



**Brockton Economic Development Committee Minutes**  
**Monday, March 18, 2019**  
**Brockton Municipal Office - Boardroom**  
**12:00 p.m.**

**Voting Members**

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

**Non-Voting Members**

Sonya Watson – Chief Administrative Officer	Absent
Paulette Peirol – Community Development Coordinator/Secretary	Present

**Advisory Members**

Rose Austin – Saugeen Economic Development Corporation	Present
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**Others Present**

Randy Saunders – Business Improvement Area Board Member

**1. Call to Order/Attendance**

Meeting was called to order at 12:00 Noon

**2. Acceptance of the Agenda**

Motion EDC-09-19

Moved by D. Leifso, Seconded by K. Hutcheon

That the Brockton Economic Development Committee accept the March 18, 2019 agenda as presented.

Carried.

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

None

**4. Delegations**

**4.1 Tina Rupert, Regional Manager of VPI**

Tina Rupert described the new employment landscape as “lots of job seekers and job hoppers,” posing a challenge for local employers, many of whom are seeking workers from the same talent pool. It’s difficult when an employer puts time and training into a worker then loses them to a 25-cent-an-hour wage increase elsewhere.

VPI is willing to process applications for employers, pre-screening applicants to ensure proper licensing, access to transportation, etc. to increase an employer's chance of a successful match. This is now being done in Perth County as a pilot project.

VPI offers funding for apprenticeships plus workshops, resources, and career counselling. It can also assist employers with career fairs, interviewing and on boarding staff, job promotion, candidate referrals and pre-screening.

VPI offers a program for youth lacking experience in the workforce, offering \$300 for suitable clothing, transportation, and similar needs.

Its Youth Job Connection program offers 30-60 hours of free training, plus placement with a local employer, who will act as a mentor. The employer can receive up to \$5,000 if it later hires the person.

The Canada-Ontario Job Grant is another source of support for employers, which will be ending in 2021. It covers two-thirds of the cost of staff training on new equipment, or outside mandatory training. T. Rupert urged local employers to take advantage of this before the program ends.

She said Georgian College, Bruce Power, VPI and trades unions are doing a pilot project where students can learn about four different trades (millwright, pipefitter, electrician and carpenter) at the college in Owen Sound, then train in their chosen field on site at Bruce Power.

A lively discussion followed her presentation, with Committee members asking about affordable housing and transportation subsidies, the unemployment rate (about 3%), and the importance of raising the profile of skilled trades and apprenticeship opportunities locally among young people and their parents. It was noted that some trades unions are waiving initiation fees and providing free training on the job (eg: pipefitters and carpenters). The importance of good math skills was raised, and Rupert noted that free upgrading is available for those who need it.

## **5. Passing of Minutes**

### **5.1 Brockton Economic Development Committee Minutes, February 11, 2019**

Motion EDC-10-19

Moved by M. Dupuis, Seconded by R. Bye

That the Brockton Economic Development Committee pass the minutes from the Economic Development Committee Meeting on February 11, 2019.

Carried.

## **6. Business arising from the minutes**

None

## **7. Business Items**

### **7.1 Mayor's Breakfast**

P. Peirol offered a brief recap of the first Mayor's Breakfast to be held in Brockton. The Mayor will hold three per year, in February, June and October. The next one will be on June 18, 2019 at the Best Western Hotel.

## **7.2 New Brockton Video**

P. Peirol screened the new Brockton video for the committee, created by eSolutions Group as part of the municipality's new brand. The video will be launched at the next Council meeting on March 26.

## **7.3 2019 Brockton Budget - Economic Development Highlights**

Council passed its 2019 budget this month, which includes funding for the following Economic Development Initiatives:

- Expansion of the East Ridge Business Park sign
- Launch of a new business awards program
- New Brockton Community Guide for investors and new residents
- East Ridge Business Park (roads, servicing, environmental assessment)
- Search Engine Optimization for Walkerton on Municipal web site
- Increased funding for Community Improvement Committee initiatives

## **7.4 Regional Skilled Trades Advancement Forum (March 29, 2019)**

P. Peirol encouraged interested members to sign up for this event, to be held in Walkerton at the Best Western Hotel. A Labour Shortage Forum is also taking place on March 20, 2019 at the Bruce County Museum and Cultural Centre in Southampton. Brockton's CAO and CDC will be attending both events.

## **7.5 Regional Career Fair – Recap**

The largest regional career fair for Grey-Bruce was held in Owen Sound in March. The Municipality of Brockton was in attendance, along with community partners from the Walkerton Clean Water Centre and Maple Court Retirement Residence. Job opportunities with Price Schonstrum and Little Rock Trucking were also presented.

P. Peirol said that Maple Court extended an offer of employment to one attendee at the event, but she declined based on the wage and scarcity of attainable housing here, accepting a competing offer from an employer in Mississauga, where she currently lives. The wait list for subsidized housing in Walkerton, through Bruce County, is approximately 3 years.

## **7.6 Saugeen Student Start-Up Program (SSUP)**

A new entrepreneur program for youth is being launched in our area, through Brockton's membership in Saugeen Connects. Students in Grades 6-12 in Brockton, Minto, Hanover, West Grey and North Wellington will be eligible to apply for a \$200 start-up grant to launch their own business this summer. An additional \$100 will be paid upon completion of the program. Workshops will also be offered to the students in customer service, accounting and marketing. The program is self-funded, with economic development staff from each municipality raising at least \$1,500 through sponsorships. P. Peirol will be reaching out to local businesses at the BIA "After 5" meeting in April, and to area schools in May, as well as posting the opportunities on social media.

Committee members are encouraged to distribute the SSUP brochures and sponsorship forms to anyone interested in the program.

The Committee directed the CDC to reach out to the local Rotary, Optimist and Kinsmen/Kinette clubs regarding sponsorship, and voiced support for the program.

## **7.7 Economic Development Committee Terms of Reference**

Committee members will review the terms of reference and discuss at the next EDC meeting.

## 8. Reports

### 8.1 BIA Report – Racheal Bye

Randy Saunders, Chairman of the BIA, announced that BIA Manager Rachael Bye is resigning. He said the BIA would miss her, but will be moving forward to fill her role. Some responsibilities within the BIA may be shifting with the change, particularly accounting, which may become a Municipal function.

Committee Chairman D. Gieruszak thanked R. Bye for her work, describing her as “a bundle of energy that keeps us on our toes and introduces new ideas.”

R. Bye said she would continue to work with Brockton’s Environmental Advisory Committee and Community Improvement Committee, as well as the BIA’s promotions committee. Her last day will be at the end of April.

### 8.2 Update on Airport

D. Gieruszak described the Saugeen Municipal Airport as a \$3.2-million regional asset with two runways, a training school, restaurant, pilots, and 230 acres of land, but said it hasn’t been invested in properly over the years. As chairman of the airport consortium, he wants to see it managed more as a business and grow to become a \$5- to \$10-million asset. The airport now has a new manager, board, and increased municipal involvement with local economic development officers assisting with the development of a new marketing plan that could include regular shows by the Snowbirds or another act to draw in the public.

He said the airport lands could possibly be developed as an aviation industrial park. The airport could also accommodate overflow business from other busy airports.

A “COPA for Councillors” event is being planned for the last weekend in May to showcase the airport and its potential to elected officials from Brockton, Hanover and West Grey.

### 8.3 Saugeen Economic Development Corporation – Rose Austin

R. Austin updated the Committee on the following SEDC initiatives:

- SEDC is re-launching its Succession Matching program, which matches businesses with investors, much like an online dating service.
- It has also applied for a \$2-million grant to support women in business in Grey, Bruce and part of Wellington County.
- Saugeen Connects is planning a workshop for businesses interested in attracting new Canadians for hard-to-fill positions. The first step is education, covering barriers in housing, transportation, language and more. SEDC plans to link with prospective workers from the Stratford and Peel areas following the employer training.
- Hanover’s Launch Pad is expanding, offering woodworking, culinary arts, computer coding and a new “technovation” program, involving girls and computer science
- SEDC’s pilot program to provide free transportation to students attending Launch Pad activities from Walkerton, Mildmay, Neustadt, Durham, Chesley and other centres is ending in March. Municipalities will be asked to fund any future transportation programs.
- The SEDC issued over \$2-million in loans this year, exceeding its lending target of \$950,000 by over \$1-million.
- Hawk’s Nest is being planned for 2020; SEDC will approach municipalities soon

- FedDev is continuing its three streams of funding, but will be targeting \$1-million strictly for rural programs. New social enterprise funding will be coming on stream as well. An example of a successful program is Future Health Services, which partners with paramedics to keep seniors at home longer. Grey, Perth and Wellington counties are involved, but Bruce County has not joined in. The program is incorporating AI (artificial intelligence) systems such as “Alexa” to help clients to remember doctor appointments, take medication, call a cab, and other assistance.
  - R. Austin will forward further information to the Committee, through the CDC.

**9. Business Recognitions**

The Municipality presented Simply Deli-cious with a plaque celebrating its 20 years in business in downtown Walkerton.

**10. Finance/Budget**

**11. New Business**

**12. Adjournment**

**Next meeting Monday, April 15, 2019**