



**Minutes
Economic Development Advisory Committee
Regular Meeting**

October 2, 2017
7:30am
Council Chambers, Town Hall

Members Present: Chair Andrew Atlin
Councillor Carey Pope
Cathy Forster
Matt Staffen
Deb Hotchkiss

Members Absent: Tammy Adkin

Staff Present: Brent Kittmer, CAO / Clerk

1. CALL TO ORDER

The Chair called the meeting to order at 7:30 am.

2. DECLARATION OF PECUNIARY INTEREST

3. AMENDMENTS AND APPROVAL OF AGENDA

B. Kittmer requested to add an update on Delmar Foods and the Fall St. Marys business celebration.

Moved By Cathy Forster

Seconded By Deb Hotchkiss

THAT the October 2, 2017 EDAC agenda be accepted as amended.

CARRIED

4. DELEGATIONS

None.

5. ACCEPTANCE OF MINUTES

Moved By Deb Hotchkiss

Seconded By Matt Staffen

THAT the July 17, 2017 EDAC minutes be approved and signed by the Chair.

CARRIED

6. BUSINESS ARISING FROM MINUTES

None.

7. NEW BUSINESS

7.1 Perth4Youth Community Engagement Strategic Plan

B. Kittmer provided an update on the Perth4Youth Youth Based Strategic plan, and the 5 key goals of the plan.

To date the plan has been accepted by Council. To move this plan forward, the Town Youth Services Supervisor and the pending new Economic Development Manager will be the champions of the action items that are recommended in the plan.

As a part of the Town's youth retention/attraction strategy, the Committee discussed that it would be a good idea to tour the youth centers located in Hanover and Ingersoll.

The Committee discussed the Town's overall attraction/retention strategy. Housing was identified as a key barrier for attracting and retaining youth as well as the workforce that is currently required. B. Kittmer updated the committee regarding the housing policy review that is being completed by the City of Stratford. That report will be circulated for review when it is received.

The Committee discussed hosting a "St. Mays Open House" on a bi-annual basis as a tactic to further promote St. Marys' community assets. As a part of this strategy, the Committee suggested that staff pursue a program to secure testimonials from newcomers to find out what brought them to St. Marys, and use these ideas as part of the overall Town promotion program.

7.2 Perth South Networking Breakfast

B. Kittmer provided an update on the October 30, 2017 breakfast being held by Perth South at River Valley Golf Club. The breakfast is being organized by the County of Perth and the Stratford Perth Centre for Small business, with St. Marys as a partner. Invitations have been forwarded to the BIA for distribution, with invites to the broader St. Marys business

community pending. The focus of this business breakfast is youth employment strategies, with a plan to introduce the Perth4Youth plan and its findings regarding youth employment.

The Committee recommended that staff speak to Perth South and request several agenda items including: one or two success stories from businesses related to youth employment, testimonials from youth to provide context to the findings of the Perth4Youth project, and an opportunity for Partners in Employment to introduce funding that they have to offer employers.

The topic of future St. Marys lead business breakfasts was discussed. It was agreed that three to four months lead time will be needed to plan the next breakfast which is envisioned to be at DCVI for a direct engagement with youth. Ideas to integrate into this event include: testimonials from local young professionals why they chose to move back to St. Marys or stay in the area; getting youth excited about what their community has to offer; a job fair for upcoming summer jobs; and testimonials from employers about the type of jobs they have to offer in the future and what career path students need to take to get there.

7.3 Four County Labour Board Event

B. Kittmer updated the Committee on the planned manufacturing day to be held at Cascades on October 20. This event is a partnership between the Town, Perth South, the Four Counties Labour Market Board, Cascades, and DCVI. The goal is for the event to host 20 grade 10 students and to introduce them to the various professions and jobs that are available in the manufacturing industry.

7.4 Rural Economic Development Grant

B. Kittmer updated the Committee on the Town's successful RED grant to fund a wayfinding signage strategy for St. Marys.

7.5 Rural Economic Development Grant Application

B. Kittmer updated the committee on the Town's plans to partner with the County of Perth and its lower tiers on a RED grant application. The intent of the application is to secure resources to deliver the common Perth4Youth initiatives. The Committee agreed that the Town should support this initiative.

7.6 Manager of Economic Development

B. Kittmer updated the Committee on the status of the recruitment for a Manager of Economic Development.

7.7 Delmar Foods

B. Kittmer updated the Committee that Council had supported a phased in surcharge agreement to allow Delmar Foods to become established.

7.8 Fall St. Marys Business Celebration

B. Kittmer raised the topic of the fall business celebration event. This event was well received in 2016, and the Town plans to host a second annual event. The Committee agreed that this was a positive event that should continue.

8. UPCOMING MEETINGS

The next meeting was set for November 20, 2017 at 7:30am.

9. ADJOURNMENT

Moved By Matt Staffen

Seconded By Cathy Forster

THAT this meeting of EDAC be adjourned at 9:00am.

CARRIED

Chair Atlin