

**TOWNSHIP OF ESSA**  
**ECONOMIC DEVELOPMENT COMMITTEE MINUTES**  
**June 23, 2010**  
**EDC office in Angus**

**ATTENDANCE:**

Sandie Macdonald-Chairperson, James Ellwood-Member, Connie Watson-Member, Scott Mullen-Member and Colleen Healey - Staff Support.

Also in attendance –Bryan MacKell and Robert Lamb, invited guest speakers. from the County of Simcoe.

**ABSENT:** Derek McKeeever-Member, Bob O'Brien-Member.

**CALL TO ORDER BY CHAIRPERSON,** Sandie Macdonald at 6pm.

**ADOPTION OF MINUTES:**

**BE IT RESOLVED** that, the minutes of May 26, 2010 be approved and adopted as circulated. Moved by Connie Watson, Seconded by Scott Mullen **Carried.**

**GUEST SPEAKER:** Brian MacKell, Director of Planning, Development & Tourism for the County of Simcoe was our guest. He stated that he was not aware of our Committee but was glad that we were here. Brian explained that he wanted to work with everyone and help/share information. If we all work together to promote Simcoe County, Barrie & Orillia everyone would benefit. This could be done by advertising in national magazines. Energy related issues like wind towers/solar panels need to be looked into. He isn't aware of any new industry/factories starting up (a thing of the past) but is building a database based on types of industry, size of properties and tourism.

Sandie asked what sort of things they were involved in. Brian explained that he was working through the SSEA. Sandie commented that we were not pleased with what we get from them. Although there is a good working relationship we don't want to spend money on initiatives that we don't agree with. Sandie without meaning any disrespect suggested that he call all Municipalities to introduce themselves and outline what they do. Brian mentioned that he has met with Base Borden and has a good working relationship with them.

James asked if Brian thought there was a problem with the NVCA and Angus. Brian stated that people must be reasonable but this isn't happening with the NVCA. He stated that if the County took over for the NVCA they would have to hire 10 people in order to carry out the responsibilities.

Robert Lamb, Manager of Economic Development spoke next. Robert has experience with Economic Development and BIA and formerly worked in Orillia. He is in contact with the other Economic Development Managers and spoke on how to approach Economic Development from a County level. He wants to market the County as it is not well known although there is not a lot of money to be proactive. There is a need to get Federal and Provincial funding. A County- wide Strategic Plan is needed to hi-light the four different areas of the County. New jobs need to be created and help to make the existing businesses more successful. We need to pinpoint "What we are", "What we want to be" and "What we don't want to be".

He felt that Simcoe County's noticeable were:

- Elderly people
- Low income
- Low education

Eight out of ten jobs need a post-secondary education and we don't have the size of population with this education to fit the bill for large employers..

A foundation is needed to attract building to come and to education the public. Some suggestions are:

- Turn farms into agric-tourism
- Use salmon in local restaurants
- Create awareness
- Work together to do more
- Gateway signage program

Scott asked about trails and referred to the Warden's recent announcement on trails and tourism; asked how we get money for them. Brian suggested the County program Trail Links which is trying to get into trails using GPS and mapping programs. He wants comprehensive mapping on trails. Master transportation should be put in our OP. He will connect us with staff focusing on trails and mapping.

The guests were thanked for their attendance and it was agreed we would keep each other informed and work together. Robert re-enforced his offer to provide input on BIA matters.

**CURRENT/PAST BUSINESS:**

Discussion	Action
<p><b>1. ESSA RIVERBANK SALMON DERBY</b>            Scott announced a donation of \$500.00 from Scotiabank. Sandie gladly accepted this and thanked the Scotiabank for their generous donation to support the Derby.</p>	<p>Members to continue working on sponsors for the Derby.</p>
<p><b>2. FARMERS MARKET</b>            Sandie is working on a Farmer's Market along with Pini Ravid, owner of the Angus Plaza. Letters need to be sent out to the businesses that were spoken to at the Franchise Show. Pini also needs letters to take to different franchises. EDC requested to work with all plaza owners to attract new businesses to fill vacant spaces.</p>	<p>Susan to make up letters for Pini and Sandie and /or others.</p>
<p><b>3. FRENCH SPEAKING POPULATION</b>            The members agreed that the French population on Base Borden should be recognized. James informed members that there are a large number of them. This info should be added to the Community Profile. The French speaking population ads to our employment</p>	<p>Colleen &amp; Susan to work on the Community Profile. James to help with the French translations.</p>

base.	
<p><b>4. TOURISM</b>  James raised awareness that there could be a problem with Angus businesses closing early which forces people to drive to a larger centre. Local businesses may want to be encouraged to stay open longer so that people can stay in Angus and shop. Scott &amp; James agreed that this issue should be taken to the Chamber of Commerce.  The EDC needs to have a strategic plan for downtown. Ideas were: attractive lights, sign on the Clock Tower.</p>	<p>Sandie to take idea's to the Chamber of Commerce. Members to gather ideas on how Angus could be made more attractive and how to best promote tourism. Colleen &amp; Susan to investigate the purchase of benches with the opportunity to advertise and bins or pails for garbage/recycling.</p>

**NEW BUSINESS/INFORMATION:**

Sandie suggested that the Chamber & EDC should join in on a Festival the week before the Derby. Ideas were that we have a joint Festival, one brochure with a fishing cover opening to a poster on the inside cover containing the schedule of events with advertisements. Connie wondered if we would have a conflict in getting sponsors for the Derby and the booklet. EDC would still have full control of the Derby and its proceeds. A mock up is needed which Sandie is working on with the Festival group.

**Motion: EDC to partner with the Chamber on booklet with a distribution of 15,000-20,000 at an upset limit of \$1,000.00 as the EDC's share.**

The Festival should be bigger and will keep growing each year. We could have a two sided poster listing a full week of events and magnetic signs. This should be put together as soon as possible with distribution in August.

**ADJOURNMENT:**

**BE IT RESOLVED** that the Committee adjourn at 8 pm and meet again on July 28th at 6 pm at the EDC office. Moved by Connie Watson. Seconded by Scott Mullen. **Carried.**

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Sandie Macdonald, Chairperson

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Colleen Healey, Staff Support