Erin Economic Development Committee (EEDC)

Minutes of the Tuesday July 13th, 2021 Meeting, 6:45pm

Town of Erin – Virtual conference via Zoom Meeting Software

Present: John Rudnick (Chair), Greg Carleton (Co-Chair), Chris Bailey (Secretary), Cathy Aylard, Linda Horowitz, Councillor Michael Robins

Regrets: David Spencer, Staff Support – Robyn Mulder

Absent: Marnie Miron

1. Call to Order
   The meeting was called to order at 6:50pm by Chair John Rudnick

2. Approval of the Agenda
   Moved by: Cathy Aylard
   Seconded by: Linda Horowitz

3. Approval of the Minutes from June 8th, 2021
   Moved by: Greg Carleton
   Seconded by: Cathy Aylard

4. Procedural Update
   John advised the committee that a return to in-person meetings will be reviewed and managed by the Town Clerk but will not be until the fall at the earliest. Robyn will provide us with updates. The possibility of maintaining the video access during meetings for those who may be travelling but would still like to participate was discussed.

5. Reports & Discussion Topics

   5.1 Economic Development Officer – Monthly Brief

   5.1.1 Shop Local Booklet: the booklet has been distributed in the Wellington Advertiser. Robyn has not yet received much feedback on receiving it or use of the coupons.
5.1.2 *Farmers Market:* the market is underway, and although the weather has not been great the attendance has been good. The vendors are a good mix and are very engaged this year. Cathy advised that all that is needed is some music and sunshine.

5.1.3 *Step 3 of Ontario Reopening:* this step allows all our local businesses to reopen, with some restrictions and health protocols in place. The community is excited about the reopening of gyms, indoor dining and increased capacity at shops and other places of business. It was discussed that there is also some hesitancy about reopening and uncertainty about what the fall may bring.

5.2 **EEDC Working Groups**

5.2.1 *Hub:* The webinar on social media tomorrow is prepared with good attendance anticipated. Webinars have been planned for the next few months – Finance (Aug), CIP (Sept), Social Media II (Oct), Finance II (Nov). The possibility of recording webinars is under discussion, however there is a process required. We also want people to come to the live event. We are in the testing phase and a report will be developed to help look ahead at the Hub. High level discussion is being held on use of the physical hub space and we will continue to receive input from the Town and Public Health. Future ideas include event space, networking, and mentoring. As we move forward the topic of resources needs to be considered. Volunteer manpower is limited and the role of the Town of Erin needs to be defined.

5.2.2 *Tourism:* the lure brochure has been distributed to the County of Wellington, Community Futures, Wellington Museum, and throughout the Town of Erin. The brochure will also be circulated to the Ontario Travel Centers. There is also a digital copy accessible, which Chris shared with the committee. The suggestion was made that the brochure could be provided to Farmers Markets in nearby areas such as Caledon.

5.3 **Council Update**
Communication to the community on the timing of WWTP stages and implementation is forthcoming. There will be more detail on the ‘look and feel’ of the growth project areas as part of subdivision plans as they are presented to Town Council. There are also several building and architectural guidelines that have been presented to Council which outline the standard that developers will be held to.

6. **New Business**

*Erin Fall Fair:* some form of event will occur this year on Thanksgiving weekend. There is still uncertainty as to what that will look like and the restrictions involved.

7. **Next Meeting Date** – August 10th, 2021 at 6:45pm
8. **Adjournment** - 7:57pm
   Moved by: Cathy Aylard
   Seconded by: Linda Horowitz