



## **ECONOMIC DEVELOPMENT COMMITTEE MEETING**

Minutes of the Virtual Economic Development Meeting of December 16<sup>th</sup>, 2020

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

**EXCUSED ABSENT:** Jake Lacourse

**OTHERS IN ATTENDANCE:** Jason Trottier, Guy Paquette, Dominique Marleau, Karen Gibbons and Natasha Penn from Karen Jones Consulting

1. **Call to Order** – Meeting called to order at 1:04 p.m.

2. **Adoption of Agenda**

Motion No. 2020-33

Moved by Rod Clouthier

Seconded by Veronica Mulligan

THAT the draft agenda circulated to the Economic Development Committee dated the 16<sup>th</sup> day of December 2020 be hereby adopted as circulated.

CARRIED

3. **Acceptance of Minutes of the Last Regular Meeting Held on November 18<sup>th</sup>, 2020**

Motion No. 2020-34

Moved by Angela Knight van Schaayk

Seconded by Steve Austin

THAT the Minutes of the Regular Meeting of the Economic Development Committee held November 18<sup>th</sup>, 2020 be adopted as circulated.

CARRIED

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

5. **Chair's Comments** – None for this session



Mr. Kirton shared with the Committee a potential sponsorship program for the Municipality's centennial celebrations prepared by Mr. Trottier. Mr. Trottier advised he is looking for comments from the Committee. The Centennial Committee Project sub-committee will meet with Mr. Trottier on Monday morning to discuss further and make a decision.

## **6. Updates/New Business**

### **6.1 2021 and covid-19 – Business Related Event Ideas Follow Up**

The Committee discussed hosting a virtual business-related event next year. Discussions were had regarding whether businesses were more concerned with sales or exposure at past in-person events. Ms. Knight van Schaayk said that building relationships is important. Ms. Penn agreed and stated that business to business contacts is also important. Mr. Kirton advised that the Centennial Committee has chosen May as small business awareness month. Ms. Gibbons asked if the municipality has reached out to local business to hear their challenges during the pandemic. The Committee agreed it would be a good idea to do so. Mr. Kirton proposed that Committee recommend to council to work with Karen Jones Consulting to create a virtual event for 2021. Ms. Knight van Schaayk would also like to recommend to Council that the business spot lights/follow ups continue through the year either on a monthly or seasonal basis. The Committee passed the following resolution:

#### Motion No. 2020-35

Moved by Angela Knight van Schaayk

Seconded by Veronica Mulligan

THAT the East Ferris Economic Development Committee recommends Council hire Karen Jones Consulting to plan a virtual event for 2021 in place of the Tradeshow.

And furthermore that the previously completed Business Show Cases be extended throughout the year on a more permanent basis.

CARRIED

### **6.2 RED Program Intake – February 1, 2021 Deadline – Greg**

This was just an FYI for the Committee

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### **6.3 ICG (Inclusive Community Grants) Program – Greg**

Ms. Marleau advised this grant is not through NOHFC. Mr. Kirton will look into it.



**6.4 NPI Paper – Northern Lens for Ontario – Angela**

This was an FYI for the Committee. Ms. Knight van Schaayk stated it is a great tool to have and utilize when looking at programs and policies.

**6.5 Roundtable Discussion**

Mr. Clouthier asked for an update on the snowmobile trails. Councillor Trahan said the connecting landowner will not give access to their property and that they are looking in a different direction.

**7. Action Items – None for this session**

**8. Ongoing/Unresolved/Inactive Items**

**8.1 Priority #1 (Internet)**

**8.2 Priority #2 (Update Economic Development Strategy) – Veronica, Angela, Greg**

**8.3 Priority #3 (Review Policies) – Greg – This item is complete**

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

**8.5 Priority #5 (Light Industrial Park Feasibility) –Greg**

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

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

**9. General Follow Up/Roundtable Discussion**

Ms. Marleau advised new NOHFC programs will be announced in January. Mr. Paquette encourages any local business looking for support during the pandemic to contact him or Denise Sheriff at NECO.

**10. Adjournment**

Motion No. 2020-36

Moved by Rod Clouthier

Seconded by Steven Trahan

THAT the Economic Development Committee meeting adjourn at 1:47 p.m.

CARRIED



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CHAIR

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RECORDING CLERK