



Erin Economic Development Committee (EEDC)

Minutes of the Tuesday December 12th, 2023 Meeting, 6:30pm

Town of Erin – Conference Room

Present: Jessica Bailey (Chair), Jackie Robinson (Co-Chair), Chris Bailey (Secretary), Alex Keller, Christian Piche, Sarah Prevette, Ashley Travassos Moniz, Councillor Cathy Aylard, Councillor Jeff Duncan (guest), Christina Mann (guest)

Regrets: n/a

Absent: n/a

1. Call to Order

The meeting was called to order at 6:33pm by Chair Jessica Bailey

2. Approval of the Agenda

Moved by: Jackie Robinson

Seconded by: Alex Keller

3. Adoption of the Minutes from November 14th, 2023

Moved by: Jackie Robinson

Seconded by: Sarah Prevette

4. Reports & Discussion Topics

4.1 Business Community Announcements & Updates

4.1.1 *Erin Chamber of Commerce:* 2024 planner is scheduled for Jan 25. Events this year have been a success, including their most recent mixer and Window Wonderland.

4.1.2 *Construction Liaison Group:* the section on Trafalgar Road in Hillsburgh will continue following the holiday break and will be completed ahead of schedule. This requires a closure from Mill St to George St. This change is due to a delay in permits on the Elora Cataract Trail. Communications are improving with the goal for a targeted Town Communications person to be hired.

4.2 Council Update

4.2.1 Committee Terms: this topic will be brought to Council for a vote this week.

4.2.2 Budget Review: currently review has led to a 3% increase in taxes with the aim to approve on Thursday. A consolidated traffic plan has been included to understand the total community impact of growth. There will be changes for Committee finances with the inclusion of reserve accounts. It is projected that EEDC will have \$7500 in our reserve account. There will be a need to apply for economic development grants in 2024 and the committee's input will be sought.

4.3 Economic Development Department – Monthly Brief

4.3.1 Wellington County Economic Development: Christina Mann is the Manager of Economic Development for the County and works alongside 4 other staff, including 2 Economic Development Officers. There are also 2 staff at the Smart Cities office and a Talent Attraction Coordinator who works with Economic Development. The programs are County-wide and collaborate with the municipalities, as well as neighbouring regions. A wide range of initiatives aim to improve the economic well-being and quality of life for our communities, and Christina shared information on a number of these initiatives with the Committee. Christina will be able to share with the Committee further information on the Invest Well Incentive programs (which act as a top up to local CIP programs), Talent Attraction/Wellington Welcomes program, Ride Well (ride share service), and Experience Wellington (tourism). The County also provides municipalities with data to assist with their economic development activities. Each year the County provides each municipality with the opportunity to apply for \$25000 to spend on Business Retention and Expansion initiatives. Erin will use these funds for strategic economic development planning and shop local promotions.

4.4 EEDC Strategic Priorities

n/a

5. New Business

n/a

6. Next Meeting Date – Tuesday January 9th at 6:30pm

7. Adjournment - 8:13pm

Moved by: Jessica Bailey

Seconded by: Alex Keller