 a.m. Attendance has been confirmed by members of the BIA, Retail Merchants, Chamber of Commerce, PCVA, North Perth Arts Council, and CFDC. Kim will follow up with the Elma Ward Business Community Group to see if they still exist and if they can attend. A review of the Retail Gap Analysis will take place, as well as discussion on preparing for Walmart. The hope is to gain efficiencies through amalgamating the efforts of these various groups.

8) China/Canada Economic Cooperation

Kim and Kristin attended the meeting in Toronto which had a good turn out. It was geared to improving the relationship between China and Canada, and developing a stronger partnership. The potential of a Free Trade Agreement was discussed. It was a good networking opportunity but not relevant to North Perth at this time.

9) Maitland Economic Development

North Huron is still interested but a meeting has not been set up yet.

10) Deferred Items

Housing Survey Results – A more complete report is to come from Kristin.

Kim noted that she attended a Task Force meeting for the Agricultural BR+E study. It was well attended and very well organized. The study will look at the challenges we face and how to build on what we have. There was discussion regarding developing local farmers markets.

PCVA is offering a Regional Tourism Organization booking system to all of its members free-of-charge.

11) Other

Kriss has spoken to The Agency about immigrant population from Kitchener-Waterloo that are willing to travel to Listowel for work if a bus is provided. A meeting will be scheduled with LTI and Spinrite, and North Perth will be included in the discussion. There may be a way we are able to help promote the program.

Adjournment

The next meeting will be Mon. Apr. 2nd @ 5:30 p.m.

It was moved by Paul Horn, seconded by Warren Howard THAT the Economic Development Committee meeting does now adjourn at 6:35 p.m.

MOTION CARRIED

**West Perth Economic Development
Committee Meeting**

March 14, 2012 – 7:30 pm
Council Chambers- Municipal Office

Present: Nancy Dearing, Angela Weber, Gerry Kehl, Bert Vorstenbosch jr. Kristin Sainsbury (Perth County EDC), Will Jaques (CAO), Cathy Biemon (Perth County Visitors Association- CFDC Presentation only)

* Prior to the meeting, the Committee heard a presentation from Nigel Howard and Joanie Gerber of the Perth County Community Futures Development Corporation (CFDC) on the host of programs and services they offer. It was a very informative presentation, and West Perth can be message bearers for their program. There may be an opportunity for a brief presentation from CFDC as part of the annual business and industry breakfast in the fall.

1. In the absence of Chair Eidt, Bert Vorstenbosch jr. was elected chair for the meeting by the Committee. The meeting was opened at 8:10 pm.

2. Review of February 15, 2012 Economic Development Committee meeting Minutes.

Moved by: Nancy Dearing
Seconded by: Angela Weber

That we approve the February 15, 2012 Economic Development Committee meeting Minutes.
Carried.

3. Review of BIA activities.

The BIA continues to work toward their spring/summer promotions, and is preparing for the Annual Garage Sale on May 26, 2012. As well, they are working with Rita Binns on improvements to the website.

The next regular BIA meeting is scheduled for April 11th, 2012 at 6:15 pm, at the Municipal Office.

4. Report from Perth County EDC.

The Business Retention and Expansion project, with an Agricultural Business focus (local food and value added agriculture), remains a priority.

Work continues with the local community food centre/food hub.

Kristin reminded the Committee about the Perth County Jobs Facebook page, which is an opportunity for employers to post job ads. There are many followers of this site.

Kristin is continuing to work on the Perth County “Welcome Wagon” program for new businesses and industries.

5. Downtown Mitchell Streetscape Project. The Committee has met a few times now, and have been working to draft an RFP for the project. Once completed, it will be delivered to Council for approval, prior to being released for interested applicants to bid.

Gerry Kehl was appointed as the Economic Development Committee rep. on the Committee, for the time being.

This will remain a priority project for the next 18 months, as the goal is to have many/all of the proposed elements of the project completed by September 2013, in time for the International Plowing Match.

6. IPM 2013- Bert discussed with the Committee that there have been some changes at the OPA concerning structure and the location of future IPMs. In essence, the restructuring will now lead to IPMs cycling throughout the Province on a more consistent basis. As well, signage is ready to be erected on the Oxford Milkways property.
7. West Perth Corporate Strategic Plan. In comparison to the other Perth County municipalities, West Perth has had tremendous success in gaining input from the survey and public information session toward the Plan.
8. General Discussion.
9. Next Economic Development Committee meeting.

The next meeting will be held on April 11th, 2012. The meeting will start at 7:30 pm, following the BIA meeting

10. Adjournment:

Moved by: Gerry Kehl
Seconded by: Angela Weber

That we do now adjourn at 9:00 p.m.

Chair

Secretary