



Erin Economic Development Committee (EEDC)

Minutes of the Tuesday November 12<sup>th</sup>, 2024 Meeting, 6:30pm

Town of Erin – Conference Room

**Present:** Jessica Bailey (Chair), Jackie Robinson (Co-Chair), Chris Bailey (Secretary), Valerie Chhokar, Angus Footman, Alex Keller, Christian Piche, Councillor Cathy Aylard, Economic Development Officer Marina Mato

**Regrets:** Sarah Prevette, Ashley Travassos

**Absent:** Ryan Denniston

**1. Call to Order**

The meeting was called to order at 6:31pm by Chair Jessica Bailey

**2. Approval of the Agenda**

Moved by: Jackie Alex Keller

**3. Adoption of the Minutes from October 8<sup>th</sup>, 2024**

Moved by: Christian Piche

Seconded by: Jackie Robinson

**4. Reports & Discussion Topics**

**4.1 Business Community Announcements & Updates**

**4.1.1 *Erin Chamber of Commerce:*** The Chamber has a very busy November events line up including Window Wonderland (Nov 15), the Mayor's Breakfast (Nov 19), goal setting seminar (Nov 21) and Holiday Mixer (Nov 28). They are also working on a virtual holiday gift guide.

**4.1.2 *Construction Liaison Group:*** construction work in Hillsburgh is complete. The Snow Roamers have arrangements to be able to cross the trail at one location but cannot use it for travel. The Dundas Street project is on schedule to be complete Dec 19<sup>th</sup>.

## 4.2 Council Update

- 4.2.1 **Budget 2025:** Council will receive a first draft on Thursday and will require more deliberation. Current proposal sits at 3.9% increase. Some of the big-ticket items include a website redesign, aerial ladder truck, recreation centre upgrades, and the architectural design for a new recreational centre.

## 4.3 Economic Development Department – Monthly Brief

- 4.3.1 **Community Improvement Plan 2025:** one approved application was received. Promotional cards will be distributed at the Mayor's Breakfast.
- 4.3.2 **Reserve Funds Survey:** streetscape was the top preference for use of funds. A landscape architect will be retained to develop a comprehensive plan which can be used annually.
- 4.3.3 **Central Counties Tourism:** a networking event with the Town is proposed for March 2025. This will be tourism focused. Details are TBA.
- 4.3.4 **Discover Erin:** transfer of the site is underway, and there will be some additional training.
- 4.3.5 **Business Retention & Expansion Interviews:** Marina is working with the County to set target dates for interviews. The framework and questions are in place.

## 4.4 EEDC Strategic Priorities

- 4.4.1 **Strategic Plan/Economic Development Strategic Plan:** the committee held further discussion on the 5 pillars of the Strategic Plan, and 4 pillars in the Economic Development Plan. Outcomes of the discussion included the continued need for clarity on measures of success and mechanisms for data collection. We need to understand our competitive advantage as a Town and what industries/who we want to attract. The committee identified that the CIP, a package for new businesses, ongoing business seminars, a local business advisor, and approaches to understanding business needs were all potential areas for the committee to provide assistance going forward.

## 5. New Business

n/a

## 6. Next Meeting Date – Tuesday December 10<sup>th</sup> at 6:30pm

**7. Adjournment – 8:00pm**

Moved by: Jessica Bailey

Seconded by: Valerie Chhokar