

Economic Development Advisory Committee (EDAC) Meeting Minutes

Date: Monday April 10 2017

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

Time: 7:30 – 9:00 am

Attending: Tammy Adkin, Andrew Atlin, Cathy Forster, Deb Hotchkiss, Councillor Carey Pope, Matt Staffen, Mayor Al Strathdee

Staff in Attendance: Laurel Davies Snyder

Agenda Items

1.0 Welcome and call to order: 7:30am

2.0 Approval of Agenda

Motion: Deb

Second: Matt

3.0 Declarations of Pecuniary Interest

None.

4.0 EDAC Minutes

Review and approve EDAC Minutes from March 6, 2017 meeting (attached).

Motion: Al Second: Carey

5.0 New Business

**5.1 Working Session: Information for St. Marys Business Attraction, Retention & Expansion
– follow-up from March 6, 2017 meeting**

EDAC Members discussed different tactics for communicating the value proposition for businesses locating and/or expanding in St. Marys including:

- Dedicated website
- Joint meetings with the BIA
- Business Registration
- Marketing Strategy
- Newsletter
- Business Toolkit

- Ensuring all St. Marys businesses are on Google

EDAC Members discussed that the St. Marys market niche and vision for the economy needs to be defined before making decisions on an approach, marketing, and other specific tactics.

EDAC Members commented that the issues of finding employees for local businesses, having a range of housing types at various costs, and having serviced land for industrial and/or commercial development are three things that are impacting the growth of the local economy and that this is consistent in many areas in Ontario and beyond.

6.0 Staff Updates

6.1 Opportunity Lives Here (OLH) Website

Laurel Davies Snyder described the proposed changes to the OLH website which will include: better mapping, faster connections, and a business directory. The County of Perth is spearheading these proposals.

6.2 Business Update Newsletter

Laurel Davies Snyder informed EDAC Members that the inaugural edition of the St. Marys Business Update Newsletter will be sent out in May. The purpose of the newsletter is to provide information on key projects, announce new businesses and major business accomplishments, provide connections between businesses and service providers, and provide information on business-related support tools like funding, seminars, etc.

6.3 St. Marys Business Network Events

Laurel Davies Snyder provided EDAC Members with the following information on upcoming Business events:

a) Doug Griffiths, May 16: As part of supporting local businesses and organizations, the Town of St. Marys is partnering with the municipalities of Perth South, West Perth, and Perth North to host an event featuring Mr. Doug Griffiths on the evening of May 16 Doug's company - 13 Ways <https://www.13ways.ca/> - is committed to helping communities build ambitious futures - no matter where they are.

b) Spring 2017: Networking Event

c) Fall 2017: Business Event focused on the Façade Improvement Plan, Business Services & Information (proposed)

d) November 2017: 2nd Annual St. Marys Business Network Open House & Networking

7.0 Other Business

EDAC Members commented that there may not be general awareness that there is a labour and housing shortage and that there is a need to communicate the local economic context within the community and immediate area.

8.0 Agenda Items for future meetings

EDAC Terms of Reference

9.0 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)