



**Brockton Economic Development Committee  
Minutes  
Monday, October 19, 2020  
Zoom Virtual Meeting  
12 pm**

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**Voting Members**

Dan Gieruszak – Chair	Present	.
Mayor Chris Peabody – Ex Officio	Absent	.
Dean Leifso – Councillor	Present	.
Kym Hutcheon – Councillor	Present	.
Jessie Bates – Walkerton BIA	Absent.	.
Carl Kuhnke – Institutional Representative	Present	.
Mike Dupuis – Agriculture Representative	Present	.
Matt Rapke – Public Member	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	Absent	.

**Others Present**

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1. Call to Order/Attendance

Meeting called to order by the chair at 12:05 pm.

2. Acceptance of the Agenda

Moved by C. Kuhnke, Seconded by M. Dupuis

That the agenda for the October 19, 2020 meeting of the Brockton Economic Development Committee be approved.

CARRIED

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

NONE

4. Delegations

NONE

## 5. Passing of Minutes

### 5.1 Brockton Economic Development Committee Minutes, September 21, 2020

D. Gieruszak requested an amendment to Section 6.5 regarding airport hangars being mandatory, not optional.

Moved by K. Hutcheon, Seconded by C. Kuhnke

That the minutes of the September 21, 2020 EDC meeting be approved as amended.

CARRIED

### 5.2 Business Arising from the Minutes

NONE

## 6. Business Items

### 6.1 Walkerton Clean Water Legacy Fund Update

P. Peirol said the fund received an additional \$2,500 from the Walkerton Clean Water Centre, matched by another \$2,500 from the Municipality of Brockton and an additional \$2,500 from D. Gieruszak. This will enable the fund to guarantee an annual grant of at least \$1,000 per year, in perpetuity. Further donations from companies and non-profit groups will be solicited. The Legacy Fund granting committee will include representation from Brockton Council, staff and the Walkerton Clean Water Centre.

D. Gieruszak said he had discussed the fund with the Rotary Club, and there was a desire to ensure that the fund's purpose would never be forgotten. He said many other communities in Southwestern Ontario helped Walkerton during the e-coli crisis, so perhaps in future, as the fund grows, students from beyond Walkerton could also apply to the program.

### 6.2 2020 Façade Improvement Grants

P. Peirol reported that the following Walkerton businesses were recently approved for façade grants, covering new signage:

- All Natural Soap Company – New sign for new downtown location
- Bombshell Spa – New perpendicular sign

She said a further application may be submitted from the owner of a new wellness facility downtown. K. Hutcheon noted that Rustworthy is also opening a new location.

### 6.3 CIP Update

Bruce County is pursuing its Plan the Bruce program and has hired a consultant to review Community Improvement Plans throughout the county, reporting back to municipalities by late December. This could affect Brockton's planning process, in terms of expanding its CIP beyond Walkerton, and broadening incentives for businesses and developers. The committee discussed waiting to see the results of the County study, to leverage any funding opportunities that might emerge from it and avoid duplications.

Municipal budget discussions for 2021 will likely take place in January, and the EDC committee will be presented with budget considerations prior to that.

The Chair would like the committee to revisit Brockton's CIP soon after the County's preliminary findings are made public.

#### 6.4 Airport Update

D. Gieruszak said there is interest in building three to four new hangars at the airport, including a home hangar. The airport manager is looking into zoning for this.

The airport issued a request for proposals to run the airport restaurant, which is currently closed. No official submissions were received, although three local restaurant expressed interest in it.

### 7. Reports

#### 7.1 BIA Report

K. Hutcheon said the BIA has selected a candidate for the Manager position and is soon to present an offer. Plans are moving ahead for the Hometown Holiday Market in Walkerton.

#### 7.2 Community Development Coordinator Report – Paulette Peirol

The CDC offered updates on the following topics:

- We are promoting the All In Ontario challenge, launched by Applus RTD, offering \$2,000 worth of Walkerton dining and shopping. The initiative is raising money for local charities.
- Initial designs for the new downtown heritage murals have been approved
- Phase 1 of the East Ridge Business Park is virtually full; we are actively working on Phase 2 to have land available for developers.
- The new ERBP sign will be built in 2021; a revised RFP will be issued soon.

#### 7.3 Saugeen Economic Development Corporation Report

P. Peirol gave a brief update on Saugeen Connects initiatives with women in business, immigration, and succession planning, with the group aiming to become a sponsor of Grey Bruce Farmer's Week, to promote succession planning to farmers. She was asked about the cost of the sponsorship, and will connect with M. Dupuis about that.

### 8. New Business - Cargill

The committee discussed the Saugeen Valley Conservation Authority stepping away from the Greenock Swamp and Cargill tourism activities, due to the conservation authority cutting back on communications staff, and Brockton Council's wish to see the tours and heritage promotion continue.

D. Gieruszak said there would continue to be open communication with the volunteer group running the Cargill activities, and assistance with the transition. Material on the SVCA website regarding the swamp tours needs to be moved to a new location, he said, adding that Margaret's Mercantile attracted over 800 people last year, which shows growing success for this endeavour.

K. Hutcheon said she hoped the Municipality's tourism budget could be applied to the Cargill initiatives. She was surprised how successful the tours were, drawing people from as far as Toronto.

D Gieruszak agreed it appeared to be a model that was working but was not part of the core mandate of the conservation authority.

He said he would like to see a more professional and consistent way of promoting some of the activities in other parts of Brockton as well, both for residents and visitors, from Plckin' by the Pond to wing nights in Elmwood.

M. Dupuis noted it was the 166<sup>th</sup> Walkerton Fair last weekend, advertised mostly through word of mouth.

He asked committee members to help promote space for rent for trailers and classic cars at the Horse Palace this year, which will help offset lower revenue due to Covid-19.

9. Adjournment

Moved by M. Dupuis, Seconded by C. Kuhnke  
To adjourn the EDC meeting at 1 p.m.  
CARRIED

**Next meeting: Monday, November 16, 2020**  
**Virtual meeting, Zoom platform**