



Erin Economic Development Committee (EEDC)

Minutes of the Tuesday May 14th, 2024 Meeting, 6:30pm

Town of Erin – Conference Room

Present: Jessica Bailey (Chair), Chris Bailey (Secretary), Angus Footman, Alex Keller, Christian Piche, Sarah Pevette, Councillor Cathy Aylard, Economic Development Officer Marina Mato, CAO Rob Adams

Regrets: Valerie Chhokar, Ryan Denniston, Jackie Robinson (Co-Chair), Ashley Travassos

Absent: n/a

1. Call to Order

The meeting was called to order at 6:30pm by Chair Jessica Bailey

2. Approval of the Agenda

Moved by: Sarah Pevette

Seconded by: Alex Keller

3. Adoption of the Minutes from April 9th, 2024

Moved by: Christian Piche

Seconded by: Angus Footman

4. Reports & Discussion Topics

4.1 Business Community Announcements & Updates

4.1.1 *Erin Shamrock Awards Business Recognition:* Committee Member Chris Bailey and his business Brighten Up Toys & Games were recognized with the Business of the Year Award. Congratulations on this well-deserved recognition!

4.1.2 *Erin Chamber of Commerce:* a cheque presentation was made by EEDC to Erin Chamber to support the Business Seminar series underway. The first seminar on marketing had 23 in attendance and received positive feedback. The next 'on location' event is on May 30th at the Erin Agri-Dome. There will also be a Fundraiser Golf tournament held on June 21st. There will be a Home Show return in April 2025 with planning just getting started. There will be many collaboration opportunities

with EEDC/Town of Erin. The Chamber has many upcoming events and appreciates our support in sharing them to our networks. <https://erinchamber.ca/events/>

- 4.1.3 Construction Liaison Group:** Trafalgar Road is scheduled to receive its basecoat and reopen by the first week of June. The finishing work will be done in the fall but will not require a road closure. Sideroad 17 closure has been extended until June 7th.

4.2 Council Update

- 4.2.1 Strategic Planning:** Staff and Council have been participating in sessions with another scheduled for late June. CAO Adams is leading the process, and everyone is enthusiastic.
- 4.2.2 Central Counties Tourism Networking Event:** Central Counties oversees tourism for our region, and they have some interesting new initiatives coming forward.

4.3 Economic Development Department – Monthly Brief

- 4.3.1 Economic Development Strategic Planning:** CAO Adams presented the planned framework for this process. An assessment of the current status is underway now, with a workshop planned for June 17th to include the Council, Staff and members of the EEDC. Focus groups will also be held in June. This will replace the BR&E process for the time being, although that process will be revisited at a future time. These steps will lead to a draft plan to be taken into community engagement/consultation in July & August. Refinement and finalization will occur in September so that the Plan is ready to be used in the budgeting process.

4.4 EEDC Strategic Priorities

n/a

5. New Business

n/a

6. Next Meeting Date – Tuesday June 11th at 6:30pm

7. Adjournment - 8:02pm

Moved by: Jessica Bailey

Seconded by: Sarah Prevette