

**MINUTES OF THE TOWNSHIP OF NORTH HURON
ECONOMIC DEVELOPMENT COMMITTEE MEETING**



Date: Thursday, August 2, 2018

Time: 12:15 p.m.

MEMBERS PRESENT: Trevor Seip

Murray Simpson

Karen Stewart

Dave Tiffin

Glen Manjin

MEMBERS ABSENT: Grant Sparling

STAFF PRESENT: Dwayne Evans, CAO

Denise Lockie, Clerical and Marketing Assistant

Amanda Piskorski, Assistant to the CAO

OTHERS PRESENT: Laura Simpson, Huron County Planner

Mark Woodward, Huron Chamber of Commerce

Rebecca Rathwell, Centre of Employment and Learning

Kim Scholl, Acting Director of Recreation and Facilities

1. WELCOME AND INTRODUCTIONS - NEW ATTENDEES

Chair Simpson called the meeting to order at 12:14p.m. and welcomed the attendees.

2. CONFIRMATION OF THE AGENDA

MOVED BY: Karen Stewart

SECONDED BY: Trevor Seip

THAT the North Huron Economic Development Committee; accept the Agenda as amended for the August 2, 2018 Committee Meeting.

CARRIED

3. MINUTES

3.1 Minutes of the North Huron Economic Development Committee Meeting held July 5, 2018

MOVED BY: Trevor Seip

SECONDED BY: Dave Tiffin

THAT the North Huron Economic Development Committee accept the minutes from the meeting held on July 5, 2018.

CARRIED

4. DECLARATION OF PECUNIARY INTEREST

4.1 Trevor Seip - All Candidates Event

Trevor Seip declared a conflict for the discussion regarding the all candidates meeting. Trevor is running for a position on Council. Trevor offered to step out when this discussion takes place.

5. REPORTS

5.1 Denise Lockie, North Huron Clerical and Marketing Assistant - Marketing Strategy Review

Denise Lockie presented North Huron's Marketing and Tourism Strategies Review and expressed that she would like to work with the Committee on projects over the next year to expand North Huron's tourism plan. Such projects including but not limited to, improving communication for events, encouraging more community involvement, putting kiosks in more communities, developing and publishing the North Huron Guide and community information/advertisements, creating a new display board for the Community Complex and developing accessible tourism options and promotions. Denise commented that one of the key investments of the Marketing Strategy should be a North Huron guide book/visitor information guide for people coming to visit North Huron.

A Committee member asked what is the biggest draw to the Recreation department, Facebook or the guide book. The guide book is the main attraction to the recreation department specifically for the dates and times for events and programs.

5.2 Laura Simpson, Huron County Planner - Community Improvement Plan (CIP) Questions

Laura explained that she recently met with Blyth BIA and received great feedback and input on the draft Community Improvement Plan (CIP). Laura plans to meet with the Wingham BIA in the near future.

Laura also reviewed and discussed with the Committee questions regarding the preparation of the CIP for North Huron. There was no concern from the Committee regarding the Blyth BIAs suggestion to expand the commercial core in the Blyth proposed project area. The Committee's role in reviewing the CIP Applicants will be the "Review Team". The Committee also commented that they view their role in the CIP approval process as the Review Committee. The Committee would review applications and recommend to Council whether the application should be approved.

Council then makes the final decision. The Business Improvement Associations role could be promoting/marketing the CIP to potential applicants. The Committee also discussed imposing time limits on projects and suggested the CIP could be used to simplify public requests. The Committee also discussed potentially using the CIP to lower vacancy rates in the downtown by lowering rent or finding new ways to bring new businesses. The Committee also asked whether community organizations can apply as an applicant. Laura advised she will contact the Ministry to see if there are other examples of CIPs that mention store vacancy and community organizations applicants.

The Committee invited Laura back to the next meeting to discuss what the Wingham BIA's feedback.

5.2.1 Paris Main Street Revitalization Fund

5.3 Community Investment Program - Bruce Power

Bruce Power's Sponsorship funding program donates over \$1.6 million every year to community organizations and events. The focus areas for these programs are Health and Wellness, Youth Development, Community and Employee Engagement, Special Focus Areas, Environment, Aboriginal Initiatives and Military Families and Veterans. To apply to this program the funds must be used for a project in Gray, Bruce or Huron County and must be a one-year project.

It was determined by the Committee that the deadline is approaching too quickly to get a project application complete by the deadline of September 15, 2018. The Committee decided that they will look into what projects could be considered for next year's program.

5.4 Economic Strategic Plan

Deferred to September meeting.

6. **CORRESPONDENCE**

7. **DISCUSSION**

All Candidates Event

Member Trevor Seip departed the meeting.

It was suggested that the Committee hold on all candidate's event for the upcoming election. A subcommittee of Karen Stewart, Dave Tiffin and Mark Woodward was formed to develop the details surrounding this event. This discussion is to be brought back to the September meeting for further discussion.

After a brief discussion;

MOVED BY: Karen Stewart

SECONDED BY: Dave Tiffin

THAT the North Huron Economic Development Committee strike a working group that consists of Dave Tiffin and Karen Stewart to bring back ideas to the September Committee meeting regarding ideas on the event.

CARRIED

7.2 Housing Opportunities

There was a suggestion from the Committee to investigate how they can influence more housing opportunities in North Huron. This discussion was deferred to the August meeting.

Deferred to September meeting.

7.3 Tourism Strategy, Workforce Attraction and Retention Strategy, Ag Strategy

The Committee was invited to use the County as a resource if they needed help regarding tourism strategies, workforce attraction and/or retention by Chris Watson Huron County Economic Development Officer. This discussion was deferred to the August meeting.

Deferred to September meeting.

7.4 Invitation for the A2A Developer

There was a suggestion from the Committee to invite the developer of the A2A development to see if the Committee could help them with any road blocks they might be having. The discussion was deferred to the August meeting.

Deferred to September meeting.

8. NEXT MEETING

Thursday, September 6, 2018 at 12:00 p.m. in the Belgrave Community Centre.

9. ADJOURNMENT

MOVED BY: Glen Manjin

SECONDED BY: Dave Tiffin

THAT the North Huron Economic Development Committee agree that there being no further business before the Committee; the meeting be hereby adjourned at 1:50 pm.

CARRIED

Chair

Co-Chair