BROCK ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Wednesday, March 3, 2010

MUNICIPAL OFFICE, 1 CAMERON STREET EAST, CANNINGTON

Members present: Larry O'Connor, Christine Dukelow, David Rhead, Sylvia Pauls, Jay Yerema Weafer, Terry Sellers.

Recording Secretary: Erin Lambert

Guest Speaker: Ron Ballantyne

Call to Order

David Rhead called the meeting to order acting on behalf of Bryan Shipp as he was unable to attend. (7:20 pm)

Confirmation of Minutes

MOVED BY Sylvia Pauls that the minutes of the meeting held on Wednesday, January 6, 2010 be adopted as amended.

MOTION CARRIED

MOVED BY David Rhead that the minutes from the meeting held on Wednesday, February 3, 2010 be adopted as amended.

MOTION CARRIED

Business

1) Presentation – Ron Ballantyne, Executive Director, Brock Community Health Centre

Mayor Larry O'Connor introduced Mr. Ballantyne to the group by providing some insight into his background. Mr. Ballantyne gave a brief description of the background and composure of the Brock Community Health Centre (Brock CHC) by referring to the question and answer sheet which he distributed to the group. Mr. Ballantyne proceeded to outline some of the Brock CHC's goals and concerns for the future highlighting areas of interest and common concern between the Brock CHC and the BEDAC. A summary of the discussion topics is as follows: expanding Brock's health services; systemic issues and possible solutions; social and economic development; and barriers to success.

2) Presentation – BR&E Overview, Christine Dukelow

Christine handed out a hard copy of the BR&E Overview that she put together. The overview makes connections between BR & E and committee goals/plans. Christine highlighted important data and results, as well as the following 6 actions and their progress thus far:

Action 1: Clarify Economic Development Structure & Policies
Action 2: Joint Marketing/Promotions for Retail/Service Businesses
Action 3: Enhance Municipal Relationships to Encourage New/Enhanced Business Development
Action 4: Improve Small Business Owner's Access to Essential Programs
Action 5: Building a Stable Workforce
Action 6: Enhanced Utilization of Information Technology

Slide 19 was noted as a summary of the overview. It was concluded that awareness of our existing businesses continues to be a challenge and the First Impressions study will support the need for the committee to take action.

MOVED BY Terry Sellers that the committee invite the Durham Economic Partnership Committee to host one of their meetings in Brock Township.

MOTION CARRIED

3) Discussion – Visioning Proposal from Erik Lockhart

A proposal was laid out and circulated with suggested dates of April 10th, 11th, 17th, or 18th, 2010. The majority of committee members were agreeable to Saturday, April 17th, 2010. The session will commence at 8:30 am and conclude around 4pm. David Rhead went through a brief layout of the days events. Several facilitators were considered and Erik Lockhart of Queens Executive Decision Centre was recommended. The committee will apply to South Lakes to fund the cost of the session. It was suggested that only the committee be involved in the first session and additional comments could be requested from councillors at a later date. Further communication will follow from the sub committee on date confirmation. The committee will seek candidates with similar goals from like organizations to fill in for committee members unable to attend. Sylvia Pauls offered to host and cater the event at her Bed and Breakfast on the outskirts of Beaverton free of charge.

MOVED BY Christine Dukelow that the visioning sub committee be authorized to engage Erik Lockheart from the Queens School of Business to facilitate the visioning session.

MOTION CARRIED

4) Upcoming dates for BEDAC events/meetings

General Meeting: Wednesday, April 7th, 2010

5) Establishment of Sub-Committee's

Branding Committee

A discussion was had on the costs, benefits and improvements of the CNE booth. The following suggestions were made: the committee should launch a Brock Township branding contest for professionals only; the CNE group should use pictures from last year to generate comments for improvement this year; finally, a plan for the booth should be in place by June. Mayor Larry O'Connor, Jay Yerma Weafer and Terry Sellers have agreed to work with the CNE Committee on the layout and content of the booth for this coming season. The first meeting will be Tuesday, March 9th, 2010 at 8:30 am.

6) Other Business

Mayor Larry O'Connor presented media coverage on past events including the Mayor's Ice Fishing Event, and The Cannington Dog Sled Races.

4. Adjournment

MOVED BY David Rhead that we do now adjourn at 10:10 pm.

MOTION CARRIED