



## TOWNSHIP OF NORTH HURON

## REPORT

Item No.

**REPORT TO:** Reeve Vincent and Members of Council  
**PREPARED BY:** Connie Goodall  
**DATE:** 02/10/2017  
**SUBJECT:** Economic Development Activity Report  
**ATTACHMENTS:**

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### **RECOMMENDATION:**

THAT the Council of the Township of North Huron hereby receive for information purposes the Activity Report of the Economic Development Office dated October 2, 2017.

### **EXECUTIVE SUMMARY**

The Economic Development Officer provides periodic updates to Council on activities within the Economic Development Department.

### **DISCUSSION**

**Alice Munro Festival of the Short Story (AMFSS) partnership with the University of Western Ontario.**

A student from UWO has been engaged to work on a research project with the AMFSS. Working through the Community Engaged Learning program at the University, a third year student enrolled in the Feminist Activism course will be taking on a research project that will explore "How the works of Alice Munro fit into the Women's Movement and the role of Women in Rural Context".

Proposed deliverables:

- 1. Review of gender inequality in Canadian Literary Industry.**
- 2. Literature review of Alice Munro works.** Alice Munro began writing in the late 1940s and 1950s, being awarded the Governor General's Award for Literature in Fiction in 1968. Several awards followed throughout her career culminating in the Nobel Prize for Literature in 2013. An early book, *The Lives of Girls and Women* was on the banned book list in Ontario. Alice was writing from the view point of a young woman in an era when having a feminine voice was not encouraged or even tolerated in some circles. The protagonists in Ms. Munro's work did not seem to be comfortable with the role and expectation of women in small town rural Ontario. In her works there seems to be questioning and pushing back of the societal norms of rural Ontario culture and the role that women were expected to play.  
Alice Munro was writing in such a manner in tandem with the feminist movement. What is Alice Munro's role in feminist activism? Does she have one? If so, how is it reflected in her work?
- 3. Examine the trajectory of the feminist movement in Canadian Literature.** Did Alice Munro and her contemporaries (Atwood, Shields etc.) have an influence on the movement? If so, how is it apparent in the body of works for the authors vs. movement milestones?

The Alice Munro Festival has a reputation of being a quality festival in literary circles. This research project fits nicely with questions that have been raised in panel discussions with authors, as well as, informal conversations at the event. The research project will contribute to the programming of the 2018 festival. The student will be contributing 40 – 60 hours of work to the project from the end of September to the end of March, 2018.

### **Community Christmas Dinner**

Planning has started on the Community Christmas Dinner that will be held on Saturday, December 16 from 11:30am – 1:30pm at the Knights of Columbus Hall in Wingham. Once again, the planning committee would appreciate the assistance of Council Members to act as greeters/servers for the event. If you are interested in helping out for an hour or two on the day of the dinner, please let Connie know.

### **IPM 2017**

The North Huron barn at the IPM was a well-attended and popular stop for visitors. The committee (a partnership between Recreation & Facilities and Economic Development) highlighted various aspects of North Huron including; our trails and waterways, the Blyth Festival, the Alice Munro Festival and local industry. 1000+ give-aways and information on the local area was distributed.

### **Economic Developers Association of Canada and University of Waterloo Seminar**

The EDO attended the Economic Developers Association of Canada (EDAC) conference in Niagara Falls in September. Conference topics included: Youth Retention and Investment Attraction, Business and Economic Disaster Recovery, Empowering Youth Entrepreneurs, Accommodation and Tourism Development, Revitalizing Downtowns and Mobilizing Economic Recruitment in Rural Ontario. The post conference seminar held by the University of Waterloo focused on Economic Opportunities in Value Added Agriculture.

### **COMING EVENTS**

Rotary Club information Night  
October 4, 7pm Hot Stove Lounge.

Wingham Park Lighting and Carol Sing  
November 12 Cruickshank Park.

Huron Manufacturing Awards  
November 16.

### **Social Media**

Twitter followers – 1,183  
Facebook followers – 660; Yard Waste Collection Notice on Facebook has reached 3,225 people to date.

### **FINANCIAL IMPACT**

IPM and EDAC conference were included in the 2017 budget.  
AMFSS and Community Christmas Dinner – have limited financial impact.

### **FUTURE CONSIDERATIONS**

### **RELATIONSHIP TO STRATEGIC PLAN**

GOAL: Our community is attractive to new business and residents

*Outcome: We foster a positive business environment that retains, promotes, and attracts businesses and investment.*

*Outcome: Tourism is a driver in economic development.*

*Outcome: We are an agricultural leader and innovator.*

## **STRATEGIC DIRECTIONS FROM ECONOMIC DEVELOPMENT STRATEGIC PLAN**

- 1.** Promote our Cultural Assets
- 2.** Create a conversation with those interested in living and working in North Huron
- 3.** Regularly engage all sectors of the North Huron economy

Connie Goodall

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Connie Goodall, Economic  
Development Officer



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Dwayne Evans, CAO