

Brockton Economic Development Committee
Minutes
Monday, February 11, 2019
Brockton Municipal Office - Boardroom
12:00 p.m.

Voting Members

Dan Gieruszak – Chairman	Absent	.
Mayor Chris Peabody – Ex Officio	Absent	.
Dean Leifso – Councillor	Present	
Kym Hutcheson – Councillor	Present	
Racheal Bye – Business Improvement Area	Absent	
Alex Baran – Public Member	Present	.
Carl Kuhnke – Public Member	Present	
Mike Dupuis – Public Member	Present	

Non-Voting Members

Sonya Watson – CAO/Clerk	Absent	.
Paulette Peirol – Community Development Coordinator/Sec.	Present	.

Advisory Members

Rose Austin – Saugeen Economic Development Corporation	Absent	.
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Others Present

1. Call to Order/Attendance

Meeting was called to order at 12:13 pm.

1.1 Election of Chair:

Motion EDC-05-19

Moved by M. Dupuis, Seconded by A. Baran

That the Brockton Economic Development Committee appoint Councillor Dean Leifso to chair this meeting in the absence of Deputy Mayor Gieruszak.

2. Acceptance of the Agenda

Motion EDC-06-19

Moved by C. Kuhnke, Seconded by K. Hutcheson

That the Brockton Economic Development Committee accept the February 11, 2019 agenda as presented.

3. Disclosure of pecuniary interest and the general nature thereof.

4. Delegations

5. Passing of Minutes

5.1 Brockton Economic Development Committee Minutes, January 14, 2019

Motion EDC-07-19

Moved by M. Dupuis, Seconded by K. Hutcheson

That the Brockton Economic Development Committee pass the minutes from the Economic Development Committee Meeting on January 14, 2019.

6. Business arising from the minutes

7. Business Items

7.1 Mayor's Breakfast – Feb. 12

P. Peirol reminded members of the Mayor's Breakfast taking place Tuesday, Feb. 12th at the Best Western Hotel at 7 a.m.

7.2 Walkerton Business Videos

P. Peirol showed the committee the new Walkerton video produced through the Business to Bruce initiative of Bruce County, which features several local businesses and the Walkerton Clean Water Centre. Committee members liked the video and discussed the best way to unveil it and get businesses and residents sharing it on their web pages and through social media.

K. Hutcheson said it is also important to get the message out beyond the local community.

P. Peirol noted that the main video will be hosted on Bruce County's YouTube channel, while 9 "Walkerton Spotlight" videos will be on the Brockton site and our own YouTube channel. They will be released in the coming months, likely one every week.

The full video can be found at <https://youtu.be/VegjyfnjqlM>.

Fifteen and 30-second "teasers" will be running on social media and link to the main video.

7.3 Rural Roads: Extreme Weather & Economic Impacts

The committee discussed the issue of old gravel roads that are not able to handle large, heavy trucks and farm equipment. Concerns were raised about safety and economic impacts, and whether some roads could be widened. A roads condition study, to be completed in 2019, will be addressing the issue.

7.4 EDCO Conference

P. Peirol updated members about the EDCO conference held in Toronto Jan. 29-31, 2019 and seminars about cannabis licensing and agricultural micro-businesses. Bruce County won three awards.

- "Project Innovate: Driving Innovation in Bruce County" won an Award of Excellence in the category of Planning and Building Initiatives for Strategic Plans and Initiatives.
- The county also won for designating Paisley as an artistic community, branded the "Artistic River Village."
- The County and Bruce Power won a local collaboration and partnerships award for bringing together Bruce, Grey and Huron counties in support of the nuclear supply chain expansion into the region.
- Owen Sound won for its Are You Most campaign to attract new residents to the community in an unconventional way.

7.5 Regional Career Fair

The Regional Career Fair will take place Feb. 21, 2019 in Owen Sound and Brockton is inviting local employers to attend with us. To date, the Walkerton Clean Water Centre, Maple Court Retirement Residence and Price Schonstrom have agreed to participate. C. Kuhnke noted while the WCWC does not currently have jobs, it has numerous training opportunities that it will bring to the event.

7.6 Brockton Community Profile

Brockton staff are creating a new community profile that will include key information about the community for both residents and businesses considering locating here. It will be available online and in print, with a design similar to the award-winning guides in Perth County. The estimated cost is \$5,000, which the committee said it considers "money well spent." There were inquiries about having it translated into other languages.

7.7 East Ridge Business Park Update

Preliminary designs for an enlarged entrance sign for the East Ridge Business Park were shown to the committee. Response was positive, with a suggestion that the name "East Ridge Business Park" and the new Brockton logo span the top of the two pillars.

8. Reports

8.1 BIA Report - None

8.2 Saugeen Economic Development Corporation - None

9. Business Recognitions

Date to be set later this month for business recognitions, which the committee will be invited to attend.

10. Finance/Budget

10.1 Council's 2019 budget deliberations will take place the week of February 19th.

11. New Business

C. Kuhnke said he met with MP Lisa Thompson and Environment Minister Rod Phillips about education and careers in clean water management. He said both were very interested in rural Ontario and our issues.

12. Adjournment

Motion EDC 08-19

Moved by M. Dupuis. Seconded by A. Baran.

That the Economic Development Committee hereby adjourn the February 11, 2019 meeting at 1:50 pm.

Next meeting Monday, March 18, 2018