



Brockton Economic Development Committee Minutes
Monday, November 18, 2019
Maple Court Retirement Residence, Walkerton
12:15 pm

Voting Members

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

Non-Voting Members

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

Advisory Members

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

Others Present

Anita Gathercole, CEO, Maple Court Retirement Residence

Maple Court Retirement Residence CEO A. Gathercole gave a tour of the facility, and offered lunch to EDC members, noting that all residence meals are prepared on site.

1. Call to Order/Attendance

The meeting was called to order at 1 p.m.

2. Acceptance of the Agenda

Moved by C. Kuhnke, seconded by D. Leifso

That the agenda for the November 18, 2019 Brockton Economic Development Development Committee be accepted.

CARRIED

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

None

4. Delegations

4.1 Anita Gathercole

The Maple Court CEO said the residence is at capacity. She said they have accepted three students over the past few years, and all have been hired on. EDC Chairman D. Gieruszak thanked Ms. Gathercole for her hospitality, and the tour.

4.2 Tina Rupert, VPI

T. Rupert said VPI will be hosting a trades event on March 11, 2020 during apprenticeship week, at the Southampton town hall. Last year about 600 people attended, but many smaller employers were not able to. She said the nuclear sector was over-represented, compared to smaller Brockton employers.

This year VPI is asking municipalities to set up booths to represent the smaller employers who can't attend themselves. VPI has a database of over 700 employers, and is identifying which ones are hiring apprentices.

Mayor Peabody said smaller contractors are often more able to take on apprentices than larger ones.

ACTION: Brockton's Community Development Coordinator will set up a booth at the VPI event to represent smaller Brockton employers interested in taking on apprentices.

5. Passing of Minutes

5.1 Brockton Economic Development Committee Minutes, October 21, 2019

Moved by C. Kuhnke, Seconded by A. Baran,

That the Brockton Economic Development Committee Minutes of October 21, 2019 be approved, as amended.

CARRIED

6. Business arising from the minutes

6.1 Housing

Mayor Peabody said \$12-million is being spent on a 4 acre site in Kincardine to develop attainable housing. He said Brockton is next in line, but the process could be sped up if we offer them serviced land, as Kincardine did.

Several housing developments in Brockton were discussed, including Walker West Estates, JDR, Old Durham Road and others.

D. Gierusak said there will be huge demand for housing over the next 40 years with the Bruce Power expansion project. The former JDSS school was recently purchased, with plans for a private school that will include living accommodations.

Alex Baran said perhaps the Municipality should consider hiring more staff to eliminate any bottle necks in planned development projects, and for advanced planning. S. Watson noted staffing needs are being evaluated.

6.2 Agri-tourism workshop

The agri-tourism workshop planned for Walkerton in October was moved to Owen Sound due to lack of registrations locally. P. Peirol asked Bruce County to consider rescheduling for a time that would better suit our agricultural producers – perhaps during Grey-Bruce Farmer's Week, Jan. 3-9, 2020, or late winter.

7. Business Items

7.1 Walkerton Industrial Park Sign

P. Peirol summarized the options for a new sign for the Walkerton Industrial Park, with costs ranging between \$14,400 and \$33,000. All agreed that a new sign is needed, and that the cost should be recouped by the Municipality through an annual fee to advertisers. The current fee is \$100 a year. Members discussed ensuring that advertising on the sign is open to all business owners south of Highway 9, along Industrial Road.

Asked about financing the project, S. Watson said there is about \$10,000 budgeted for signage in the 2019 Economic Development budget, with about \$5,000 earmarked for a digital sign in Elmwood (to be shared with West Grey). C. Kuhnke said the Walkerton Clean Water Centre would be willing to pay \$2000 a year to advertise on the new sign.

ACTION: The Municipality will investigate how many businesses south of Hwy 9 are interested in advertising on the sign, and what they would be willing to pay in annual fees.

7.2 Applus+ Grand Opening

Applus's grand opening will take place Nov. 28, 2019. The non-destructive testing company has significant growth plans for the next five years, and D. Gieruszek recommended developing a five-year strategy to support them. Applus was recognized as a Bruce Power supplier at a recent economic development summit. While they do not yet have a formal contract with Bruce Power, they are part of Ontario's nuclear supply chain.

7.3 Bruce Power Block Party

Bruce Power's 2020 Block Party will be held in Walkerton on July 18th at the Community Centre. The idea was proposed by Councillor K. Hutcheon, and supported by Saugeen Shores Mayor Luke Charboneau – the original host of the annual event. The Mayor thanked both at the meeting. The block party will be an extension of our commemoration of the Walkerton water crisis, with assistance from Bruce Power to help reinforce our positive branding.

8 Reports

8.1 BIA Report – Alishia Oberle

Digital Main Street has signed up 27 businesses in Walkerton. The deadline to participate is the end of January.

- The holiday shopper's guide has been published
- Shopper's Night was amazing, with great weather and good attendance for the choral performance. There was lots of advertising, and the photo booth was also popular. The event was a kick-off for the "Shop Walkerton and Win" holiday promotion.
- The BIA's Trick or Treat event saw 600 kids in two hours and attracted people from as far as Chesley and Port Elgin.
- AGM scheduled for Dec. 4, 2019 at the Walkerton Legion.

7.2 Community Development Coordinator Report – Paulette Peirol

- Attended Economic Development & Innovation Summit hosted by Bruce Power, where Applus+ was publicly added to the nuclear supply chain.
- Attended Ag 4.0 workshop in Hanover, some excellent sessions regarding innovation
- Working with eSolutions on Communications Strategy & Walkerton 2020 initiative
- Attraction video shot for Saugeen Connects featuring Price Schonstrum as a local company that hires new Canadians. Soliciting job opportunities from other Brockton industries for print/web piece to accompany video.
- Completed Ontario Trillium Foundation grant proposal for project coordinator for Cargill
- Attended Bruce Power Supplier Day in Kincardine
- Finishing Spruce the Bruce/CIC Reports

Mayor Peabody said he is planning an annual picnic for newcomers to the area and also temporary farm workers, to set the tone that we are a welcoming community.

7.3 Saugeen Economic Development Corporation Report – Rose Austin

None

8. Business Recognitions

- Applus – Open House Nov. 28
- Top Knotch Upholstery – New business on Durham St.
- Sunnyside Grill – Now Open

9. Finance/Budget

9.1 2020 Budget & Economic Development Priorities – Sonya Watson

- Business Awards Banquet

We have applied for a RED grant from OMAFRA but haven't heard back yet. This item was in the 2019 budget.

- East Ridge Business Park Sign

Planned for 2020 since estimate exceeds 2019 budget.

- CIP Review and Policy Development

Staff plan to expand our Community Improvement Area to include all of Walkerton, and potentially all of Brockton, and look at new incentives to help encourage the development of rental accommodation and possibly structural renovations as well. Involving all of Brockton would enable the agricultural community to participate. A. Baran and D. Gieruszak said all of Brockton should be considered. S. Watson said this will involve planning expertise and staff will recommend how to move forward. D. Leifso cited a recent article in Municipal World on CIP projects that staff should review.

- Economic Development Strategy

More info to come.

- East Ridge Phase 2 Development and Promotions

Report being prepared for Council.

- Brockton/Walkerton Communications Plan Implementation

Working with eSolutions on strategy. We will need funding to ensure effective implementation of the strategy.

- Walkerton 2020 event
- Cargill Summer Initiatives

Staff working with Fairtax on grant application. It would be good to have a budget line for this.

- Newcomer Picnic

10. New Business

10.1 Alex Baran Retirement

D. Gieruszak thanked retiring EDC member A. Baran for his years of service, and presented him with a gift from the Municipality. Mr. Baran is moving to Kitchener to be closer to his family.

10.2 Saugeen Municipal Airport (SMA) update

D. Gieruszak said the airport commission is working on a draft strategic plan, but does not have an asset management growth plan covering the building, runway, hangars and other assets. He would like to propose an asset management growth plan supported by municipal funding of about \$10,000 from each municipality (\$20,000 - \$30,000 total) at the Nov. 27, 2019 SMA meeting. He noted that Pearson Airport is packed, and smaller airports are growing. We have 270 acres at the Saugeen airport that could be developed.

Moved by A. Baran, seconded by C. Kuhnke

To support the initiative to develop a strategic asset management growth plan for the Saugeen Municipal Airport.

CARRIED

10.3 Dairy Industry News

D. Gieruszak said Dean Foods, the largest dairy manufacturer in the U.S., filed for bankruptcy last week, partly due to the growth in demand for almond milk and dairy alternatives.

He said a Chinese company is building a powdered milk plant in Ontario. There is a perception that Canadian milk is safer.

11. Adjournment

The meeting adjourned at 2:28 pm

Next meeting: Monday, December 9, 2019 at the Brockton Municipal Office at 12 noon

