



## **Brock Economic Development Advisory Committee - DRAFT**

**Date:** Wednesday, November 24, 2021

**Time:** 6:30 p.m.

**Location:** Electronic Meeting via Microsoft Teams

### **Minutes**

**Present:** Chair Colleen Davidson, Jordan Mount, Jane Trollope, Peter Prust, David Rhead, Regional Councillor Ted Smith, Brian McGregor

**Staff:** Glen Macfarlane - Rural Economic Development Specialist, Durham Region, Stacey Jibb - Manager, Agriculture & Rural Economic Development, Durham Region, Carolyn Puterbough - OMAFRA, Ingrid Svelnis – C.A.O, Fernando Lamanna – Clerk, Stefanie Stickwood – Clerk's Assistant (recording the minutes)

#### **1. Call to Order**

Chair Colleen Davidson called the meeting to order at 6:31 p.m.

#### **2. Disclosure of Pecuniary Interests**

None was disclosed.

#### **3. Confirmation of Minutes**

Moved by David Rhead that the minutes of the October 19, 2021 meeting be approved.

MOTION CARRIED.

#### **4. Hearing of Deputations**

There were no deputations.

#### **5. Business Arising out of the Minutes**

None.

## 6. General Items

### a) My Main Street Program

A brief overview of the program was provided by the Region. The Committee was advised that the grant application had been submitted on November 12.

This program was to provide a one-year contract of \$50,000 to support a downtown ambassador for all three communities. The grant would also provide 10 grants worth \$10,000 to be given to five new businesses and five existing businesses.

The Committee was advised that 130 businesses were included in the application and extended beyond the boundaries of each downtown core.

Support letters to accompany the grant were provided from the Brock Board of Trade and Southlake Futures.

A link was provided with further details of the program.

### b) Brock Business Survey

The Committee was provided an update with respect to the survey. Since the launch of the survey, 26 businesses have participated with 8 of those requesting a follow up.

Follow up interviews are being conducted by the Region, Tourism, Brock Board of Trade and the Township.

It was advised that all who participate will receive a thank you email with additional information.

Two of the biggest concerns being brought forward thus far is lack of broadband and transit. Through the follow up email's it was advised that the Region has been working to establish a municipal services network to provide better internet services for rural communities. The Durham Transit on-demand service information was also shared.

The hope was to gather 100+ surveys from local businesses.

It was asked that everyone on the Committee promote and share the survey.

### c) 2022 Meeting Schedule

It was advised that Tuesday evenings was no longer a viable option for the group.

Ongoing discussions have been occurring between the Township and the Region to determine alternative dates.

Moved by David Rhead and seconded by Brian McGregor that a poll be sent to the Committee with new meeting date options.

MOTION CARRIED.

## 7. Updates

### a) Brock Board of Trade

It was advised the position of executive director was currently available.

### b) Tourism Advisory Committee

The Tourism Committee has finalized their work plan and will be bringing a report to Council in the new year with some budgetary recommendations.

### c) South Lake Community Futures

The hope was for a better year in 2022 and the wait for the new government ministers within the Federal Government to be established.

### d) Township of Brock

No new updates were provided at this time.

### e) OMAFRA

#### **Current Funding Opportunities:**

##### **Meat Processors Capacity Improvement Initiative:**

Provides funding support for provincially licensed meat processors, or federally licensed meat processors in Ontario for equipment to increase efficiency and productivity.

##### **Cost-share Funding for Increasing Deadstock Capacity Initiative:**

This initiative is for Increasing Deadstock Capacity targets livestock producers, other Agri-businesses and municipalities that support planning, establishing, and/or managing deadstock to increase capacity for deadstock management.

##### **Cost-Share Funding for Farmers and Other Businesses:**

Provides cost-share funding support to farmers and other businesses (plant health). Funding is available for key priority areas, which include research and innovation, economic development, environmental stewardship and protection and assurance.

##### **Teeny Tiny Summit:**

Is hosting the Rural Resurgence webinar on December 1<sup>st</sup> @ 10:00 am

##### **Free - Serving Up Local Webinar:**

Will be held on December 7<sup>th</sup> at 10:00 am and will provide opportunities to learn about

bringing local food producers and processors together with municipally operated facilities.

**Export to Mexico Webinar:**

Will be held on December 1<sup>st</sup> and is for those looking to export food and beverages to Mexico.

f) Region of Durham

**Shop in Durham Week:**

Will be held from November 28 to December 4. It is asked that those shopping local share through social media with the #ShopInDurham.

It was suggested that each town have businesses who can, play Christmas Music outside of the stores to make the downtowns more festive.

**Agriculture Round Table:**

The Minister of Agriculture had visited Durham Region which included a round table with local farmers in Uxbridge Township.

**Immigrants Work in the Durham Region initiative:**

The project is in collaboration with local stakeholders and the World Education Services. The initiative seeks to develop a localized toolkit that is available to employers to support the attraction and retention of immigrant talent.

The Initiative is being launched with a webinar series for local employers, that will be followed by an employer workshop to look at the toolkit in the Durham context.

**8. Other Matters**

a) New Businesses in Brock

- The Busy Beaver – retail store under construction in Beaverton
- Yoga Studio – in Beaverton
- Agile Manufacturing 3D Printing – in Beaverton

b) Tri-Chairs Meeting Update:

The second Brock Tri-Chairs meeting was held with the Brock Board of Trade, Tourism Advisory Committee, and The Brock Economic Development Advisory Committee. Topics on the agenda was the Brock Business Survey and the My Main Street Program.

**9. Next Meeting Date**

A poll will be taken for the upcoming year's meeting schedule.

## **10. Adjournment**

Moved by Jordan Mount that the meeting adjourn at 7:24 p.m.

MOTION CARRIED.