

BROCK ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

WEDNESDAY, April 7, 2010

MUNICIPAL OFFICE – 1 CAMERON STREET EAST – CANNINGTON
COUNCIL CHAMBERS
7:05 – 9:50 P.M.

Members present: Larry O'Connor, Christine Dukelow, David Rhead, Terry Sellers, Bob MacDermid, Peter Prust.

Recording Secretary: Erin Lambert

Guest Speakers:

Loretta Fernandes-Heaslip – Health Promoter, Brock CHC & Brock Physical Activity Network

Thomas Gettinby – Municipal Clerk, Township of Brock

Advisory Staff: Tracy Curtis

Call to Order

David Rhead called the meeting to order acting on behalf of Bryan Shipp as he was unable to attend.
(7:05 pm)

Brock Official Plan – Strategic Direction/Constraints – Tom Gettinby

David Rhead introduced Mr. Gettinby with a warm welcome. Mr. Gettinby opened his PowerPoint presentation with the background of the Brock Official Plan and comparison to an earlier version created in 1976. He noted that the plan was headed by a steering committee composed of local residents, business owners, and others with stated interest. The plan was adopted by council on June 26, 2006 and approved by Durham Region May 9, 2009. Mr. Gettinby presented some of the challenges in the adoption process.

The Policy Environment Plan was based on:

- 2005 provincial policy statement
- Greenbelt act/plan 2005
- Place to grow act/plan 2005
- Lake Simcoe Environmental Protection act/plan

He then went on to describe the plan in more detail including a vision statement, strategic direction, economic development goals, as well as barriers to success. Potential areas for development in each of the three towns (Beaverton, Cannington, and Sunderland) were highlighted geographically and discussed in terms of opportunities and barriers to success. Regional and provincial initiatives related to the plan were also presented. Finally, he discussed amendments to be made to the plan by June 2010 in the following areas: Growth Plan, Lake Simcoe Protection Act, Green Energy Act, as well as issues and constraints that are unknown at this point.

3. Presentation – Physical Activity Network/Physical Activity Plan – Loretta Fernandes-Heaslip

Mayor Larry O'Connor introduced Loretta with some information on her background with the Brock Community Health Centre (CHC) and The Brock Township Physical Activity Network (PAN). Mrs.

Fernandes-Heaslip opened power point presentation with a breakdown of funding, the steering committee, and how the Physical Activity Plan came about. She went on to convey the statistics information from the time the plan was developed. DuBfit survey findings were presented and they concluded the most desired physical activities were attainable within the township and its facilities. Strong commitment, necessary skills, and environment were stated as areas of focus.

A hard copy of the summary of the Physical Activity Plan was handed out. Mrs. Fernandes-Heaslip outlined the short and long term goals, issues in moving forward including volunteer support and initiative, as well as the successes, more specifically approved grant funding. She mentioned an increased community response to the group and the current initiatives helping to generate this response. A hard copy of the Ontario Trillium Foundation Grant plans (collaborative agreement between Brock Township, the Brock CHC and the Brock Physical Activity Network) was handed out to the committee. The benefits of the grant were discussed, as well as expected results and performance indicators. As a final note Mrs. Fernandes-Heaslip mentioned Sport Tourism and its potential for Brock Township in the future.

Confirmation of Minutes

MOVED BY Christine Dukelow that the minutes of the meeting held on Wednesday, March 3, 2010 be adopted as amended.

MOTION CARRIED

Report – Tracey Curtis, Durham Economic Dev. – “Value Brock Gets From Durham Region”

Deferred to next meeting.

Update – Mayor O’Connor, Social Media Bootcamp, Tuesday, April 13th, 2010

BEDAC will co-host the Social Media Bootcamp with Durham Tourism at Brock High School from 1:30 pm to 3 pm. Thirteen people have signed up thus far and there are 23 computers available. Committee members should encourage as much participation as possible.

Report – David Rhead, Visioning Sub-committee

The visioning session will take place at The Haven B & B on Side rd. 17 in Beaverton Saturday, April 17th, 2010. It will start at 8:30 am and conclude at 3:30 pm. Pre-session questions will be distributed via email.

CNE Committee Report

The committee will be meeting next Wednesday. April 15th, 2010 in the Committee Room at the Municipal Building for 7 pm.

Update – Christine Dukelow, ED Intern Funding Application

Council supported BEDAC’s application to South Lake CFDC for a Youth Intern. The application is due this coming Monday, April 12th, 2010. The intern will be available for 10 months at the most. The next steps are to distribute job ad and develop an interview committee.

Other Business

Committee Replacement

The committee received a letter from council requesting suggestions on who to replace the most recently resigned member. It was suggested that the replacement attend the visioning session if possible.

MOVED BY David Rhead that Mayor Larry O'Connor make direct contact with the suggested replacements.

MOTION CARRIED

First Impressions on Business Development in Beaverton

Brenda Outto from Trent Val will speak on First impressions next meeting.

Adjournment

MOVED BY David Rhead that we do now adjourn at 9:50 pm.

MOTION CARRIED