



Erin Economic Development Committee (EEDC)

Minutes of the Tuesday September 8th, 2020 Meeting, 6:45pm

Town of Erin – Virtual Conference

Present: Jim White (Chair), John Rudnick (Vice-Chair), Chris Bailey (Secretary), Cathy Aylard, Alison Braiden, Greg Carleton, Laurie Davis, Linda Horowitz, David Spencer, Staff Support – Robyn Mulder, Ex Officio – Councillor Michael Robins

Regrets: n/a

Absent: n/a

1. Call to Order

The meeting was called to order at 6:47pm by Chair – Jim White

2. Approval of the Agenda

Moved by: David Spencer

Seconded by: Cathy Aylard

3. Approval of the Minutes from August 11th, 2020

Moved by: Laurie Davis

Seconded by: Linda Horowitz

4. Reports & Discussion Topics

4.1 EEDC Working Groups – Reports

- 4.1.1 *Business Attraction:*** the WG identified their focus on developing a Business Retention and Expansion Plan. A framework of this plan was presented to the Committee and discussion was held regarding the importance of retention of existing businesses. By retaining our existing businesses – and encouraging them to expand their operations – a desirable business environment will exist to allow for new business attraction. We also can better understand opportunities for new

business attraction by working closely with our current businesses.

4.1.2 Business Hub: The location is still unable to reopen, and uptake for mentors has been limited.

4.1.3 Tourism: the WG has received feedback on Zoom fatigue; the plan is to revisit opportunities in the fall.

4.1.4 Combining Efforts: following a meeting of the three WG chairs, it was determined that combining efforts was the best next step to reinvigorate our progress. All the WG will focus on a Business Retention and Expansion Plan.

4.2 EEDC Working Groups – Next Steps

4.2.1 Business Attraction: the WG will lead the creation of a Business Retention and Expansion Plan, with input from all Committee members and the other WG's. Committee members participated in identifying their individual area(s) of focus, including their sector(s) of interest. Members will work through their WG chair to keep the flow of information manageable. They will submit five questions related to business needs and challenges in the short, medium, and long term this week. Robyn will provide a business directory – segmented by sector – to facilitate surveying as the next step, which may be conducted in person, by phone and/or electronically.

4.2.2 Business Hub: n/a

4.2.3 Tourism: n/a

4.3 Economic Development Officer – Monthly Brief

4.3.1 Ride Well: This ride sharing program was designed, in part, to facilitate movement of employees around the County. The current focus is to enhance the connection with Guelph in an effort to increase users.

4.3.2 Digital Main Street: grant programs are available to support small business digital development programs. Businesses must be on 'Main Street' in Erin/Hillsburgh.

4.3.3 Community Improvement Plan: next deadline is September 25 with four businesses that have expressed interest so far.

4.3.4 Dufferin Board of Trade BizHub: an excellent facility has been launched but they also have limited users right now.

5. New Business

n/a

6. Next Meeting Date – October 13th, 2020 at 6:45pm

7. Adjournment - 8:01pm

Moved by: John Rudnick

Seconded by: David Spencer