

Economic Development Advisory Committee (EDAC) Meeting Minutes

Date of Meeting: Monday March 6, 2017

Location of Meeting: Town Hall, Council Chambers (175 Queen Street East)

Time of Meeting: 7:45 – 9:00 am

Attending: Tammy Adkin, Carey Pope, Matt Staffen, Mayor Al Strathdee

Regrets: Andrew Atlin, Cathy Forster, Deb Hotchkiss

Staff in Attendance: Laurel Davies Snyder, Manager of Culture & Economic Development

Agenda Items

1.0 Welcome and call to order

2.0 Approval of Agenda

Motion: Tammy Adkin
CARRIED

Second: Mayor Strathdee

3.0 Declaration of Pecuniary Interest – None

4.0 Approval of Minutes

Review and approve EDAC Minutes from December 5, 2016 meeting (attached).

Motion: Tammy Adkin Second: Carey Pope

CARRIED

5.0 New Business

5.1 Working Session: Information for St. Marys Business Attraction, Retention & Expansion

EDAC Members provided feedback to Staff regarding the information that the Town could provide to existing businesses, potential businesses, and investors. Ideas included: Community Profile, Quick Facts, Website, Heritage 101, Signage 101, Development 101. Specific input on the Community Profile and Website is summarized below.

Community Profile: Information to include: community amenities and services (hospital, child care), demographics, how to find rental accommodations, transportation, parks, labour force, growth trends, location.

Website: Economic Development / Business / Investment information needs to be available on the Town's website. Information to update and/or include: available land and buildings, guide to doing business in St. Marys, business profiles.

EDAC Members discussed the need to do a market analysis to identify the Town's niche(s) and capacity for business growth and investment. EDAC Members commented that before the Town develops tools, programs, and marketing to attract business and investment, it's important to understand what will realistically work in St. Marys (business sector, space needs, infrastructure needs, etc.). Preliminary thoughts about St. Marys' niches for business and investment include: best place to start and grow your own business, best place for your second career, best place for arts and culture-based businesses.

EDAC Members discussed that there is a need for both land (especially serviced land) and space to accommodate business growth and change.

EDAC Members discussed the need for education and communication about how to develop a site / building in St. Marys, especially in Downtown St. Marys. The recent letter to Council from Heritage St. Marys about enforcing the Sign Bylaw highlights this. EDAC Members suggested that holding a community forum to identify and discuss challenges and issues could start to address some of people's questions. Current issues may include: understanding what owning a heritage building means, understanding the BIA, accessibility, signs, required processes and timeframes, roles and responsibilities.

Actions for all EDAC Members to be completed by the April 10 EDAC Meeting:

1. Research and bring at least 2 examples of municipal "business tool kits" and/or "guides to doing business" and be ready to discuss what works and what doesn't (and why).
2. Research and identify at least 2 examples of good economic development websites and be ready to discuss what works and what doesn't (and why).
3. Forward names of people and / or groups who should be included in developing materials and included in any community sessions.

6.0 Staff Updates

6.1 Perth4Youth Project Update

Laurel Davies Snyder provided EDAC Members with an update on the Perth4Youth Project, highlighting the following: over 75 people have completed the on-line Survey; an Open House would be hosted in St. Marys on Wednesday March 8; the Perth4Youth Core Team Training Session is scheduled for March 15 in St. Marys at the PRC; St. Marys and Perth South collaborated on the on-line survey and the Open House; and, EDAC Members were encouraged to attend any Perth4Youth events, forward the survey to youth, and get involved in the project.

7.0 Other Business

No other business was discussed.

8.0 Adjournment

2017 EDAC Meeting Dates

Jan 23 -(cancelled)	Feb -(cancelled)	Mar 6	Apr 10
May 22	Jun 19	Jul 17	Aug 21
Sep 18	Oct 23	Nov 20	Dec 18

Committee Members: Tammy Adkin, Andrew Atlin (Chair), Cathy Forster, Deb Hotchkiss, Councillor Carey Pope, Matt Staffen, Mayor Al Strathdee (Ex-officio)

Town of St. Marys staff: Laurel Davies Snyder (Manager of Culture & Economic Development)

For Information: Brent Kittmer (CAO / Clerk), Trisha McKibbin (Director of Corporate Services)

Andrew Atlin, Chair

Date