

Minutes

Economic Development and Business Advisory Committee

Tuesday, March. 13th at 5:30 p.m. at the Municipal Office Boardroom, Wilberforce

Members Present:

Cec Ryall – Chair
Bill Dodds
Ann Corrigan

Staff Members Present:

Joanne Vanier (Committee Coordinator)

Regrets:

Shannon Hunter (CAO/Treasurer)
Barbara Kraus
Don Critchley

1. Call to order – 5:30 p.m.
2. Disclosure of pecuniary interest - None
3. Agenda adopted, moving item 8 Marketing Campaign to first discussion: Moved by: Ann, Seconded by: Bill
4. Adoption and signing of February 13th minutes: Moved by: Bill, Seconded by: Ann
5. Ted Cumber was not present at the meeting as expected
6. Marketing Campaign Next Steps
Ann reported that a county wide committee including Amanda Virtanen, Haliburton Chamber of Commerce, AGBA, HCDC, Haliburton Echo/Minden Times, Home Builders Association, and local business reps. An application was prepared by Amanda for a Local Initiatives Program grant from HCDC and Ann will forward a copy to the committee when the final draft is ready. Plans are proceeding very well for a Buy Close By campaign to run county wide. The municipality of Highlands East seems to be the only municipality currently involved. The social media sites are expected to go live on April 16th and the Campaign set to start May 1st. There will be weekly articles and posts. The Chamber of Commerce is taking lead on this project with local partners participating. The next meeting date is yet to be announced.

Work is being done on the logo for Highlands East social media to promote Buy Local within the municipality. A sample was not available for the meeting.

7. Eastern Ontario Economic Developments Strategy
Cec presented document to the committee for future reference. No discussion at this time.
8. BR&E Action Item Prioritization
The committee went back to the Task force brain storming session notes and prioritized the action items by the ranking assigned by the Task force.
 - 1- Build staff capacity to meet Ec. Dev. goals and objectives
 - 2- Educate youth about local employment opportunities
 - 3- Build consumer loyalty and awareness of the impact of Buy Local (Goal #3)
combined with:
Develop the seasonal population as a consumer base in the off season (Goal #4)
 - 4- Strengthen relationships between the Municipality and business organizations
 - 5- Enhance skills of current workforce
 - 6- Enhance connectivity
 - 7- Increase business activity between business

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- 8- Develop Highlands East business pride
- 9- Address transportation challenges of the labour force
- 10- Improve access to casual labour pool

The above list will be expanded on to include what progress, if any, is already being made and who will be involved in the action. The list will go to committee members for input and a final list will be put on the council agenda for April 4th. In order to get on the agenda, the list must be completed by Monday, March 26th.

- 9. Next Meeting –Tuesday Apr. 10th, 5:30 pm
- 10. Adjourned at 6:35 pm Moved by: Ann, Seconded by: Bill