

Minutes

Economic Development and Business Advisory Committee

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

Members Present:

Cec Ryall – Chair
Ann Corrigan
Bill Dodds
Barbara Kraus

Staff Members Present:

Shannon Hunter (CAO/Treasurer)
Joanne Vanier (Committee Coordinator)

Regrets:

Don Critchley
Bruce Smith

1. Call to order – 5:55 pm
2. Disclosure of pecuniary interest - None
3. Agenda adopted: Moved by: Ann, Seconded by: Bill
4. Additions to Minutes: Member resignation and Fleming Employment Services
Adoption and signing of November 14th minutes: Moved by: Bill, Seconded by: Ann
5. BR&E Summary Review
The task force meeting held November 29th was excellent and extremely well attended especially given the short notice. In addition to the members of this committee, in attendance were:
Amanda Virtanen - Director of Tourism
Derrick Little –High school coop program
Richard Wannan – HCDC loans officer & Chamber president
Autumn Wilson– Chamber of Commerce manager
Mike Rutter- CAO/County Clerk
Owen Trefry –AGBA
Heather Candler did an excellent job of facilitated the meeting. There was good input from the various stakeholders and a high level of interest in being kept in the loop with future plans.

The BR&E Summary was partially review and edited. More work will need to be done before it can be presented to council. We will attempt to do this via email and decide later in the month if it is ready for the January 31st deadline to be presented at the next council meeting.

It is important that objectives and activities don't get shelved. The BR&E follow up will become a standard agenda item for this committee. The AGBA can be a driving force behind accomplishing a number of the objectives. Ann and Barbara will bring the items forward at the AGBA meetings.

To compliment the BR&E report, a one page action document will be created listing what needs to be done and who is involved.

6. Marketing Campaign Next Steps
Ann attended a Support Local Community Collaboration Project meeting earlier today with representatives from HCDC, the Chamber, Tourism, Haliburton BIA, Haliburton Home Builders Assoc., AGBA and Highlands East.

Permission was requested to move forward at a county level with the Buy Close By campaign that this committee has been working on. Amanda Virtanen was inspired by the concept and wanst to build a county wide marketing plan to take the concept further. We are pleased to have the resources of the county behind the campaign and grant them permission. It will be important to make sure all

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businesses are included (not just those belonging to associations) and that each area of the county receives equal representation.

The logo for our MyHighlandsEast.com and Facebook page will be discussed at our next meeting.

7. We received email notification today and it is with regret that we accept the resignation of Bruce Smith from this committee. Bruce was a valuable asset to the group and his input will be missed.
8. Joanne briefly presented an information sheet from Fleming CREW Employment Centre on employer services. She will forward it to Ann to be shared with the AGBA
9. Next Meeting –Tuesday Feb. 13th, 5:30 pm
10. Adjourned 8:20 pm Moved by: Bill, Seconded by: Barbara