

# **BROCK ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**

**Wednesday, February 3, 2010**

## **MUNICIPAL OFFICE, 1 CAMERON STREET EAST, CANNINGTON**

Members present: Bryan Shipp, Larry O'Connor, David Rhead, Christine Dukelow, Sylvia Pauls, Peter Prust, Robert MacDermid.

Regrets: Terry Sellers, Kevin Ireland, Jay Yerema-Weafer, Peter Macaulay and Marlene Werry

Recording Secretary: Erin Lambert

Advisory Staff: Judy Coward, Economic Development Consultant, Ontario Ministry of Agriculture, Food, and Rural Affairs

### Call to Order

Chair Bryan Shipp called the meeting to order at 7:10 p.m.

### Confirmation of Minutes

MOVED BY Larry O'Connor that the minutes of the January 6, 2010 meeting be tabled.

MOTION CARRIED

### Business

1. Work Plan Presentation – Sub-Committee - Peter Prust, Kevin Ireland, Christine Dukelow

Christine Dukelow acted as spokesperson on behalf of the sub-committee and presented a draft work plan and budget request for 2010 inclusive of goals, strategies, actions, partners, financial resources required, outcome/result measurement. A total budget allocation in the amount of \$20,000.00 was suggested.

The following amendments to the work plan were suggested:

- Under business growth, potential partners, add Brock CERC, and GTTI – Christine Dukelow
- Sub committees should use the work plan as a guide to expand upon
- Change intern period from 9 months to 12 months – Christine Dukelow
- Should get grant application for intern into South Lakes Futures Development Corporation as soon as possible.

MOVED BY Peter Prust that the work plan be accepted, as amended.

MOTION CARRIED

2. Judy Coward, Economic Development Consultant, Rural Community Development Branch  
Economic Development Branch, Ministry of Agriculture, Food & Rural Affairs -  
Presentation – “Potential Funding Programs”

OMAFRA Economic Development Consultant, Judy Coward provided details of the following potential funding programs, specifically the Rural Economic Development (RED) Program, and FEDEVs, a federal funding program, and the Business Retention & Expansion Program.

Judy Coward: Economic Development Consultant. Ministry of Agriculture, Food and Rural Affairs advised of the following with respect to her position with the Ministry:

- Works with municipalities and community economic development groups to be ready for economic development
- Different communities have different needs
- Strategic planning
- First impression Project – Beaverton with Hastings a few years ago
  - Booklets and presentations
  - Encourage group to create action plan based on study
  - Can we do this with Cannington and Sunderland as well to assist with visioning?  
Need support for council
  - Use positive points for branding
  - Judy will approach other smaller committees within Hastings

MOVED BY Larry O'Connor that council support the action item of having a First Impressions study carried out on Cannington and Sunderland.

MOTION CARRIED

MOVED BY Sylvia Pauls that Judy Coward be added as an exofficio member of the Advisory Committee.

MOTION CARRIED

3. Presentation – “Wireless Internet” – Peter Macaulay

Mr. Macaulay was absent from the meeting.

4. 2010 Work Plan - Committee of the Whole to develop SMART goals for Work plan sub-committee(s)

This item was referred to a future meeting.

5. 2010 Work Plan – Creation of Sub-Committee(s) to support Workplan deliverables
- visioning sub-committee
    - Guest speakers – 3 max
    - Time required
    - Invite council to join?
    - Circulate meeting dates and agendas

MOVED BY Christine Dukelow that Peter Prust, David Rhead, and Larry O'Connor form a visioning sub-committee and provide two options for the general committee to choose from.

MOTION CARRIED

6. 2010 CNE Booth

MOVED BY Larry O'Connor that this committee endorses the CNE booth for this year.

MOTION CARRIED

The formation of a sub-committee dealing with the 2010 CNE booth will be a consideration at the next meeting.

7. Mayor Larry O'Connor – Mayor’s Ice Fishing Event

Mayor Larry O'Connor advised that the 2nd annual Mayor's Ice Fishing Event will be held on February 15, 2010 at the Beaverton Harbour. In addition he advised of the following details in conjunction with this event:

- 5 mayors will be present
- Oshawa Métis council will be providing the lunch
- Reach out to media interested in culture
- Sunderland Maple syrup festival involved
- Chairs of the local service clubs are also invited
- Should have a representative from this group

8. Social Media Boot Camp

Upon discussion of a "Social Media Boot Camp" event, it was determined that this Committee would be interested in hosting same, resulting in the following resolution:

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MOVED BY Larry O'Connor that this Committee work with the Durham Region Economic Development to host a Social Media Boot Camp.

MOTION CARRIED

9. South Lake Community Futures Development Corporation - Intern Application

- o Need supervisor
- o Tie business assistance into BR & E goals
- o BEDC, Township of Brock, and Region of Durham – collaborating partners
- o Space in the township office for intern
- o Marlene Werry might serve as supervisor

MOVED BY Larry O'Connor to recommend to Brock Council to make an application to South Lake Community Futures Development Corporation for an intern with the assistance of Christine Dukelow and any other interested members.

MOTION CARRIED

10. Mayor Larry O'Connor – Invitation to the 2010 Budget Open House

Mayor Larry O'Connor advised that the municipality will be hosting an open house on February 8, 2010 from 7 – 9 p.m. at the Sunderland Arena for the purpose of obtaining public input with respect to the 2010 municipal budget. He encouraged members of the committee to attend.

11. Meeting reminder

It was suggested that agendas for this committee be sent out the Friday prior to the meeting and that confirmation of attendance be forwarded to the recording secretary.

Adjournment

MOVED BY Larry O'Connor that we do now adjourn at 9:15 p.m.

MOTION CARRIED