

**Economic Development and Business Committee
Meeting Minutes
Monday, August 27th, 2018 at 6:00 p.m.
Township of Selwyn
Council Chambers**

Present: Diana Carter, Style Boutique
Dave Cavanagh, Homestead Creative Solutions
Rick Hickson, R&J Machine
Fred Koster, Bridgenorth Business Association
Erin McLean, McLean Berry Farms
Andy Mitchell, Political Consultant
Sherry Senis, Deputy Mayor for Selwyn Township
Mary Smith, Mayor for Selwyn Township

Regrets: Terry McCullough, Savage Arms

Staff: Kari Partridge, Economic Development Coordinator
Meaghan McGowan, Administrative Assistant

Chair, Andy Mitchell called the meeting to order at 6:00 PM.

Declaration of Pecuniary Interest

None.

1. Deputations and/or Invited Persons

None.

2. Minutes

The minutes of May 28, 2018 were reviewed for information purposes.

Moved by: Rick Hickson; Seconded by: Fred Koster.

That the EDBC minutes of May 28, 2018 be received for information.

Carried.

3. Question Period

None.

4. Correspondence for Discussion and/or Decision

Information Items

Andy went over the items included in the package for information.

- **PKED Update**

Suzanne McCrimmon provided members with the PKED update

- August 30th - PKED is hosting a meeting being held with all Economic Development Officers across the County of Peterborough, relevant stakeholders and organizations.
- September 26th - New Venture Session in Buckhorn
- October 16th - Rural Economic Development meeting at Baxter Creek Golf Club
- October 17th - Rural Economic Development meeting at Burleigh Falls Inn
- PKED is beginning interviews for the 'Community in Transitions' program on Tuesday, September 5th.

Mary Smith requested that when emails are sent out regarding the new companies that receive funding as part of the Summer Venture Program, it would be good to include which municipalities within the County of Peterborough they are from.

Action: Suzanne to send out an email indicating the location of all Summer Venture Program recipients from the last 3 years.

- **The Role of Waterfront Property Owners in Rural Economic Development in Eastern Ontario Report**

- Mary indicated that there are a number of incredibly skilled and experienced seasonal residents and cottage owners. It would be beneficial to reach out to these individuals through the Cottage Associations and other relevant organizations, in an effort to help drive economic development in the area.
- Andy also brought forward that, when advertising for the next term of the Economic Development and Business Committee, Cottage Associations in the area should be included.

- **Peterborough County's Vacant Unit Rebate Program**

- **Eastern Ontario Leadership Council Letter – Online Survey for update of the Eastern Ontario Economic Development Strategy**

5. Reports

- a) **CIP Update**

Kari Partridge provided EDBC members with an update on the CIP. This included the new yard signs and window stickers that will be required to be on display at the businesses that are taking part in the CIP program, as per the new grant agreements. This will help with Township recognition and spread the word about the program. The signs will also be offered to any past businesses that went through the CIP program.

Mary brought forward that it may be beneficial to require that businesses display the yard signs for a period longer than simply when the work is being done.

Kari provided statistics on the CIP program including total value of the CIP projects and total spent by the Township to date. Currently, there are 17 projects that have been approved and are currently at various stages in the process. There are 6 projects pending, which include businesses that have expressed an interest in the CIP program. Currently, the remaining CIP funds is equal to \$13,600, however this includes funds for projects where the applicants have expressed interest in applying.

Fred Koster inquired as to the location of the approved CIP program applicants.

Kari brought forward that the majority of the currently approved CIP applicants are located in Lakefield. This is primarily due to the improvements being done on Charlotte Street. There are a couple of businesses taking part in the program that are located in Ennismore and Bridgenorth as well.

Mary brought forward that it would be a good idea to conduct an exit survey with those businesses that have taken part in the CIP program to better understand how the program can be improved. This would also be a great opportunity to gather information and highlight businesses to spread word on the CIP program.

b) Economic Development Strategy Actions Update

Kari reviewed the status of the 2018 Action Items listed in the Economic Development Strategy.

Action: Meaghan to send out the Second Units FAQ document to the Committee members once it is available on the Township website.

Kari provided an update on new and changing businesses in Selwyn Township, which included renovations at Debbie's Restaurant in Lakefield and the old Giant Tiger

location; however there is no update on what business will be moving into these locations. She also included the opening of the Lakefield Bakery on Queen.

Rick Hickson brought forward that he would like to see a monthly report on any new or closed businesses in Selwyn Township and moved the following motion.

Moved By: Rick Hickson; Seconded By: Fred Koster

That the Economic Development Officer provide a monthly report to the EDBC outlining any new or closed businesses in Selwyn Township.

Mary Smith brought forward that it is difficult to track new business start-ups and/or business closures as tenancies, including business tenants, are no longer updated in the tax system i.e. there is no information in the Township tax system to pull business specific data unless the business also owns the property. She suggested that the best way to learn about business changes is to work together by sharing information.

Sherry Senis confirmed that it can be difficult for Township staff to obtain accurate information on business start-ups and closures. She noted that the EDBC members have an interest in economic development within the community; it can be a shared task for everyone to bring forward this information to the EDBC.

Diana Carter brought forward that an update on new and closing businesses could be included as a standard item on the monthly EDBC Agenda so that both staff and EDBC members can report on new business start-ups, expansions and closures.

The original motion was withdrawn and the EDBC reached consensus that staff and EDBC members would provide business related updates at each meeting.

Mary brought forward that Chef Brian Henry will be opening a business located at the corner of Burnham and Charlotte Streets in Lakefield.

c) Marketing Plan Actions Update

Kari reviewed the status of the 2018 Action Items listed in the Marketing Plan.

Rick recommended that the updated tourism maps of Selwyn Township be available to businesses that are interested in having a supply on hand.

6. Other, New and Unfinished Business

a) EDBC member – Krista Morgan regretful resignation

Moved by: Sherry Senis; Seconded by: Dave Cavanagh

That the resignation of Committee Member Krista Morgan be forwarded to Township Council for acceptance and that the EDBC thank Ms. Morgan for her work on the Committee and her interest in economic development and that the EDBC recommend to Council that a new committee member be recruited as part of the Township's Committee/Board selection process scheduled in December 2018 for the next Economic Development and Business Committee term.

Carried.

Sherry brought forward that the resignation changes quorum and that the current Committee will remain in effect until the end of this Council term (November 30th), after which the recruitment process for new Committee members will begin. Existing committee members will be required to submit applications along with new applicants.

b) First Impressions Community Exchange (FICE) Program Overview

Kari brought forward information on OMAFRA's FICE program. Selwyn Township, specifically the communities of Ennismore and Bridgenorth, has been matched with Beaverton, located in the Township of Brock according to size, location and economy.

The FICE program involves a group of 'secret shoppers' from each community visiting the other. During this visit, the 'secret shoppers' complete their own individual community-based survey. These surveys are not specific to any one business. Upon completion, the surveys are compiled and an overall report of their findings is presented to the other community, typically at a public open house. This report will include a list of actionable recommendations which the EDBC can prioritize and complete. 'Secret shoppers' are reimbursed for their time and travel.

EDBC members discussed whether Beaverton was similar to Ennismore and Bridgenorth and whether Lakefield would be more comparable.

Kari brought forward that the process of finding a matching community interested in taking part in the FICE program has been lengthy. If the EDBC members choose Lakefield as the matching community, the Township would have to re-submit a new application to OMAFRA.

Erin McLean brought forward that the overall impressions gleaned by the 'secret shoppers' is more important than the similarities between them. In her opinion, it is more important that both Bridgenorth and Ennismore receive recommendations based on an objective point of view from outsiders, rather than Lakefield.

EDBC members agreed to the FICE program using Bridgenorth and Ennismore as the matching communities.

Diana, Dave, Rick and Sherry expressed an interest in being part of the group of 'secret shoppers'. FICE training for the 'secret shoppers' will take place on Monday, September 17th from 6:00PM to 8:00PM in the downstairs meeting room at the Township office.

Action: Kari to send a meeting request for the 'secret shoppers' training date and an email with date options for the Beaverton site visit.

Action: Sherry Boyce-Found will look into finding a youth representative to participate in the FICE program as a 'secret shopper'.

c) Community Presentations

• October 1st at 6:00pm – B.E.L. Rotary

Sherry will accompany Kari to the community presentation at the B.E.L. Rotary Club's October meeting.

Action: Kari to send a meeting request to Sherry Senis regarding the presentation at the B.E.L. Rotary Club's October meeting.

d) Invitation for Guests to be Completed

- TBC Sept. 24th: Agricultural Diversification Study – Eleanor Rath, CAO/Economic Development Officer for the Township of Otonabee South-Monaghan**
- Sir Sanford Fleming's Skilled Trades Centre & Applied Projects Program (Maxine Mann)**
- Development Proposals – Trent University**

Fred brought forward that there will be a Selwyn All-Candidate's Meeting on Monday, October 10th, beginning at 7:00PM at the Bridgenorth Community Hall (836 Charles Street), organized in partnership with the Kawartha Chamber of Commerce & Tourism, Bridgenorth Business Association and the Lakefield Herald.

Sherry Boyce-Found brought forward the following:

- Monday, September 10th - Deadline to submit nominations for the Kawartha Chamber Awards of Excellence
- Wednesday, September 26th - Understanding the Opioid Crisis, 7:00PM at the Selwyn Outreach Centre (2686 Lakefield Road)
- New business 'Vape Smith' has opened in Lakefield in the plaza where 'The Market' and 'Subway' are located.

7. **Adjournment and Next Meeting**

Dave requests that the date of the September EDBC meeting be changed to accommodate for the Ontario Cattleman's Association meeting he is attending that day prior to the EDBC meeting.

Andy brought forward that moving the start time of the September EDBC meeting to 6:30PM would accommodate Dave's meeting schedule.

Action: Kari to update the EDBC meeting request to reflect the time change for the September meeting.

- The September EDBC meeting will be held on **Monday, September 24th, 2018 at 6:30 p.m.** in the downstairs meeting room at the Township of Selwyn Municipal office.

Moved by: Rick Hickson; Second by Dave Cavanagh.
That the meeting of August 27, 2018 be adjourned.

Carried.

The Committee meeting adjourned at 7:40 p.m.