

Meeting Minutes of Economic and Community Development Committee

Date: May 24, 2023, at 7pm in Council Chambers

1) Meeting was called to order at 7:00pm

2) Attendance:

Present: Brian Veinotte, Cindy Ault-Peters, Michelle McMillan, Norene Hyatt-Gervais, Mayor, Jason Broad, Deputy Mayor, Marc St. Pierre and staff liaison EDO Rob Hunter.

Regrets: Donnie Bowes and Jeff Poapst

3) Welcome: EDO Hunter welcomed the committee members present

4) Selection of Chair: Jeff Poapst nominated by Norene Hyatt-Gervais and seconded by Brian Veinotte. CARRIED

5) Selection of Vice-Chair: Norene Hyatt-Gervais nominated by Cindy Ault-Peters and seconded by Michelle McMillan. CARRIED

6) Review of Iroquois and Morrisburg Community Profiles: EDO lead the group through a review of both the Iroquois and Morrisburg Community Profiles that were provided to South Dundas by the Economic Development Council of Ontario (EDCO) as part of the My Main Street Program.

The reports identified important demographic information and also social media usage etc. The data will be used to enhance planning for future economic development programming.

The Committee discussed having a local Job Board on our website.

7) 2023 Events: The Committee discussed the fall Council Breakfast (where the Awards will be presented) and also possible guest speakers which could include the South Dundas native who hosts the HGTV Show Backyard Builds. The group also discussed having some small in the park style events with staff and council in attendance during a major baseball tournament that will be held and also a major soccer day event to be held this summer. This involvement would see the South Dundas Pop Up tent used, handing out freezies or popsicles and candy and also new marketing materials (rack cards) on why South Dundas is a great place to live, work and play. EDO Hunter said he would discuss these special events with the Director of Corporate Services/Clerk and seek to set up a small internal staff committee to help plan and coordinate staff and needed resources for these two Pop Up Connection Events.

Committee members also expressed a desire to have events/festivals for 2023 come to the committee as a delegation to express their needs from the Municipality as per the Committee Terms of Reference. EDO Hunter will look into this with the Director of Corporate Services/Clerk to determine a system of identification and placement at meetings. The Committee identified the folks from Canada Day and Applefest as ones they knew, who should be asked to come to the committee.

Committee Members would like to see a 'Central Calendar for Events' on the Municipal website.

9) Looking forward to 2024

The following ideas were items the Committee suggested to explore for 2024. Have a Date our Municipality Campaign (like the County does), have a Newcomers Club, know that Recreation and Tourism are linked, perhaps have moving billboards by having South Dundas wraps on Harland Veinotte Transport Trailers (if agreeable), host a potential job event for students work with guidance councillors at our schools and let students know what jobs will be available in the future. Have a Pow Wow Event at the Waterfront.

The Committee discussed Sports Tourism and how important it is to connect with folks who come to South Dundas for Sport Events like Baseball, Soccer, Scuba Diving and Cycling. Having a Pop-Up Tent event for each of these groups when in South Dundas should be considered for 2024 and budget allocated for such events.

10) Next Meeting:

Tuesday, June 13th at 7:00pm in Council Chambers

11) Adjournment:

Norene Hyatt-Gervais moved the meeting adjourn at 8.39pm. CARRIED.