

Advisory Committee on Industry, Economic Development and Tourism

Meeting Minutes – February 29th, 2016

The 8th meeting of the Advisory Committee on Industry, Economic Development and Tourism was called to order at 7:00 pm on February 29th, 2016 in Council Chambers.

Present: Jane Graham (Chairperson), Cheri Kemp-Long, Yves Grandmaitre (interim secretary), Councillor Anne Barr, Councillor Dave Snowdon **Absent:** Nick Previsich, Ian Donald

Approval of Minutes

Minutes of the January 27th, 2016 meeting of the Advisory Committee were previously approved by e-mail. (Note that Councillor Snowdon wished to ascertain that communications were sent to dsnowdon@gmail.com)

Declaration of pecuniary interest

None declared

Approval of Agenda

The agenda was unanimously approved as distributed

Delegation:

Don Dutton from Valley Heartland spoke about how their mandate was divided into three main areas: Economic Development, Loans and a Grant program.

The areas of interest applicable to our efforts are as follows:

- VH are recruiting a new Economic Development Officer
- VH have a contract with Lanark County and are negotiating with Westport/Rideau Lakes to provide EcDev support through this new hire
- Merrickville/Wolford could also utilize services in exchange for a contribution (\$2K to \$5K/year)
- Initial purpose seen as data collection and dissemination
- Ongoing discussions on mechanics and allocation of time for this person and how would they be directed by Merrickville/Wolford
- Comments were raised about defining objectives and how to measure their impact/success
- The EcDev person would work with council for development planning and to find suitable resources for implementation
- Their person could also attend council or other EcDev meetings as required
- Councillor Snowden inquired about using this person for the potential Merrickville info/business fair, for which they could be used, and Don mentioned a grant and more might be available to support this specific activity
- Don mentioned that VH holds regular EcDev forums and all municipalities are invited to come. No one from Merrickville/Wolford has yet to attend. We are the only municipality not to do so.

Action items:

- Councillor Barr will provide the above info to Council and suggest a request go out to VH for more details regarding this position and opportunity.
- It was suggested that a project list for this person be created and circulated among the ITED group to get an idea how much time and effort we believe we could use them for.

Old Business:

- a) Update on status of new Strategic Development committee (AB)
 - Vision 2020 group no longer exists
 - Council believes more representation from the Agri sector is needed due to the size and impact of several of these within the community
 - Council is reaching out to these potential members to gauge interest
 - Next steps are identification of the core group and a chair with a possible first meeting in March
 - The recommended steps ITED submitted are being followed
- b) Business development day/info fair in Merrickville (DS)
 - Needs a champion to move forward
 - Possible project for VH EcDev person

New Business:

Chamber of Commerce

- Suggested we invite them to come and speak at our meeting
- Councillor Barr goes to the CoC meetings and can report back
- A new website has been launched and lists upcoming events
- They are looking at how best to piggy back the site with the Merrickville' s
- There will be a FAQ card going out to businesses as an effort to find out their issues
- Conversation ensued as to if the CoC was supporting all businesses including the home offices.
- Questions raised as to the value provided VS costs to join
- There has been a request from the CoC to council to have a YES/NO question on the event request form allowing these to be published on either the web site or other media. The ITED group would like to recommend to Council to support this idea

Agenda and Date for the Next Meeting

The next meeting is scheduled to take place on Monday, April 18th, 2016 at 7:00 pm in Council Chambers.

Adjournment The meeting was adjourned at 8:45 pm by the Chairperson.