



**Brockton Economic Development Committee  
Minutes  
Monday, August 19, 2019  
Brockton Municipal Office Boardroom, Walkerton  
12:00 pm**

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**Voting Members**

Dan Gieruszak – Chairman	Present	.
Mayor Chris Peabody – Ex Officio	Absent	
Dean Leifso – Councillor	Absent	
Kym Hutcheon – Councillor	Present	.
Randy Saunders – Business Improvement Area	Absent	
Alishia Oberle – Business Improvement Area	Present	.
Alex Baran – Industry Representative	Present	.
Carl Kuhnke – Institutional Representative	Absent	.
Mike Dupuis – Agriculture Representative	Present	.

**Non-Voting Members**

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

**Advisory Members**

Rose Austin – Saugeen Economic Development Corporation	Absent	.
Tina Rupert – VPI Working Solutions	Present	

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1. Call to Order/Attendance

The meeting was called to order at 12:03 p.m.

2. Acceptance of the Agenda

Moved by M. Dupuis

Seconded by K. Hutcheon

That the Economic Development Committee accept the Aug. 19, 2019 agenda as presented.

Carried

Tina Rupert of VPI Working Solutions was introduced as a new advisory member of the committee.

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

None disclosed

4. Delegations

None

5. Passing of Minutes

5.1 Brockton Economic Development Committee Minutes, June 10, 2019

Moved by K. Hutcheon

Seconded by A. Baran

That the June 10, 2019 minutes of the Brockton Economic Development Committee be approved, with Alishia Oberle's attendance reflected on the records.

Carried

6. Business arising from the minutes

The CDC was asked if there had been any recent contact with the owner of the former Energizer plant since Council's tour. The owner was considering dividing the large facility into smaller sections, but no further information has come forward.

Action: The CDC was asked to find out the status of the vacancy rebate on the property and report back.

7. Business Items

7.1 Housing and Transportation Meeting

P. Peirol briefed the committee about the recent meeting of the housing and transportation group, with EDC representatives P. Peirol, K. Hutcheon, D. Gieruszak, S. Watson, and C. Kuhnke in attendance, along with Brockton Operations Manager Gregg Furtney and CAO Administrative Assistant Tayler Grubb.

Topics ranged from the availability of County housing and the definition of affordable housing to bussing and carpooling options. It was noted that Bruce County has established an Integrated Transportation Committee, which Brockton staff will take part in. G. Furtney, Director of Operations will be the staff member on the committee and will periodically report back to the EDC when further information is available. Grey County received a grant and has a full-time person studying transportation issues there.

Bruce County is also in the process of updating its housing strategy.

EDC members discussed the fact that the lack of affordable housing and transportation here is a barrier to economic growth. D. Gieruszak said there was unfair competition with provincial funding for transportation focused more on urban centres, and property taxes proportionately much lower in places like Toronto (\$3,000 on a \$900,000 home), compared to Brockton. A one-bedroom apartment in Port Elgin can cost over \$1,400 a month.

A. Baran and T. Rupert questioned whether these factors are contributing to jobs going unfilled in Brockton. Committee members felt the issue should be highlighted at the County and Provincial Government levels, and communicated at the ROMA and OGRA Conferences.

Moved by K. Hutcheon  
Seconded by A. Baran

That Brockton's Economic Development Committee urges the Municipality of Brockton Council to communicate to Bruce County and the Provincial Government that our efforts in economic development are being seriously hampered by the lack of affordable transportation and housing options in rural Ontario and additional monies should be provided to support these initiatives and this should be communicated through AMO and the associated Ministries.

Carried

Action: The CDC will forward a copy of the transportation study to EDC members when it's available, and send a copy of the motion passed to Brockton Council for endorsement.

## 7.2 Brockton Community Profile

A draft copy of the new Brockton Community Profile was distributed to EDC members for review, and feedback will be forwarded to the designers of the publication. The overall response was positive, with minor changes suggested, including a new area map, photographs of modern agricultural operations, and some changes in design and layout as design permits.

Action: The CDC will also pursue a story about the artistic mural on Gord Lang's silos on Bruce Road 3 north of Dunkeld that's garnering a lot of attention. The artist stayed at the Chepstow Inn and may be returning soon.

## 7.3 Façade Improvement Program

The committee received the report from the CDC on façade improvement grant approvals.

Action: The CDC will investigate improvements being made to a property at the west end of the Durham Street downtown strip and inform them about the façade grant program if a business is opening.

## 8. Reports

### 8.1 BIA Report – Alishia Oberle

The BIA Manager updated the committee about the Digital Main Street grant. They have hired Laura Girdler, currently doing the Digital Main Street project in South Bruce, to also run the Walkerton project, assisting businesses with their social media efforts and websites. The 15-week program will run until January 30, 2019.

The BIA is revising its Shop Walkerton & Win program and planning for Shopper's Night November 14<sup>th</sup>. Fall decorating kits are coming in for Walkerton businesses. The BIA is also working on a program co-promoting Bruce County libraries and downtown merchants.

D. Gieruszak said the BIA may be able to work with the Christmas in the County event, to be held in Formosa this year.

### 8.2 Community Development Coordinator Report – Paulette Peirol

The CDC's written report was reviewed by committee members. D. Gieruszak said he would like to see the Saugeen Municipal Airport included in future reports, as the CDC attends meetings as an advisory member. He said the airport is keen to have the Snowbirds return in 2020, hoping it will generate revenue through food sales and parking fees (admission must be free).

### 8.3 Saugeen Economic Development Corporation Report – Rose Austin

P. Peirol updated the committee about the Saugeen Student Start-Up Program BBQ held the week prior in Clifford, and one student fundraising for an app designed to help reduce the risk of teen suicide. She said a group is also being formed for businesses interested in workforce diversification and hiring immigrants.

T. Rupert said funding might be available through VPI for the student project, as well as diversity training for local businesses hiring immigrants.

## 9. Business Recognitions

EDC members said they would appreciate businesses recognitions being scheduled just before, or after, regular EDC meetings.

## 10. Finance/Budget

S. Watson reported that Council approved a land purchase on Ontario Road by a local bread distributor. The same parcel had been sold previously, bought back by the Municipality at 80% of the purchase price, and was then resold for full price.

### 10.1 Cargill Sign Invoice

Moved by M. Dupuis, Seconded by K. Hutcheon

That the cost of new signage for the Cargill-Greenock Swamp Visitor Centre (\$407.05 for materials) be covered through the Municipality's Economic Development budget as a measure of support for the Cargill-Greenock Swamp Promotional Committee's efforts to revitalize the community and promote it as a tourism destination.

Carried

T. Rupert said there may be funding available to help cover a temporary staff position to assist with operating Margaret's Mercantile and co-ordinating tours and activities in Cargill. The CDC will follow up and inform Shannon Wood.

## 11. New Business

### 11.1 East Ridge Business Park Sign

The CDC noted that at least one business not listed on the current East Ridge Business Park map has expressed an interest in being included on the expanded business park sign, as the business is located in the general area of the park and is zoned BP1.

Moved by M. Dupuis, Seconded by K Hutcheon

To extend to all businesses within the East Ridge Business Park area zoned "Business Park" (BP1 or BP2) an invitation to advertise on the East Ridge Business Park sign, once the sign expansion is completed.

Carried

12. Closed session

Moved By A. Baran

Seconded By K. Hutcheon

That the Economic Development Committee hereby enters into closed session at 1:40 p.m. for the following reason: a proposed or pending acquisition or disposition of land by the Municipality or a local board. **East Ridge Business Park**

Carried

Moved By M. Dupuis

Seconded By K. Hutcheon

That the Economic Development Committee hereby rises from Closed Session at 2:10 p.m.

Carried

Moved By A. Baran

Seconded By K. Hutcheon

That the Economic Development Committee hereby approves the direction provided to staff in Closed Session.

Carried

13. Adjournment

The meeting adjourned at 2:12 p.m.

**Next meeting Monday, Sept. 16, 2019 at the Chepstow Inn**