



Erin Economic Development Committee (EEDC)

Minutes of the Tuesday April 12<sup>th</sup>, 2022 Meeting, 6:30pm

Town of Erin – George Root Room (downstairs board room) for in-person attendance,  
and Virtual Conference via Zoom

**Present:** John Rudnick (Chair), Cathy Aylard (Co-Chair), Chris Bailey (Secretary), Jessica Bailey, Matthew Cameron, Christian Piche, David Spencer, Staff Support – Robyn Mulder, Councillor Rob Smith

**Regrets:** Linda Horowitz

**Absent:** n/a

**1. Call to Order**

The meeting was called to order at 6:36pm by Co-Chair Cathy Aylard

**2. Approval of the Agenda**

Moved by: Christian Piche

Seconded by: Rob Smith

**3. Approval of the Minutes from March 8<sup>th</sup>, 2022**

Moved by: Jessica Bailey

Seconded by: Christian Piche

**4. Reports & Discussion Topics**

**4.1 Election of Committee Officers**

**4.1.1 Re-Appointment of Chair: Cathy Aylard**

In light of John Rudnick's resignation as he is moving, Co-Chair Cathy Aylard will move into the Chair position. John was thanked for his service to the Committee.

**4.1.2 Re-Appointment of Co-Chair: Jessica Bailey**

Moved by: Chris Bailey

Seconded by: Robyn Mulder

That Jessica Bailey be appointed as Co-Chair – Carried.

## 4.2 Economic Development Officer – Monthly Brief

- 4.2.1 **Community Improvement Plan:** Following the March 26<sup>th</sup> deadline, 4 applications have been deemed eligible to go through the approval process.
- 4.2.2 **Erin Life Magazine:** This new marketing piece will replace the Horse and Country magazine. It will be more diverse and encompass Erin's agri-tourism, accommodations, retail, and recreational offerings.
- 4.2.3 **Central Counties Co-op Advertising:** Erin will be featured in the upcoming globe and Mail feature on Central Counties Tourism. This will reach over 600,000 in print plus millions in online exposure.
- 4.2.4 **Enhancement Grant:** Unfortunately, our grant to enhance the current tree lighting event was not approved. However, the federal government has restructured tourism grants to be administered through RTO's. We will be seeking support for several projects, and Robyn will keep us up to date.
- 4.2.5 **Community Profile:** This document will be updated with new data and layout.

## 4.3 Business Community Updates

- 4.3.1 **Farmers Market:** The market has opened their own bank account, allowing for greater flexibility and responsiveness. There is a strong committee with several vendors involved. The event will now be held on Thursdays 3-6:30pm, for 15 weeks from June 23 – Sept 29. There is now a waiting list for vendors!

## 4.4 EEDC Working Groups

- 4.4.1 **Hub:** Webinars have been held for almost a full year, with 5 in 2021 and 6 so far in 2022. The current creative careers webinars have had an average attendance of 18-20 with high engagement. Planning is underway for Q3/Q4. Longer term plans include building a business case for programs and finding a physical space.
- 4.4.2 **Film in Erin:** David shared his work on developing the film industry in Erin for the benefit of new committee members.
- 4.4.3 **Future Planning:** discussion was held on interests for other working groups. General agreement was that business attraction is important, but it is unclear how a working group can assist with this. Robyn will continue to identify committee support opportunities from her workplan. It was also emphasized that as committee members we are ambassadors for our local businesses' projects, and especially with the formation of a new Erin Chamber of Commerce.

**4.5 Council Update**

Approval has been granted by Council for the construction of the WWTP. This project has an estimated completion of 2025. The main trunk structure will also have to go through tender and can be built simultaneously. Additional development site plans throughout the Town of Erin are moving through the approval process.

**5. New Business**

n/a

**6. Next Meeting Date** – Tuesday May 10<sup>th</sup>, 6:30pm.

**7. Adjournment** - 7:48pm

Moved by: David Spencer

Seconded by: Cathy Aylard