



## **ECONOMIC DEVELOPMENT STEERING COMMITTEE MINUTES** **Wednesday, March 8, 2017**

The Committee met at 9:00 am in the Sutton Room, 55 Zina Street, Orangeville

**Members Present:**     **Chair Darren White, Warden**  
Joe Andrews, Dufferin Board of Trade  
Jane Aultman, Dufferin Board of Trade  
Guy Gardhouse, East Garafraxa  
Michele Harris, Headwaters Tourism  
Keith Lowry, Township of Mulmur  
MaryAnn Lowry, Mulmur Economic Development Task Force  
Bill McCutcheon, Dufferin Federation of Agriculture  
Diana Morris, Dufferin Board of Trade  
Mark Ostrowski, Amaranth Economic Development Committee  
Ruth Phillips, Town of Orangeville  
David Reimer, Grand Valley Economic Development Committee  
(left at 10:24am)  
Ken Topping, Dufferin Arts Council  
Nancy Tuckett, Town of Orangeville

**County Staff:**         Sonya Pritchard, Chief Administrative Officer  
Aimee Raves, Deputy Treasurer  
Anuneet Dhindsa, Corporate Services Student

**Others Present:**       Gerry Hurst, OMAFRA

**Consulting Team:**     **Global Investment Attraction Group**  
John Tennant  
Kelly O'Brien  
Bill Elliot

Chair White called the meeting to order at 9:01 am.

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1. ECONOMIC DEVELOPMENT – March 8, 2017– ITEM #1  
Previous Minutes

***Review of Previous minutes and Terms of Reference.***

The committee accepted the minutes and Terms of Reference as circulated.

2. ECONOMIC DEVELOPMENT – March 8, 2017– ITEM #2  
Background Documents

***Review and Discussion of draft documents prepared by the consulting team to provide an overview of the current economic conditions.***

The consulting team provided a brief overview of the reports and then opened the floor to questions and comments. There was general consensus that the data was thorough and well laid out. The committee went on to discuss how the data will be used. There was concern expressed that the reports provide historical data but that data does not predict the future. The consultants clarified that the data will be used as background information to create a directional framework for the economic development strategy. Chair White took into account that the data would not be the definitive source for the economic strategy going forward but it provided the necessary groundwork at present time to make informed decisions.

The committee agreed that the background information will be shared with stakeholders prior to the upcoming consultations.

3. ECONOMIC DEVELOPMENT – March 8, 2017– ITEM #3  
Background Paper on Typical Municipal Economic Development Roles and Structures

***Review and discussion of a background paper by the consulting team to provide insight into typical roles and responsibilities with respect to economic development in a two-tier system.***

Chair White invited any comments in regards to this report. Sonya Pritchard pointed out that Dufferin County's unique relationship with the Dufferin Board of Trade should have an emphasized importance to the Committee's work going forward. John Tennant added that it is rare for Boards of Trade to engage in a partnership with a municipality in a capacity of a contractor to economic development but that a few examples do exist.

The Committee requested clarification with respect to the purpose of the reports. Mr. Tennant responded that the County would use it as a reference piece for general knowledge. Ms. Pritchard added that the County Council is expecting recommendations regarding the future structure of economic development at the County and these documents are meant to help inform that work.

4. ECONOMIC DEVELOPMENT – March 8, 2017– ITEM #4  
Stakeholder Consultation

***In preparation for the upcoming stakeholder consultation sessions, review a presentation and survey prepared by the consulting team. Discuss session participants, engagement process, dates and survey distribution.***

Chair White invited comments on this subject. The consulting team provided an overview of the survey. The Committee members suggested various ways of distributing the survey's such as online, in municipal buildings, through municipal committees, and through direct contact with friends and co-workers. There were some changes suggested that were captured by the consulting team. The committee emphasized that it is important that communities know the municipality is listening to them.

The committee went on to discuss the stakeholder consultations sessions and the presentation that will be used to solicit input. A number of target groups were identified by industry sector and geographic area.

The following sectors were identified:

- Services/Retail
- Tourism
- Culture
- Manufacturing
- Agriculture (DFA)
- Equine
- SME's
- Healthcare
- Logistics
- Developers ICI
- Realtors
- Athletics
- Recreation – Winter/Summer
- Education
- Creative
- Construction
- Finance/Insurance
- Professional/Technical
- Technology

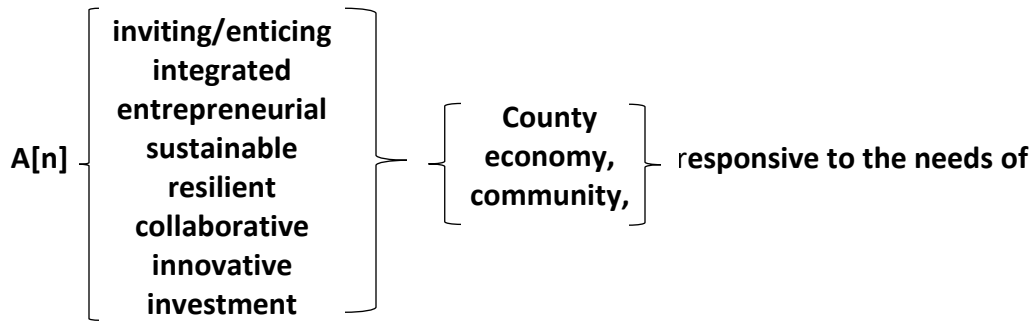
Sessions will be held in Grand Valley, Orangeville, and Shelburne.

The Committee agreed that Ms. Pritchard would create an invitation package with content regarding the purpose and direction of the three sessions.

Discussion followed on how best to invite the stakeholders including newsletters, email and phone invitations, and face to face appeal. Ms. Pritchard asked the Committee forward contact information for potential stakeholders to her attention as soon as possible.

The consulting team briefly walked through the presentation prepared for the stakeholder sessions. The presentation questions will effectively walk the participants through a SWOT analysis and help work to build an economic vision for Dufferin County. The committee agreed that it would be important to keep the session on topic and to ensure participants understand the scope of the work.

The committee spent some time brainstorming about a vision. A number of ideas were brought forward that can be summarized as follows:



**Agriculture and business today and tomorrow, and respectful of people and places.**

It was agreed that the ideas above would be shared at the stakeholder sessions after the participants had an opportunity to discuss

### **ADJOURNMENT**

The meeting adjourned at 11:27 am

**Next Meeting:** May 4, 2017 at 9:00 a.m.  
Sutton Room, 55 Zina Street, Orangeville