



Erin Economic Development Committee (EEDC)

Minutes of the Tuesday April 9<sup>th</sup>, 2024 Meeting, 6:30pm

Town of Erin – Conference Room

**Present:** Jessica Bailey (Chair), Chris Bailey (Secretary), Ryan Denniston, Angus Footman, Christian Piche, Ashley Travassos, Councillor Cathy Aylard, Economic Development Officer Marina Mato

**Regrets:** Valerie Chhokar, Alex Keller, Sarah Prevette, Jackie Robinson (Co-Chair)

**Absent:** n/a

**1. Call to Order**

The meeting was called to order at 6:32pm by Chair Jessica Bailey

**2. Approval of the Agenda**

Moved by: Christina Piche

Seconded by: Ashley Travassos

**3. Adoption of the Minutes from March 12<sup>th</sup>, 2024**

Moved by: Ashley Travassos

Seconded by: Angus Footman

**4. Reports & Discussion Topics**

**4.1 Business Community Announcements & Updates**

**4.1.1 *Erin Chamber of Commerce:*** roughly 130 attended another successful Mayor's Breakfast last Friday, which featured a keynote address from our committee member Sarah Prevette. Mayor Michael Dehn and CAO Rob Adams provided updates from the Town. The Chamber plans to meet with CAO Adams to discuss collaboration on supporting local business. The Chamber has many upcoming events and appreciates our support in sharing them to our networks.

<https://erinchamber.ca/events/>

**4.1.2 *Construction Liaison Group:*** micro tunneling in Erin Village is scheduled to be completed this fall, and road construction in Hillsburgh will be completed this

spring. The work on the Elora Cataract Trail is scheduled until Fall 2025. The construction of the pumping station in Lion's Park has required additional space, leading to a new park to be installed at Carberry Park in May.

## 4.2 Council Update

- 4.2.1 ***Beechcroft Development:*** a presentation to Council will be made this Thursday. Some revisions to density and design have been made based on public consultation. There is also an addition of low-rise senior's housing and apartments.
- 4.2.2 ***Transportation Master Plan:*** this project is moving forward, and will focus not only on cars but also sidewalks/walking, biking etc.
- 4.2.3 ***Strategic Planning:*** this process is underway with CAO Rob Adams identifying it as a focus.
- 4.2.4 ***Blue Triton Community Grant:*** this fund is \$25,000 annually from Nestle and is used for supporting local business/Main Street. Ideas are in the works for this year.

## 4.3 Economic Development Department – Monthly Brief

- 4.3.1 ***'In Erin' Campaign:*** this marketing initiative was soft launched at the Mayor's Breakfast. It is focused on placemaking/branding for Erin to attract visitors and take marketing actions. There will be a new logo and banners, and the Discover Erin website will be updated to provide a tourism portal.
- 4.3.2 ***BR&E:*** there will be a survey for all businesses to complete, and interviews will be set up with some businesses across various sectors. The objective is to identify the main challenges to local business, including sector specific challenges. A long-term action plan will be developed but there will also be a need to address urgent actions throughout the process.

## 4.4 EEDC Strategic Priorities

- 4.4.1 ***Business Education Opportunities:*** the trial seminar series being executed in collaboration with the Erin Chamber is underway, and committee members are encouraged to attend.
- 4.4.2 ***Marketing and Visitor Attraction:*** a previously-developed Community Tourism Plan for Erin was briefly discussed, and the document will be circulated for Committee Members to review in advance of our next meeting.

**5. New Business**

n/a

**6. Next Meeting Date** – Tuesday May 14<sup>th</sup> at 6:30pm

**7. Adjournment** - 7:58pm

Moved by: Jessica Bailey

Seconded by: Ashley Travassos