



Huron County Economic Development Board

Minutes – September 14, 2015

Goderich, Ontario

ECONOMIC DEVELOPMENT BOARD

Goderich, Ontario
September 14, 2015

The Huron County Economic Development Board met in the Committee Room at the County Courthouse on the 14th day of September 2015.

Members of the Board present: J. Lynn, S. Sparling, S. Baker, P. Gowing, T. Hessel, B. MacLellan, P. Smith, M. Vanderloo

Staff present: Economic Development Consultant Ron Gaudet, Economic Development Coordinator Natasha Fritzley.

Members Absent: K. Davis, J. Eddington

1. Vice Chair Sparling called the meeting to order at 5:58 p.m.

2. Agenda:

MOTION:

Moved by: Member Hessel and Seconded by: Member Gowing

THAT:

The Huron County Economic Development Board Agenda for Monday, September 14th, 2015 be accepted as amended and all attachments included in the Agenda be received as presented.

CARRIED

3. Declarations of Pecuniary Interest and General Nature Thereof:

None Stated.

4. Minutes Approval:

MOTION:

Moved by: Member Hessel and Seconded by: Member MacLellan

THAT:

The minutes of the previous Huron County Economic Development Board meeting

on August 10th, 2015 be adopted as amended.
CARRIED

- 5. Opening Comments (Vice Chair Sparling):** Commentary from Vice Chair Sparling that the Board must continue it is due diligence for performance measurement and how success is defined. Chair Sparling has noted remarkable inconsistencies in local economic development across the county and different approaches. Investors and developers expect prompt, clear and actionable answers. The time is right for this Board to help chart the path to success.

6. Delegations:

- A. Goderich to Guelph Rail Trail (G2G):** Chris Lee and Paul Vandermolen presented on the G2G project and asked that the Board consider recommending that County Council support the project and that the Board commit \$20,000 to go towards the completion of trail access points, information and educational kiosks, a parking area, a media campaign, and a crowdsourcing campaign to help launch the trail in Huron County.

• MOTION:

Moved by: Member Smith and Seconded by: Member MacLellan

THAT:

The Huron County Economic Development Board recommend that Huron County Council endorse the G2G Rail Trail and that the Huron County Economic Development Board support the \$20,000 financial ask from G2G subject to the provision of full trail metrics for an annualized measurement report and matrix to be provided to the Board in two months.

CARRIED

- B. Update on Four County Labour Market Planning Board Speaker's Bureau in relation to Skills Gap Study:** Gemma Mendez-Smith, Executive Director of the Four County Labour Market Planning Board, presented on The Speaker's Bureau program and asked that the Board consider a \$5000 contribution towards the execution of the program. The money will go towards the development of a program website.

• MOTION:

Moved by: Member Lynn and Seconded by: Member Gowing

THAT:

The Huron County Economic Development Board contribute \$5000 towards the Speaker's Bureau Program subject to reporting back in 1 year related to the success of the project.

CARRIED

C. Municipality of Bluewater partnership with RT04: Member Hessel indicated that the Town of Bayfield within the Municipality of Bluewater has been selected as a focus area for tourism within RT04 by the RT04 Board.

7. Vacant Board position and recruitment strategy: Chair Lynn reminded Board members to indicate whether or not they are prepared to extend their Board service and whether or not they wish to complete a 1, 2 or 3 year term by the end of September.

8. Staff restructure and plan moving forward: Staff Natasha Fritzley indicated that CAO Brenda Orchard will give an update on the County Economic Development staff restructure and plan at the October Board meeting.

9. Strategic Plan: Staff Ron Gaudet updated the Board on the County strategic planning process.

10. Collaborative Strategic Plan Update: Member MacLellan updated the Board on the progress of the County's core team that is participating in the collaborative strategic planning process.

11. Other Business:

A. **Staff Project Update:** Staff Natasha Fritzley updated the Board on current staff projects.

B. **Financial Summary**

12. Next Meeting: TBD

The next meeting of the Economic Development Board will be on Thursday, October 8th, 2015 at 6:00 p.m. in the Committee Room at the County Courthouse, in Goderich.

13. Did Well/Do Better:

Board members provided a brief update on what they felt was done well at the meeting and what could be improved upon.

14. Adjournment:

The Huron County Economic Development Board adjourned at 8:35pm.

Chair J. Lynn