



5. Chair's Comments

Chair Lacourse apologized for missing the last meeting.

6. Updates/New Business

6.1 2021 Virtual Event and Karen Jones Consulting

Natasha Penn and Emma Jones gave a presentation to the Committee outlining a few ideas for a 2021 virtual event and the considerations that must be taken. It was suggested a poll be taken to determine what local business need as they manage through the pandemic. Karen Jones Consulting will create a short poll to be distributed to local businesses.

6.2 2021 Economic Development Committee Roadmap

The Committee discussed re-focusing on their priorities. Chair Lacourse advised that the Farmer's Market will be postponed due to the uncertainties caused by COVID. Mr. Kirton will create a plan for the main priorities #2 (Update Economic Development Strategy) and #7 (New Business Welcome Package). Deputy Mayor Trahan offered to assist Mr. Kirton organize the plans.

6.3 FONOM Go North Campaign – 3rd Release – <https://youtu.be/qkEeQSnLHnA>

This was just an FYI for the Committee.

6.4 Ontario Small Business Support Grant – Greg

This new program can assist businesses who are struggling due to the recent province wide shut down. Eligible businesses can receive between \$10,000 to \$20,000. Ms. Marleau advised this program is more flexible than prior programs and can be used to offset operating costs. It cannot be combined with the Recovery Program to fund the same items.

Prior to Roundtable discussions Chair Lacourse asked if any members had updates on the progress of their priority items. Mr. Kirton advised there has been no update on internet. Deputy Mayor Trahan advised an e-mail will be sent out regarding the Centennial Sponsorship Program.

6.5 Roundtable Discussion

Mr. Paquette advised to keep sending business who need assistance to their website as well as the NECO website.

Ms. Knight van Schaayk requested the Committee's opinion on the OFCS trails closing and wondered if Council is going to address it or help business who may



suffer due to the closure. The Committee discussed the closures and if there is a way Council can show their support for businesses.

Mr. Austin stated that Council can guide business to the support offered by other levels of government, although there is no support for the self-employed. Deputy Mayor Trahan agrees with Mr. Austin and knows someone in the same position.

Ms. Marleau advised they are busy administering recovery programs. NOHFC will be releasing new programs in early February. Ms. Marleau asked if the Committee could discuss the recent attention Paige Engineering has received in the news. The Committee discussed how news like this can be discouraging to other businesses who are looking to move to the community or expand.

Mr. Champagne asked Mr. Kirton where we are with the Industrial Park Feasibility study. Mr. Kirton advised approval has been received from FEDNOR, but we are waiting to hear from NOHFC. A land survey should have been completed in the fall, but the surveyors are behind. Mr. Kirton will be bringing the Zoning By-law Amendment and Official Plan Amendment to the Planning Advisory Committee in February. There is one business already planning to purchase property to operate their business.

7. Action Items

7.1 East Ferris Business Spotlights – Greg

The Committee discussed the frequency of which the Spotlights should occur. Mr. Kirton will put out a call to local business to better gauge interest.

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

10. Adjournment



Motion No. 2021-03

Moved by Angela Knight van Schaayk

Seconded by Steve Austin

THAT the Economic Development Committee meeting adjourn at 2:02 p.m.

CARRIED

CHAIR

RECORDING CLERK