

# **BROCK ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**

**Wednesday, June 2, 2010**

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

Members present: Christine Dukelow, Peter Prust, Jay Yerema Weafer, David Rhead, Bryan Shipp, Sylvia Pauls, Anne Marie Beaudoin

General Public: Paula Warder

Regrets: Mayor Larry O'Connor, Marlene Werry, Tracy Curtis, Terry Sellers

Advisory Staff: Kathy Simpson

Recording Secretary: Erin Lambert

## Call to Order

Chair Bryan Shipp called the meeting to order at 7:00 p.m.

## Confirmation of Minutes

MOVED BY Peter Prust that the minutes of the January 6, 2010 meeting be tabled.

MOTION CARRIED

## Business

1. Update – 5 min, David Rhead, Visioning Sub-committee

It was decided that the committee would review the visioning ideas and their corresponding success at each meeting. The six top focuses include the following:

- ◆ Branding plan for Brock Township
- ◆ Core competencies/ key economic clusters
- ◆ Unified Business Voice – Brock BOT or Chamber
- ◆ Marketing and advertising
- ◆ Brock Economic Forum
- ◆ Business “Welcoming Wagon”

The committee agreed that working with existing business voices, at this point, would be more effective than trying to create a unified business voice immediately. Ideally there would be a common focus for the groups to work on, such as township wide advertising. Committee chair, Bryan Shipp, will arrange his attendance as well as a few other committee members at an upcoming Beaverton Chamber of Commerce meeting to initialize the process. Eventually, the committee would like to have a member attend meetings at each business association regularly and report back on important matters. It was also mentioned that there should be a unified voice responsible for creating information as to what BIAs are and the assistance they can provide.

Terry Sellers and Christine Dukelow will be attending a Clarington BOT (Board of Trade) meeting as the township is made up of three smaller communities similar to Brock Township.

MOVED BY Sylvia Pauls that Bryan Shipp, Anne Marie Beaudoin, and Peter Prust attend the next chamber of commerce meeting to advise them of BEDAC goals and success thus far and establish open communication.

### MOTION CARRIED

#### 2. Update – 5 min, Jay Yerema Weafer, Branding Sub-committee

The sub-committee was conditionally approved for a little under \$10,000 in grant money from South Lake Community Futures Development Corporation for branding. David Rhead congratulated those who were involved in the application process.

#### 3. Update – 5 min, Christine Dukelow, ED Intern Funding Application

Christine reported that the applications have been received at this point and interviews will be arranged. She will draft the interview questions and ask the Brock Township CAO, Thomas Gettinby, to set up the interviews and sit in on them as the chosen applicant will be on the township payroll.

#### 4. Discussion – 10 min, Walkable Communities Initiative

Christine Dukelow was able to attend the event. She reported that the speaker was effective and she agreed with the idea that our communities need more benches, water fountains, etc. to make them more “walkable.” Jay Yerema Weafer also heard great reviews on the event.

The speaker conveyed the idea that people should feel safe in their community whether they are 8 years old or 80 years old. It was felt that ideas from the Walkable Communities talk should be kept in mind when building new subdivisions such as the one in Sunderland. Improving walking and accessibility issues will help support the small businesses in each town. Areas for improvement include, but are not limited to: parking signage, washrooms, rest stations, designated spaces for bikers and pedestrians on highways, etc. Several discussions were had on the possibility of hosting a triathlon, marathon, and other types of sporting events, which would bring people from various locations and increase tourism. Bryan Shipp will contact Loretta Fernandes-Heaslip about PANs (Brock Township Physical Activity Network) current action on Walkable Communities.

#### 4. Other Business

##### 1. Walmart type establishments are coming closer

The committee agreed that a guidance and support structure should be established to address this type of situation when it faces Brock Township. The focus of such a structure should be downtown revitalization incorporating quality, customer service, and product differentiation. It was suggested that downtown revitalization be moved up the priority list as such threats are likely to happen in the near future. Horticultural societies and Chambers were mentioned as parties of interest in initializing the process. A reduced version of Trent Hills’ \$75,000 façade improvement funding was a suggested model for Brock Township. It was proposed that the committee go to the province with a rural economic development plan, which could generate grant funding of around \$80,000.

MOVED BY Jay Yerema Weafer that the committee create a seventh area of focus called: Downtown Revitalization including accessibility.

MOTION CARRIED

2. Letter from the Mayor

Mayor Larry O'Connor wrote a letter to the committee in his absence and Bryan Shipp read it aloud. The letter stated that Mayor O'Connor would be speaking on challenges to sustainable housing in Brock Township at a conference in Ottawa. It also stated that he would be having a meeting with the president of Durham College and he requested 6 talking points related to the following question:

Where does the school board fit into economic development perspective?

The following talking points were suggested:

- ◆ Adult Training facility
- ◆ Cannington innovation centre/Cannington Town Hall
- ◆ The Strand Theatre
- ◆ Places for students to present their art
- ◆ Teach kids how to create their own jobs – entrepreneurship
- ◆ Technology and safety within the agricultural industry – how do we take what we have and make it better?
- ◆ Local food movement – chef schools and cooking
- ◆ Transportation improvements – satellite campuses

3. Long Lunch idea – Workworth Trent Hills Sylvia Pauls

A small creative group has come together to investigate the possibility of having a Long Lunch, similar to that of Workworth in Trent Hills, here in Brock Township. Sylvia has spoken with the Chair of the Long Lunch in Workworth and it is a good possibility that the group will follow through. Some people from this group are attending the Workworth Long Lunch Sunday, August 15<sup>th</sup>, from 11:30 am to 3:30 pm. A bus will be organized to transport those attending and members of the BEDAC are welcome to join. The lunch is a large picnic to which a limited number of tickets will be sold. A few simple options are offered and the main meal is to be catered by a outside group to be hired and paid. The idea of the lunch is to attract people from the surrounding communities to come out and support the town. It would first be held in Beaverton and then rotated amongst Cannington and Sunderland in years to come. Local artists and bands are to be incorporated as forms of entertainment. It will not happen this year but the goal is to have it organized for the summer of 2011. The Lunch committee suggested that the township and BEDAC sponsor the event. BEDAC asked that the Lunch committee prepare a motion outlining what BEDAC should consider.

5. Adjournment

MOVED BY Jay Yerema Weafer that we do now adjourn at 9:00 pm.

MOTION CARRIED