

Minutes

Economic Development and Business Advisory Committee

Tuesday, July 11th at 5:30 p.m. at the Municipal Office Boardroom, Wilberforce

Members Present:

Cec Ryall – Chair
Ann Corrigan
Bruce Smith
Bill Dodds
Karen Warner

Staff Members Present:

Joanne Vanier (Committee Coordinator)

Regrets:

Don Critchley
Barbara Kraus
Shannon Hunter (CAO/Treasurer)

1. Call to order – 5:30pm
2. Disclosure of pecuniary interest - None
3. Agenda adopted: Moved by Bruce, Seconded by: Karen
4. Adoption and signing of minutes: Moved by Ann, Seconded by: Bruce
5. Follow up on Clean and Clear Bylaw
Council passed a resolution to review and enforce the Clean and Clear Bylaw. All bylaws will be reviewed in 2018 with the intention of budgeting staff to enforce. Dysart et al has a good working Clean and Clear bylaw that should be reviewed as a possible template. Dysart reports that they are able to deal with all problems without the need of litigation.
6. Follow up on closed chip truck in Wilberforce
Joanne discussed the property with the owner who was receptive to the idea of getting it operational in 2018. She is considering a mini putt on the property and asked what would be required. Joanne will give her the necessary rezoning application
7. BR&E Update and Next Steps
17 surveys have been input, having resolved the previous issues.
A Sample report was provided to the committee.
Further training is scheduled for July 14, 2018 for Bill, Shannon and Joanne.
The roll out of the results of the BR&E should be done in conjunction with an AGBA monthly meeting to involve the business community. There are still funds in the budget for this event.
8. Marketing Update & Next Steps
Committee decided to concentrate on one area at a time to have better focus, starting with Business.
Objective: Utilize social media to promote Highlands East.
Tasks:
 - Develop a Twitter account and start a #buycloseby whisper campaign.
 - Create a website to support buy close by campaign.
 - Support Twitter campaign with local signage. Create a blurb that is consistent to use on websites and signage explaining the need to buy close by.**Additional Promotional ideas:**
Establish a contest where people purchasing at local businesses fill in ballots for a great prize package
Print placemats to promote Highlands East /buycloseby in local restaurants

The need for a better understanding and training on Twitter and other social media was identified. Joanne will contact Aaron Berning and invite him to make a presentation/demonstration at our next meeting in August.

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Ask Aaron for Highlands East website stats and ask if they can be generated monthly automatically to be reviewed by the committee regularly.

9. Other Business

Charlsey White, Haliburton County Planner, is willing to come to a meeting to answer questions regarding Community Improvement Plans. As we are inviting Aaron to the August meeting, we will extend an invitation to Charlsey to come to the September meeting.

10. New business for next meeting

Tenders for the municipality should be worded in a way to get local businesses involved (ie purchase of materials). Cec will look at the municipal purchasing policy to be discussed.

11. Next Meeting –Tuesday August 8th, Highlands East Boardroom

Note: Shannon is unable to attend 5:30 meetings, however it was decided to keep the August meeting at 5:30 for Aaron's presentation and move future meetings to 7:00pm

12. Adjourned 7:45 pm Moved by: Ann, Seconded by: Karen