



**Perth County Economic Development Committee  
Tuesday, November 15 at 10:00am  
Municipality of Perth West**

## Agenda

1. Call to Order
2. Declaration of Pecuniary Interest
3. Approve the agenda of November 15, 2011
4. Minutes – October 20, 2011 meeting
5. RED Program update
6. BR&E Project update
7. Joint RFP for County/Local Strategic Plan update
8. Lower Tier Economic Development Minutes
  - a. North Perth Economic Development Committee – October 17, 2011 - approved
  - b. West Perth Economic Development Committee -September 14, 2011 -approved
  - c. Perth South Economic Development Committee -October 25, 2011 -draft
9. Lower Tier Updates
10. Draft Economic Development Budget - County
11. Conferences & Events
  - a. Perth County Municipal Association – November 16<sup>th</sup>, Stratford Rotary Complex
12. New Business
13. Next Meeting
14. Adjourn

**ECONOMIC DEVELOPMENT COMMITTEE  
MINUTES**

**Thursday, October 20, 2011 –10:15 A.M.  
Council Chamber, Court House, Stratford**

**Members Present:** Councillor Robert Wilhelm, Chairman, Councillor Vince Judge,  
Councillor Bob McMillan, Councillor Walter McKenzie and

**Members absent:** Warden Julie Behrns

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

1. CALL TO ORDER  
Chairperson Councillor Robert Wilhelm called the meeting to order at 10:15 AM and verified quorum was present.
2. DECLARATIONS OF PECUNIARY INTEREST and general nature thereof  
No Disclosures stated.
3. ADOPTION OF AGENDA  
**Resolution Number 2011 -024**  
Moved by Councillor Bob McMillan  
Seconded by Councillor Walter McKenzie  
THAT the Agenda for October 20, 2011 be approved;  
Carried.
4. ADOPTION OF PREVIOUS MINUTES  
**Resolution Number 2011-025**  
Moved by Bob McMillan that the minutes of the August 18, 2011 Economic Development Committee meeting minutes be approved;  
Carried.
5. DELEGATIONS - None
6. REPORTS  
6.1 Economic Development Coordinator  
Kristin Sainsbury reviewed her background. The Economic Development Coordinator position was reviewed.  
Application and Review of the RED Program to be placed on next agenda.

**ECONOMIC DEVELOPMENT COMMITTEE  
MINUTES**

6.1.2 SWEA – Bill Arthur updated Committee on changes within SWEA organization.

7. CORRESPONDENCE  
No correspondence

8. NEW BUSINESS  
No new business

9. CLOSED MEETING  
No closed meeting.

10. REPORTING OUT FROM CLOSED MEETING -None

11. NEXT MEETING: Tuesday, November 15 at 10:00 AM., Municipal Office (169 St. David Street, Mitchell) Councillor McKenzie to arrange room.

12. ADJOURNMENT  
**Resolution Number 2011-026**  
Motion by Councillor Walter McKenzie  
Seconded by Councillor Vince Judge  
THAT the meeting adjourn at 10:57 A.M.;

Carried.

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Councillor Robert Wilhelm, Chair

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Pauline Walkom, Administrative Support  
Clerk/Recorder

**Economic Development Committee**  
Monday, Oct. 17, 2011 – 5:30 p.m.  
Committee Room – 330 Wallace Ave.N., Listowel

Present: Paul Horn, Julie Behrns, Matt Richardson, Warren Howard, Kriss Snell, Kate Docker  
Guest: Sharon Darcey

**1) Call to Order**

The meeting was called to order at 5:34 p.m.

**2) Additions to the Agenda**

There was 1 addition to the agenda under 'Other' dealing with North Perth promotional items.

*It was moved by Warren Howard, seconded by Paul Horn THAT the agenda be approved as amended.*

**MOTION CARRIED**

**3) Declarations of Pecuniary Interest**

There were none declared.

**4) Review & Approval of Aug. 8<sup>th</sup> Minutes**

*It was moved by Julie Behrns, seconded by Warren Howard THAT the minutes from the Aug. 8<sup>th</sup> Economic Development Committee meeting be approved as presented.*

**MOTION CARRIED**

**5) Delegation**

Sharon Darcey from the Chamber of Commerce presented their Partnership Program and asked for the Municipality's support. Last year we were bronze partners (\$2,500.00) and it was requested that we increase our support this year to silver (\$5,000.00) to help support the Santa Claus Parade which has been struggling. Santa will be located at the firehall in the afternoon instead of the evening.

Kriss noted that he has been meeting with Sharon on a regular basis. Sharon is interested in being an Economic Development Committee member if the opportunity arises in the future.

*It was moved by Warren Howard, seconded by Paul Horn THAT the Economic Development Committee recommends that the Municipality proceeds with a silver partnership with the Chamber of Commerce @ \$5,000.00.*

**MOTION CARRIED**

**6) Perth County Economic Development Update**

Julie reported that Perth County has hired an Economic Development Officer for a one year contract. There have been no meetings of the Perth County Economic Development Committee since the previous ED Officer left.

**Economic Development Committee**  
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**7) Housing Survey Results**

Kriss presented a publication from Bruce County outlining their long term housing strategy. North Perth is unique in the County as no one else has our problem of a lack of affordable housing. There was discussion that a publication like this would help developers see the need for this type of housing. We could apply through RED funding and possibly offer incentives.

Kriss will get some cost estimates for putting something like this together for the next meeting.

**8) Roadway Banners**

It was agreed to leave the roadway banners program as is – there is no need to change it at this time.

**9) Core Objectives/Mandate**

Nothing to discuss at this time.

**10) Deferred Items**

*Waste Receptacles  
North Entrance Park*

**11) Other**

In the past, North Perth has not been consistent with promotional items we have purchased. We are regularly getting asked for items to go in gift baskets or as give aways. Julie brought some sample promo items to be considered: mugs, glasses, fabric bags, sticky notes, pens. Golf balls are always popular so we have re-ordered a supply of them for now, and these other items will be considered.

Kriss reported that the OMAA is holding a Fall Workshop next week in Stratford which is being hosted by the County, City of Stratford, St. Mary's and the 4 lower tiers. 'Flavours of Perth' delegate packages will include local honey and Feige's dressing from North Perth.

**Adjournment**

The next meeting will be held on Mon. Nov. 7<sup>th</sup> @ 5:30 p.m.

*It was moved by Paul Horn, seconded by Julie Behrns THAT the Economic Development Committee meeting does now adjourn at 6:40 p.m.*

**MOTION CARRIED**

## MINUTES

### West Perth Economic Development Committee Meeting

September 14, 2011 – 7:30 pm  
Council Chambers- Municipal Office

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Present: Jeff Marshall, Nancy Dearing, Angela Weber, Steve Walkom, Doug Eidt (Chair),  
Will Jaques (CAO)

1. The meeting was opened at 7:32 pm.

2. Review of August 10, 2011 Economic Development Committee meeting Minutes.

Moved by: Jeff Marshall

Seconded by: Steve Walkom

That we approve the August 10, 2011 Economic Development Committee meeting Minutes.  
Carried.

3. Review of BIA activities.

The next regular BIA meeting is scheduled for October 12, 2011 at 6:15 pm at the Municipal Office.

4. Report from Perth County EDC.

The County of Perth has now advertised for the position of EDC, which is set to close September 16, 2011.

5. RED Program.

Work is being completed to ensure that all available RED funding is used by the end of 2011. The third round of the Façade Improvement Program is underway, and the Visitor's Centre (pavilion/washrooms) project is complete.

6. International Plowing Match – 2013.

Discussion was had regarding the IPM, given its potential economic development potential. The Municipality continues to work hard with the IPM organizing committee and confirms its support for the 2013 Match.

7. Mitchell and District High School.

Further discussion was had regarding the economic development importance of the high school in the community. MDHS Principal Jim Ryan was unable to attend the meeting, but does hope to attend an Economic Development Committee meeting this fall.

Additionally, it is understood that there will be over-capacity issues at Upper Thames Elementary School in the near future, which may necessitate a review of moving grades 7/8 to MDHS. This would be known with certainty once an Accommodation Review is undertaken.

8. 2011 Fall Business and Industry Breakfast.

Further discussion regarding the Fall Business and Industry Breakfast. Representatives from the Ontario Plowman's Association (OPA) will attend and speak to the Economic Development potential of the International Plowing Match (IPM).

The breakfast will be held on Wednesday October 19, 2011.

9. General Discussion.

CAO Jaques advised the Committee that a recent article on municipal "branding" in the publication, Municipal World, has drawn significant reference to West Perth and Mitchell and the "Walk with the Herons" brand. The article was written by Linda Reader, who completed the Marketing Study/branding exercise for the Mitchell BIA in 2010. Through this article, West Perth has received significant positive exposure, especially given that Municipal World is circulated nationally and beyond, and is read by many leading local government practitioners.

10. Next Economic Development Committee meeting. October 12, 2011, following the regular BIA meeting that evening.

11. Adjournment:

Moved by: Jeff Marshall  
Seconded by: Nancy Dearing

That we do now adjourn at 8:19 p.m.

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Chair

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Secretary



## Township of Perth South Economic Development Committee

### Minutes

9:00 a.m.

October 25, 2011

Present: Councillor Cathy Barker, Councillor Jim Aitcheson, Mayor Bob Wilhelm, Members Don Finnie and Jim Abercrombie, CAO/Deputy Clerk, Tim Ivanyshyn, Clerk, Lizet Scott

Regrets: Councillor Liz Armstrong, Member Dennis Manarey

1. **Call meeting to order** – Chair Barker called the meeting to order at 9:04 a.m.
2. **Disclosure of pecuniary interest** and general nature thereof – none declared
3. **Approval of Previous Minutes**

- a) Minutes from July 26, 2011 regular meeting

Moved by Jim Abercrombie and seconded by Jim Aitcheson that the minutes of July 26, 2011 be approved as circulated. Carried

4. **Business arising from the minutes** – nothing noted
5. **Presentation/Delegations** – none in attendance

Jim Abercrombie requested an addition to the agenda – Clarity Promotion of Perth South.

Moved by Jim Abercrombie and seconded by Don Finnie that item 6 d) be added to the agenda – Clarification of Promotion of Perth South. Carried

6. **New Business**

- a) University of Guelph project discussion

Cathy Barker noted that Kate Proctor will bring forward a summary of discussion from the Special Council meeting on October 17, 2011. Tim Ivanyshyn noted that he had spoken with Wayne Caldwell of the University of Guelph in regards to providing funds to the University for the work done on this economic development project. Wayne Caldwell confirmed that a grant would be the most effective way to provide funds.

Moved by Bob Wilhelm and seconded by Don Finnie that the Economic Development Committee recommends Council that the Township of Perth South grant \$10,000 to the University of Guelph to continue working on the Economic Development project with the Township. Carried

b) Small Business Incubator

The committee discussed the idea of the small business incubator and holding a meeting to get started on this concept. The committee discussed their views on what an incubator would look like and then Cathy Barker introduced a video clip from the Canadian Association of Business Incubation website for the committee to watch.

The consensus of the committee was to set a meeting with a few key players and expand once a plan is in place. Staff will coordinate.

c) Housekeeping Item – Confirmation of Recording Secretary

Cathy Barker noted that as part of her duties the Clerk has taken over the role of Recording Secretary for this committee and requested that this be recognized formally by the committee.

Moved by Jim Abercrombie and seconded by Don Finnie that Lizet Scott be appointed as Recording Secretary for the Economic Development Committee. Carried

d)

e) Added Item – Clarification of Promotion of Perth South

Jim Abercrombie noted that there have been discussions regarding holding a small business fair in the Township as well as reaching into the community to assist local businesses. He indicated that a way to achieve this might be to be part of the 2013 International Plowing Match. He noted that this could be an opportunity to showcase local Perth South businesses. Tim Ivanyshyn noted that he is working on a letter to circulate to local businesses that are known to the Township requesting additional information about their business and if they would like to be included in a business directory to be added to the Township website. The committee discussed the letter as well as the 2013 Plowing Match. The consensus of the committee was to add 2 options to the letter asking for interest in a small business fair as well as participation in the 2013 IPM.

**7. Committee Member Reports**

Jim Aitcheson reported on discussions with Dave Hanly, County Planner, regarding businesses in Perth South and compliance issues

Bob Wilhelm noted that he had a brief meeting with the new Economic Development Coordinator for the County, Kristin Sainsbury, and requested that she prepare a report clarifying the RED funding for the next EDC meeting.

**8. Schedule of next Meeting**

The next Economic Development Committee meeting will be November 22, 2011 at 9 a.m. in the St. Pauls Council Chambers.

**9. Adjournment**

Moved by Bob Wilhelm and seconded by Jim Abercrombie that this meeting be adjourned at 10:30 a.m. Carried