

Minutes

Economic Development and Business Advisory Committee

Tuesday, May 9th at 5:30 p.m. at the Municipal Office Boardroom, Wilberforce

Members Present:

Cec Ryall – Chair
Peter Fredricks
Ann Corrigan
Don Critchley

Staff Members Present:

Joanne Vanier

Guests:

Barbara Kraus

Regrets:

Adam Mannella
Bruce Smith
Bill Dodds
Karen Warner
Shannon Hunter (CAO/Treasurer)

1. Call to order – 5:36pm
2. Disclosure of pecuniary interest - None
3. Agenda adopted: Moved by Peter, Seconded by: Ann
4. Adoption and signing of minutes: Moved by Don, Seconded by: Ann
5. Business arising from previous minutes
Welcome Don Critchley to the committee.
6. BR & E Update and Next Steps
Cec provided an update on the status of the BR & E projected.
40 – 45 have been collected
Training on the Executive Pulse software was completed.
Inputting the data has been a trial and error process, taking approximately 10 minutes to input each survey. There have been issues related to the text box portions of the survey and glitches in the reporting. Cec is working with OMAFRA to work them out.
7. Marketing Update & Next Steps -ideas
Business Goals – Ann
Ann suggested a social media campaign that is low/no cost, bringing hamlets together. Ann will work on a more formal proposal.

Tourism Goals – Peter
Peter presented some ideas and will consolidate his next steps proposal and forward it to Don. A discussion was held on the importance of gathering event information into one, easily accessed place, such as a new website not buried in the municipal site.

Residency Goals – Don
Don presented ideas for further discussion.
8. Peter is resigning from all his committees effect tomorrow as he is relocating.
9. New Business for next meeting
Continue working on BR&E and Marketing Plan

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10. Next Meeting –Tuesday June 13th, 5:30 Highlands East Boardroom

11. Adjourned 7:30 pm