

BROCK ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Wednesday, March 3, 2010

MUNICIPAL OFFICE, 1 CAMERON STREET EAST, CANNINGTON

Present: Mayor Larry O'Connor, Christine Dukelow, Peter Prust, David Rhead, Terry Sellers, Robert MacDermid, Bryan Shipp, Sylvia Pauls.

ADVISORS

Marlene Werry

Judy Coward

RECORDING SECRETARY

Erin Lambert

Call to Order

Bryan Shipp called the meeting to order requesting that Erin to do a roll call.
(7:00 pm)

Confirmation of Minutes

MOVED BY David Rhead that the minutes of the meeting held on Wednesday, April 7, 2010 be adopted as amended.

MOTION CARRIED

7:15 – 9:00pm Presentation – Brenda Otto, Community Development Officer, Trent Hills – “Lessons Learned”

Brenda began the presentation with her career background, as well as her connections to Brock Township through the First Impressions Study, which compared the town of Hastings within Trent Hills to Beaverton. She provided the committee members with a business card and a hard copy of her power point presentation.

Brenda provided a map of the geographic location of Trent Hills. It is a community located in the Peterborough area made up of three smaller towns (Campbellford, Warkworth, and Hastings). She then outlined the structure of the Trent Hills Economic Development Committee as well as the framework and processes which contributed to their success. Branding and community appreciation were especially emphasized. Additionally, she completed an informal SWOT analysis highlighting many similarities between Trent Hills and Brock Township. So examples include the following:

- public transportation
- distinct, individual identities of the 3 towns
- common goals (funding for improvements)
- resources

Brenda went on to describe her role as the Community Development Officer and the importance of her roll as a coordinator up to this point and into the future.

4. Adjournment

MOVED BY Sylvia Pauls that we do now adjourn at 9:10 pm.

MOTION CARRIED