



TOWN OF ERIN

Erin Economic Development Committee (EEDC)
Minutes of the Tuesday October 8th, 2024 Meeting, 6:30pm
Town of Erin – Conference Room

Present: Jessica Bailey (Chair), Jackie Robinson (Co-Chair), Chris Bailey (Secretary), Valerie Chhokar, Ryan Denniston, Christian Piche, Sarah Prevette, Ashley Travassos, Councillor Cathy Aylard, Economic Development Officer Marina Mato

Regrets: Angus Footman, Alex Keller

Absent: n/a

1. Call to Order

The meeting was called to order at 6:26pm by Chair Jessica Bailey

2. Approval of the Agenda

Moved by: Sarah Prevette

3. Adoption of the Minutes from September 10th, 2024

Moved by: Jackie Robinson

Seconded by: Valerie Chhokar

4. Reports & Discussion Topics

4.1 Business Community Announcements & Updates

4.1.1 *Erin Chamber of Commerce:* Distribution of Welcome Baskets in the Erin Glen community is underway. The Chamber's next seminar is October 23rd with a customer service focus. About 40 of the 140 members attended the recent AGM which was a strong turnout. The Chamber is seeking exhibitors for the 2025 Home Show – details will be shared with the group when available. Trick or Treat Main Street will be held on October 26th. Window Wonderland will be held on November 15th. The Mayor's Breakfast will be held on November 19th.

4.1.2 *Construction Liaison Group:* construction work in Hillsburgh is complete. Shaft sites #1 and #2 in the Village of Erin are being restored. Shaft site #3 is expected to be restored by Christmas.

4.2 Council Update

- 4.2.1 **Strategic Planning:** both the strategic plan and economic development plan are receiving feedback.
- 4.2.2 **Budget 2025:** Council is deep into this process to plan for next year and beyond. A Monopoly Night is being held tomorrow night as part of community engagement.
- 4.2.3 **Branding Update:** Council will vote Thursday on next steps with the brand. A lot of good material has been created included our 3 pillars.
- 4.2.4 **Transportation Master Plan:** this will provide a holistic approach to how we move around in community as we experience extensive growth. The tender will be awarded, and work is anticipated to be completed by late summer 2025.
- 4.2.5 **Wastewater Status Report:** a report will come to Council this month providing an in-depth status for the treatment facility and supporting infrastructure.
- 4.2.6 **Community Bus Tour:** Council and Town staff took a bus tour to see firsthand new builds, facilities and other parts of the Town. It was an eye opener for how much change we are experiencing all at one time.

4.3 Economic Development Department – Monthly Brief

- 4.3.1 **Community Improvement Plan 2025:** a refresh to the CIP program will be implemented in 2025. We will partner with Minto, Puslinch and Mapleton to share some costs.
- 4.3.2 **Business Retention & Expansion Interviews:** a County partnership will assist with completing this process. Interviews will be held in December/January. This project will focus on downtown businesses. Other sectors can be a focus for future years. The goal is to identify immediate actions/challenges and data collection for future planning.
- 4.3.3 **Reserve Funds Survey:** final input is being collected. The preference appears to be to focus on streetscape enhancements.
- 4.3.4 **Discover Erin:** the current focus is to finalize the contract and arrange training for Town staff on the platform.

4.4 EEDC Strategic Priorities

- 4.4.1 Strategic Plan/Economic Development Strategic Plan:** a roundtable discussion was held based on the executive summary of these documents. Questions were raised regarding metrics that will be worked to and specific goals that will inform the objectives in the plans. Marina responded to the requests from EEDC members and will bring forward details on metrics and objectives from the plan for discussion at our next meeting. Discussion was also held on the shift of business into home-based and virtual, so we need to take this into account in planning. Committee members were also concerned about the lack of specific protection measures for our unique community – our plans need to reflect our values.

5. New Business

- 5.1 Committee Budget 2025:** EEDC will request \$2000 committee budget be allocated for select key initiatives that support the Town of Erin Strategic Plan to be decided by the committee via vote

6. Next Meeting Date – Tuesday November 12th at 6:30pm

7. Adjournment - 7:56pm

Moved by: Jessica Bailey

Seconded by: Christian Piche