



**THE CORPORATION OF THE
MUNICIPALITY OF EAST FERRIS**

ECONOMIC DEVELOPMENT COMMITTEE MEETING

Minutes of the Virtual Economic Development Meeting of August 12th, 2020

PRESENT: Claude Champagne Rod Clouthier
 Jake Lacourse Angela Knight van Schaayk
 Veronica Mulligan Steven Trahan, Councillor
 Greg Kirton, Manager of Planning & Economic Development
 Kari Hanselman, Recording Clerk

EXCUSED ABSENT: Phil Koning, Steve Austin

OTHERS IN ATTENDANCE: Dominique Marleau, Guy Paquette

1. Call to Order – Meeting called to order at 1:03 p.m.

2. Adoption of Agenda

Motion No. 2020-19

Moved by Claude Champagne

Seconded by Steven Trahan

THAT the draft agenda circulated to the Economic Development Committee dated the 12th day of August 2020 BE hereby adopted as amended.

- The agenda was amended by adding the following item:
 - 6.4 Council resolutions / Website plug-in
 - 6.5 Investor video
 - 6.6 Chamber Business Awards

CARRIED

3. Acceptance of Minutes of the Last Regular Meeting Held on July 15th, 2020

Motion No. 2020-20

Moved by Steven Trahan

Seconded by Claude Champagne

THAT the Minutes of the Regular Meeting of the Economic Development Committee held July 15th, 2020 be adopted as circulated.

CARRIED

4. Declaration of Conflict of Interest – None for this session

5. Chair's Comments

Chair Lacourse thanked everyone for their time.

6. Updates/New Business

6.1 Priority #2 (Update Economic Development Strategy – Phil, Veronica, Angela, Greg – Update

Mr. Koning was not present at the meeting to discuss the updates he has done. Ms. Knight van Schaayk advised there was some updates and deletions, but nothing overly crucial. The Committee will further discuss at the next meeting.

6.2 Recovery Action Plan – Angela

6.2.1 <https://supportbusiness.bot.com>

Ms. Knight van Schaayk advised this program is province wide and requested the information be posted on the Municipality's Facebook page.

6.3 Safety insights for getting back to business during COVID – Business Centre Event

Members wishing to participate can email Kennedy at the Business Centre.

6.4 Council Resolutions / Website plug-in – Greg

6.4.1 Council Resolutions

Council passed two resolutions yesterday evening in support of Blue Sky and Xplornet's applications to the provincial ICON (Improving Connectivity for Ontario) program. Councillor Trahan advised that Council would support all internet companies in the area.

Ms. Knight van Schaayk advised that the East Ferris Internet Advocacy Group has sent a letter to Starlink for satellite internet in East Ferris. Councillor Trahan advised Council does not have the answers to many of the EFIAG's questions. Ms. Knight van Schaayk stated the group is getting a lot of media attention and wants to make sure the Committee is being inclusive and not adversarial.

6.4.2 Website plug-in

Mr. Kirton shared with the Committee a demo of a website plug-in from a company called Local Intel which will provide relevant data to businesses looking to move to or invest in East Ferris. The company currently has a free trial for their base level tool and will embed right into the new website once launched.

6.5 Investor Video – Jake

Chair Lacourse advised he has received an informal request to create a 30 second community video which will showcase that East Ferris is an inclusive community and are open for investment. The video will be shared with the owners of the old school in Astorville, who are currently apprehensive about investing in our community. Chair Lacourse wanted to have a conversation with the Committee prior to creating the video. Discussions were had regarding Chair

Lacourse stating in the video that he is the Chair of the Economic Development Committee or stating that he is a resident of East Ferris. The Committee did not have any objections to the video. Councillor Trahan shared his concerns about the property being a safety hazard and nothing being done to the school since purchased.

The Committee discussed who the video will officially be coming from. Chair Lacourse advised the idea stemmed from a discussion with our MPP, but cannot say who it will officially be coming from. Wants to make sure everyone is on the same page.

Discussions were had regarding the intent of the video. Chair Lacourse sees the intent a personal video from five members of the community stating East Ferris is an inclusive and welcoming community and we are open for investment.

The Committee discussed having a communication plan/strategy for economic development priorities. Having testimonials from business owners would be beneficial. Mr. Champagne mentioned having a policy for approaching investors which is more generic and inclusive through Council.

The Committee discussed passing a resolution to recommend to Council that the Communications Policy be amended to incorporate Economic Development priorities. Quorum was not present in order to pass the resolution so it will be brought to the next meeting.

6.6 Chamber Business Awards – Greg

The nomination form was included in the agenda package, but the item was not on the agenda. Nomination deadline is next Friday. Please submit to Mr. Kirton a few days prior to allow time to submit. Businesses must be member of the Chamber to nominate.

7. Action Items – None for this session

8. Ongoing/Unresolved/Inactive Items

8.1 Priority #1 (Internet)

Chair Lacourse – Received a message from Santite. They are still considering East Ferris although not anytime soon. They are currently doing work in Callander.

8.2 Priority #3 (Review Policies) – Greg

8.3 Priority #4 (Farmers/Artisan Market) – Jake, Veronica, Greg

Veronica shared her research with the sub-committee. The Committee is hoping for a farmer's market in 2021. A work back plan and vision are in the works and will be shared once complete.

8.4 Priority #5 (Light Industrial Park Feasibility) –Greg

8.5 Priority #7 (New Business Welcome Package) – Steve T., Phil, Steve A.

8.6 Sub-committee (Centennial Committee Project) – Steve T., Steve A., Angela

Councillor Trahan advised that meetings would resume shortly. The Algonquin First Nation may be interested in joining in the celebrations.

8.7 BizPal Program – Phil

8.8 Digital Mainstreet – Follow up on Phil's Report

9. General Follow Up/Roundtable Discussion

Mr. Kirton - Council passed a resolution to amend the Procedural By-law to allow electronic meetings until December 31st of this year.

Councillor Trahan - The tender is going out soon for the new Municipal Office and Fire Hall.

Mr. Champagne - Inquired about municipal business meeting spaces available for rent. Mr. Kirton will discuss with the CAO.

Ms. Knight van Schaayk - Thanked Council for broadcasting council meetings and allowing electronic participation. The Ontario Trillium Foundation Resilience Grants are coming out soon and the application deadline is September 2nd.

10. Adjournment

Quorum was not present at this time in order to pass a resolution to adjourn the meeting.

CHAIR

RECORDING CLERK

