



Erin Economic Development Committee (EEDC)

Minutes of the Tuesday December 8<sup>th</sup>, 2020 Meeting, 6:45pm

Town of Erin – Virtual conference via Zoom Meeting Software

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

**Regrets:** John Rudnick (Vice-Chair), Alison Braiden

**Absent:** n/a

**1. Call to Order**

The meeting was called to order at 6:49pm by Chair – Jim White

**2. Approval of the Agenda**

*As revised to be held via Zoom instead of Open Voice*

Moved by: Laurie Davis

Seconded by: Linda Horowitz

**3. Approval of the Minutes from November 10<sup>th</sup>, 2020**

Moved by: Cathy Aylard

Seconded by: Greg Carleton

*Business Arising from the Minutes:* EEDC will make a presentation to Council on January 19<sup>th</sup>, further details to follow.

**4. Reports & Discussion Topics**

**4.1 EEDC Working Groups – Reports**

- 4.1.1 Business Interviews:** the 10 companies who participated have received follow up communications looking ahead to 2021.

- 4.1.2 Restaurant Analysis:** Greg presented a report on the impact of COVID on the food service sector, the industry hit hardest in job losses. This includes caterers, restaurants and drinking places. Opportunities identified included shop local promotions, increasing transaction size, social media, and ecommerce enhancements.
- 4.1.3 Ontario Creates:** David provided an update on opportunities for Erin/Wellington County. Digital media has increased significantly and there is a need for a variety of programming – creating an opportunity for investment. The next step is to unify the municipalities of Wellington to get noticed as a place to invest in film/TV.
- 4.1.4 Innovation Guelph:** Linda provided an overview on Innovation Guelph, including their COVID response. IG is a hub for collaboration and development of organizations that want to innovate, grow, and thrive. They have a variety of programs for businesses and there have been many Erin participants.

## **4.2 EEDC Working Groups – Next Steps**

- 4.2.1 Business Interviews:** The focus will be on enhancing business information on the Town of Erin website, communicating resources available and encouraging business collaboration.
- 4.2.2 Presentations:** discussion was held on how to execute/leverage our industry expertise and support. The Hub was identified as the ideal focal point, even in a virtual format for the time being.
- 4.2.3 Idea Collection:** Cathy will collect ideas from committee members and collate them for future discussion.

## **4.3 Economic Development Officer – Monthly Brief**

- 4.3.1 Business Ambassadors:** this will start as a role for EEDC members, with the opportunity to expand to more. There will be monthly 15-minute updates, with the goal to help businesses in our community. Ambassadors will be invited to ribbon cuttings and other business events.
- 4.3.2 OMAFRA business recovery survey:** the survey window is almost complete, and there has been an incredible response rate. The County will apply for an OMAFRA grant to assist with follow up programs.
- 4.3.3 EDO Priorities:** Robyn will prepare a review to assist in committee engagement.

**5. New Business**

n/a

**6. Next Meeting Date** – January 12<sup>th</sup>, 2021 at 6:45pm

**7. Adjournment** - 8:23pm

Moved by: Jim White

Seconded by: Chris Bailey