



ECONOMIC DEVELOPMENT COMMITTEE MEETING

Minutes of the Economic Development Committee Meeting of July 26th, 2023
25 Taillefer Road, Corbeil, ON

PRESENT: Chair Lauren Rooyakkers Dean Demers
Sam Singh
Kim Rose, Executive Assistant
Greg Kirton, Director of Community Service

EXCUSED ABSENT: Stephany St. Louis, John O'Rourke

OTHERS IN ATTENDANCE: None for this session.

1. **Call to Order** – Chair Rooyakkers called the meeting to order at 5:02 p.m.

2. **Adoption of Agenda**

Motion No. 2023-18

Moved by Dean Demers

Seconded by Sam Singh

THAT the draft agenda circulated to the Economic Development Committee dated the 26th, of July, 2023 be hereby adopted as prepared.

CARRIED

3. **Acceptance of Minutes of the Last Regular Meeting:**

Motion No. 2023-19

Moved by Dean Demers

Seconded by Sam Singh

THAT the Minutes of the Regular Meeting of the Economic Development Committee held June 28th, 2023 be adopted as circulated.

CARRIED

4. **Business Arising from the Minutes:** None for this session.

5. **Declaration of Conflict of Interest:** None for this session.

6. **Chair's Comments** – Chair Rooyakkers thanked everyone for attending.

7. **Updates/New Business**



7.1 Quarterly Snapshot Submission

The Committee discussed the format of the quarterly Snapshot and staff was asked to bring forward any insight data available to determine how we can better communicate the newsletter to the residents of East Ferris.

Chair Rooyakkers will draft an editorial for the Fall edition of the Snapshot and will forward to all Committee members for review/comment.

7.2 Addition of Items to the Strategic Priorities

7.2.1 Audit/Review of Business Signs

The Committee discussed the Business Signage Program and would like to determine if the current signs are up to date, as some of the sign poles are nearing capacity. Also discussed was the potential to increase criteria for purchasing. Staff will bring forward any current procedures to the next meeting for further discussion.

Motion No. 2023-20

Moved by Sam Singh

Seconded by Dean Demers

THAT the Economic Development Committee recommends to Council that the Committee conduct, or direct staff to conduct, an internal audit/inventory of the Business Signage Program.

CARRIED

7.2.2 Tradeshow Quotations

Motion No. 2023-21

Moved by Dean Demers

Seconded by Sam Singh

THAT the Economic Development Committee acknowledges that Karen Jones Consulting has, and continues to do a wonderful job on the planning and facilitation of the Annual Tradeshow; and

THAT the Municipality, as a public entity, is fiscally responsible to the community and should periodically review its contracts for the long-term financial health of the Municipality.



THEREFORE the Economic Development Committee recommends to Council that an RFP process be undertaken for the 2024 Municipal Tradeshow with parameters of the RFP forthcoming.

CARRIED

7.2.3 Goals of the Tradeshow

The Committee discussed the branding of the Tradeshow as strictly a business event versus a community event. Additional discussions will follow.

7.2.3 Tradeshow Booth Criteria

The Committee agreed that the parameters of Tradeshow booths should be defined in the RFP.

7.3 Strategic Priority Initial Project Selection

Committee members will bring ideas forward to the next meeting for possible economic development related delegations at the 2024 ROMA Conference.

Director of Community Services, Greg Kirton will bring additional information to the October meeting regarding an internship funding opportunity offered through FedNor's Community Investment Initiative. A meeting has been scheduled between Mr. Kirton and Mr. Guy Paquette.

East Ferris Library CEO, Jennifer Laporte will be invited to attend the October 25th meeting to discuss partnership opportunities.

Staff will develop promotional verbiage to promote the filming industry in our area and create a link on our Municipal website where residents and other interested film companies can get further information.

The Committee would like to invite the Director of Public Works/Municipal Engineer to the January meeting to discuss conduits for future connectivity.

8. Ongoing/Unresolved/Inactive Items: None for this session.

9. General Follow Up/Roundtable Discussion: None for this session.

10. In-Camera (if required): None for this session.

11. Adjournment



Motion No. 2023-22

Moved by Lauren Rooyakkers

Seconded by Sam Singh

THAT the Economic Development Committee meeting adjourn at 6:23 p.m.

CARRIED

CHAIR

RECORDING CLERK