



Municipality of Huron East Council Meeting Minutes
Virtual Meeting
Tuesday, July 5, 2022

Members Present:

Mayor: Bernie MacLellan; Deputy Mayor: Robert Fisher; Councillors: Raymond Chartrand, Brenda Dalton, Dianne Diehl, Larry McGrath, Alvin McLellan, Justin Morrison, Zoey Onn, Joe Steffler, and Gloria Wilbee

Staff Present:

CAO Brad McRoberts; Executive Assistant Tricia Thompson (Item 1.2); Public Works Manager Barry Mills and Clerk Jessica Rudy

Others Present:

Lara Vanstone, County of Huron (Item 1.2)

Michael Blumhagen, County of Huron (Item 1.2)

Stacy Grenier (Item 1.2)

Candice Seulal (Item 1.2)

Nancy Johnston, McSweeney & Associates (Item 8.1)

Dan Fritz Chair of the Council Review Advisory Committee (Item 10.5)

Shawn Loughlin, Editor, The Citizen

1. Closed Session

Moved by Councillor Wilbee and Seconded by Councillor Chartrand:

That a closed meeting of Council be held on Tuesday, July 5, 2022 at 5:00 p.m., electronically, in accordance with Section 239 of the Municipal Act, 2001 for the purposes of considering the following matters:

- 1.1** Adoption of June 21, 2022 Closed Session of Council Meeting Minutes
- 1.2** 239 (2) (b) – Personal matters about identifiable individuals in relation to staffing regarding recruitment:
 - Director of Finance
 - Manager of Vanastra Early Childhood Learning Centre

And that CAO Brad McRoberts and Clerk Jessica Rudy remain in closed session;

And That Lara Vanstone, Michael Blumhagen, Stacy Grenier, and Candice Seulal shall join Closed Session when requested by the CAO.

Carried

2. Reconvene into Open Session and Reporting Out

Moved by Councillor Diehl and Seconded by Deputy Mayor Fisher:

That Council of the Municipality of Huron East resumes the regular Council meeting at 7:00 p.m.

Carried

Mayor MacLellan reported out from the Closed Session that Council discussed the selection process and recommendations from the CAO regarding candidates for the positions of Director of Finance and Manager of Vanastra Early Childhood Learning Centre.

3. Call to Order and Opening Remarks

Mayor MacLellan called the meeting to order at 7:00 p.m.

4. Land Acknowledgement

Mayor MacLellan provided the land acknowledgement.

5. Confirmation of the Agenda

Moved by Councillor McLellan and Seconded by Councillor Onn:

That the Agenda for the Regular Meeting of Council dated July 5, 2022 be adopted as circulated.

Carried

6. Disclosure of Pecuniary Interest

7. Minutes of Previous Meeting

Moved by Deputy Mayor Fisher and Seconded by Councillor Steffler:

That Council of the Municipality of Huron East approve the following Council Meeting Minutes as printed and circulated:

7.1 Regular Meeting – June 21, 2022

7.2 Special Meeting – June 23, 2022

Carried

8. Public Meetings/Hearings and Delegations

8.1 Delegation: Nancy Johnston, McSweeney & Associates re: Huron East Economic Development Strategic Plan

Nancy Johnston, McSweeney & Associates provided a presentation to Council in regards to the proposed Economic Strategic Plan highlighting the process followed, community profile, situational analysis, consultation process, and the three main goals with associated actions. A copy of the presentation is [appended](#) to the original minutes.

In response to Council, N. Johnston stated that a starting point to having residents work where they live would be to approach the businesses regarding employee profiles and match that to the population.

Moved by Councillor Onn and Seconded by Councillor Morrison:

That the Council of the Municipality of Huron East accept the Economic Development Strategic Plan developed by McSweeney & Associates.

Carried

9. Accounts Payable**10. Reports & Recommendations of Municipal Officers****10.1 CAO-22-35, Economic Development Strategic Plan**

CAO Brad McRoberts provided an overview of the report noting it was supplementary to the presentation from McSweeney & Associates and stated that the community profile and situational analysis should be posted on the Huron East website, making it readily available.

Next steps will include working with McSweeney & Associates to develop the Economic Development Officer (EDO) profile and job description. It was stated that the new position would have a lot of work ahead of them in terms of the implementation plan and creating connections with Huron County and community businesses.

Deputy Mayor Fisher expressed desire for the position to be a part time/temporary position or shared with a neighbouring municipality and suggested that the decision to hire a full time EDO be deferred.

The majority of Council noted that they were in favour of the full time position, stating that there is possibly enough work for more than position, however resources do not allow for that at this time. It was stressed that there is not capacity in current positions to supplement the work that would need to be completed, on a daily basis, by an EDO.

In response to Council, B. McRoberts clarified that the deliverables in association with the hire would be set out as part of the implementation plan and objectives would be identified within the first six months.

Moved by Councillor Diehl and Seconded by Councillor Onn:

That the Council of the Municipality of Huron East direct the CAO to initiate the process to recruit a new Economic Development Officer.

Carried

10.2 CAO-22-34, Canada Wide Early Learning & Child Care

CAO Brad McRoberts provided a background to the report and the current funding agreement with the County of Huron. It was noted that the County of Huron has been involved on the implementation of the \$10 a day program and a high-level overview of the funding details was provided.

A By-law will be considered later in the agenda to accept the addendum to the services agreement with the County of Huron.

Moved by Councillor Steffler and Seconded by Councillor Diehl:

That the Council of the Municipality of Huron East opt into the Canada Wide Early Learning & Child Care system;

And That Council authorize the Mayor and Clerk to execute an Addendum to the Child Care Service Agreement with the County of Huron.

Carried

10.3 CAO-22-36, Employee Exit Interview Process

CAO Brad McRoberts provided an overview of the report and the proposed process for an exit interview of all resigning employees. It was stated that the CAO would interview employees to gather knowledge on any potential organizational issues and that Department Heads, which report directly to the CAO, would have their exit interview conducted by the Human Resources Department within the County of Huron.

Council noted support for the overall approach, however, it was recommended that a third person be added to the exit interviews conducted by the CAO.

Council discussed situations where an employee may not feel comfortable talking to their supervisor or CAO and commented the possible use of Huron County or a third party in which an employee could call. B. McRoberts noted that a formalized process could be included in the Workplace Violence and Harassment Policy, since it is currently under review.

Moved by Councillor Wilbee and Seconded by Councillor Chartrand:

That the Council of the Municipality of Huron East approve the amendment to the Employee Handbook to include an Exit Interview Strategy

And That a third person is to be included in the exit interview.

Carried

10.4 CLK-22-10, Fourteenth Concession Municipal Drain Tender Results

Clerk Jessica Rudy provided an overview of the report and tender process noting that two submissions were received and that staff, as well as, the Engineer from R.J. Burnside & Associates were recommending Horst Excavating Inc.

Moved by Councillor McLellan and Seconded by Councillor Diehl:

That the Council of the Municipality of Huron East award the contract associated with the Fourteenth Concession Municipal Drain to Horst Excavating Inc. for the amount of \$253,525.

Carried

10.5 CLK-22-11, Council Review Public Advisory Committee - Recommendation

Clerk Jessica Rudy provided an overview of the report, noting the process, and final recommendation from the Committee.

Councillor Chartrand thanked the Committee for their work, however, he expressed that there was not enough public input. He put forward a motion to have the recommendation deferred for decision for the new term of Council on March 7, 2023 and that two public input sessions be held prior to Council consideration; one in the North end and one in the South end.

Councillor McLellan noted that it was nice to see the different option presented and suggested that the topic be added to the All Candidate Sessions, which are held for the 2022 Election.

Council questioned the amount of interest in the topic and the ways in which the Committee and survey was advertised. In response, CAO Brad McRoberts outlined that advertising included newspaper advertisements, a newspaper article and multiple social media posts. A direct link to the engagement platform was also on the main page of the website.

In regards to the motion presented by Councillor Chartrand it was agreed that the All Candidate Sessions would be used as the public input sessions and that the recommendation, along with any new information, would come forward within the first half of the Term of the new Council.

Moved by Councillor Chartrand and Seconded by Deputy Mayor Fisher:

That the Council of the Municipality of Huron East receive the recommendation presented by the Council Review Advisory Committee;

And That Council present the recommendation at the All Candidate Sessions prior to the 2022 Election;

And That the recommendation, along with new information received, be brought to the new Council within the first half of 2023 for review and decision.

Carried

10.6 CLK-22-12, Off-Road Vehicle and Clean Yard Enforcement By-laws

Clerk Jessica Rudy provided an overview of the various changes to the By-laws.

Council discussed the various changes and questioned the complaint process noting that acknowledgement of a complaint needs to be more consistent. CAO Brad McRoberts noted the website complaint form and agreed that the acknowledgement piece needs to go through a review to ensure that the all complaints are formally acknowledged.

Moved by Deputy Mayor Fisher and Seconded by Councillor Diehl:

That the Council of the Municipality of Huron East consider first and second readings for the Off-Road Vehicle and Clean Yard By-laws.

Carried

Moved by Councillor Morrison and Seconded by Councillor Wilbee:

That Huron East Council receive the following Reports of Municipal Officers as presented:

(1) CAO

(2) Clerk

Carried

11. Correspondence

11.1 John Lowe, Brussels Homecoming Parade Coordinator re: Requests for Road Closures on July 30th for the Parade and Staging and July 31 for the Classic Car Show

Moved by Councillor Wilbee and Seconded by Councillor Onn:

That the Council of the Municipality approve the request for temporary road closures in Brussels from 10:30 a.m. until 1:30 p.m. for parade staging and 12:00 p.m. until 2:00 p.m. for the parade route on July 30, 2022;

And The Council approve the request for temporary road closures in Brussels on July 31, 2022 from 12:00 until 4:00 p.m. for the Classic Car Show.

Carried

11.2 Municipality of Shuniah re: Requests for Support and Endorsement for the Release of all Federal and Provincial Documents Related to the Former Mohawk Institute Residential School

In response to Council's question on where the information would be going once released, CAO Brad McRoberts stated that staff would follow up with the City of Brantford to confirm, which was where the request originated.

12. Unfinished Business

13. Municipal Drains

14. Planning

15. Council Reports

15.1 Council Member Reports

15.1.1 County Council Report

Deputy Mayor Fisher reported that the By-law was going through for the charging stations in Brussels and Seaforth and reported that a presentation was received in regards to fiber optics which stated that by 2026, 97% of residents of Huron County would have a fiber connection.

15.1.2 Other Boards/Committees or Meetings/Seminars

15.2 Requests by Members

In response to Councillor Chartrand's request for an update on the Seaforth Manor beds Mayor MacLellan stated that there were preliminary discussions with Lisa Thompson, MPP, however a meeting still needs to be arranged between them and the CAO.

15.3 Notice of Motion

15.4 Announcements

Mayor MacLellan was happy to announce that Deputy Mayor Fisher and himself attended an event which welcomed Syrian refugees to Canada which are residents in Huron East.

16. Information Items

17. Other Business

18. By-laws

Moved by Deputy Mayor Fisher and Seconded by Councillor Diehl:

That Be It Hereby Resolved that leave be given to introduce By-laws 31, 47, 48, 49, 50, 51, 52 and 53 for 2022.

By-law 031-2022 – A By-law for the Fourteenth Concession Municipal Drain

By-law 047-2022 – A By-law to Temporarily Close a Portion of Main Street (County Road 12) and Gouinlock Street, Seaforth

By-law 048-2022 – A By-law to Appoint a Drainage Superintendent and Repeal By-law 17-2018

By-law 049-2022 – A By-law to Amend the Child Care And Early Years Programs and Service Agreement with the County of Huron and Amend By-law 94-2021

By-law 050-2022 - A By-law to Permit and Regulate the Operation of Off-Road Vehicles on Municipal Highways within Huron East and to Repeal By-law 63-2010

By-law 051-2022 - A By-law to Regulate the Maintenance of Land known as the Clean Yards By-law within Huron East and Repeal By-law 21-2010

By-law 052-2022 - A By-law to Temporarily Close Roads and Portions of Roads in Brussels for the Brussels Homecoming Parade and Classic Car Show

By-law 053-2022 – Confirm Council Proceedings

Carried

Moved by Councillor McLellan and Seconded by Councillor Diehl:

That be it hereby resolved that By-law 031-2022, A By-law for the Fourteenth Concession Municipal Drain, be given final readings and signed by the Mayor and Clerk, and the Seal of the Corporation be affixed thereto.

Carried

Moved by Councillor Chartrand and Seconded by Councillor Morrison:

That be it hereby resolved that By-law 047-2022, A By-law to Temporarily Close a Portion of Main Street (County Road 12) and Gouinlock Street, Seaforth, be given first, second, third and final readings and signed by the Mayor and Clerk, and the Seal of the Corporation be affixed thereto.

Carried

Moved by Councillor Wilbee and Seconded by Councillor Steffler:

That be it hereby resolved that By-law 048-2022, A By-law to Appoint a Drainage Superintendent and Repeal By-law 17-2018, be given first, second, third and final readings and signed by the Mayor and Clerk, and the Seal of the Corporation be affixed thereto.

Carried

Moved by Councillor Chartrand and Seconded by Councillor Diehl:

That be it hereby resolved that By-law 049-2022, A By-law to Amend the Child Care And Early Years Programs and Service Agreement with the County of Huron and Amend By-law 94-2021, be given first, second, third and final readings and signed by the Mayor and Clerk, and the Seal of the Corporation be affixed thereto.

Carried

Moved by Councillor Morrison and Seconded by Deputy Mayor Fisher:

That be it hereby resolved that By-law 050-2022, A By-law to Permit and Regulate the Operation of Off-Road Vehicles on Municipal Highways within Huron East and to Repeal By-law 63-2010, be given first, and second readings and signed by the Mayor and Clerk, and the Seal of the Corporation be affixed thereto.

Carried

Moved by Councillor Dalton and Seconded by Councillor Onn:

That be it hereby resolved that By-law 051-2022, A By-law to Regulate the Maintenance of Land known as the Clean Yards By-law within Huron East and Repeal By-law 21-2010, be given first, and second, readings and signed by the Mayor and Clerk, and the Seal of the Corporation be affixed thereto.

Carried

Moved by Councillor Morrison and Seconded by Councillor McLellan:

That be it hereby resolved that By-law 052-2022, A By-law to Temporarily Close Roads and Portions of Roads in Brussels for the Brussels Homecoming Parade and Classic Car Show, be given first, second, third and final readings and signed by the Mayor and Clerk, and the Seal of the Corporation be affixed thereto.

Carried

19. Confirmatory By-Law

Moved by Councillor Diehl and Seconded by Councillor Wilbee:

That Be It Hereby Resolved that By-law 053-2022, a by-law to confirm the proceedings of Council, be given first, second, third and final reading and signed by the Mayor and Clerk, and the Seal of the Corporation be affixed thereto.

Carried

20. Adjournment

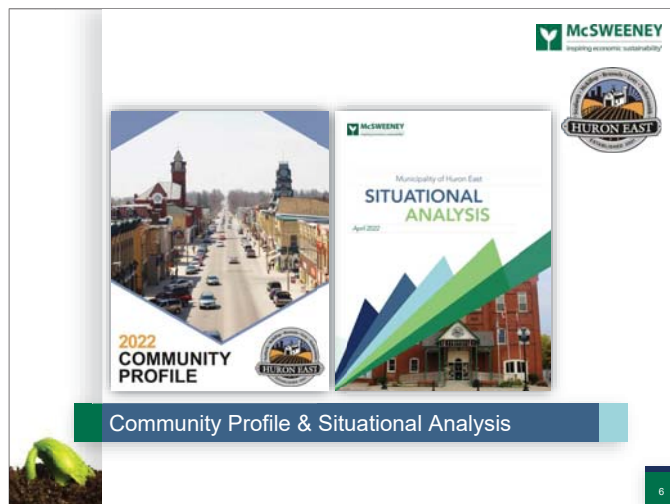
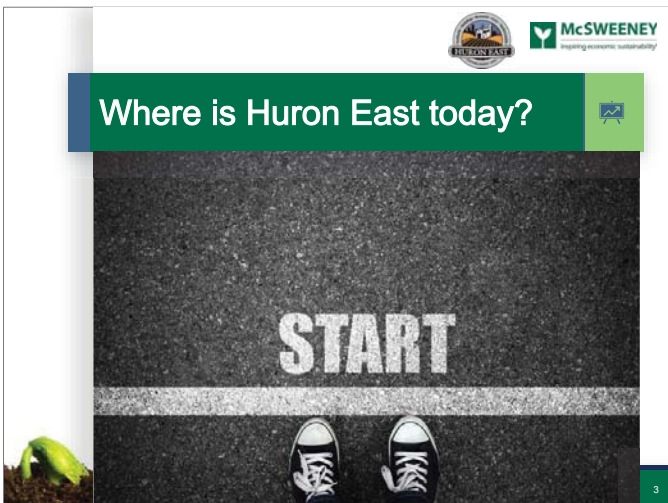
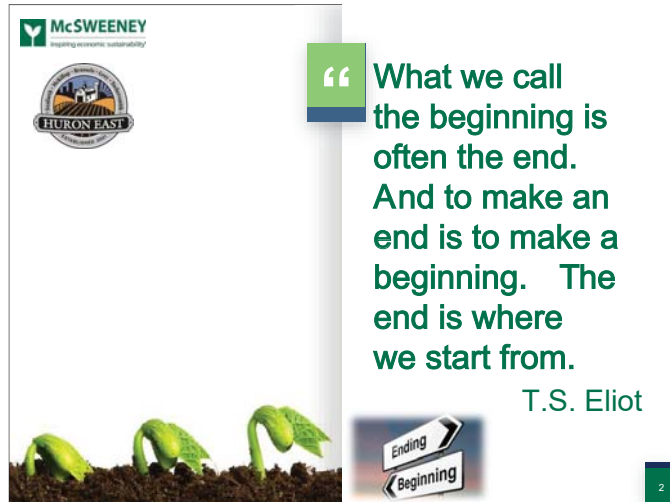
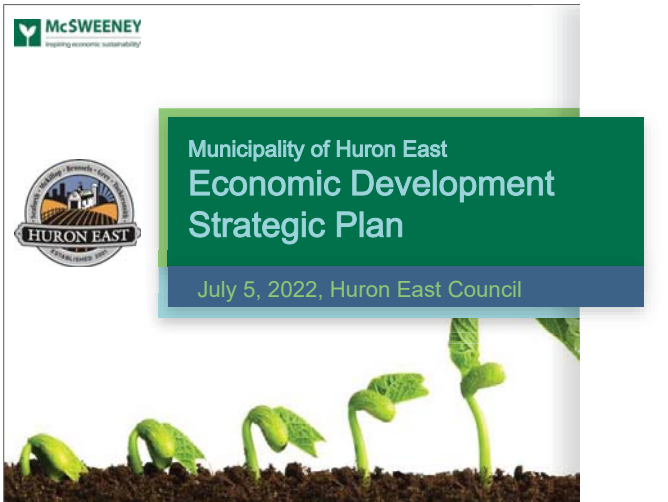
Moved by Councillor Chartrand and Seconded by Deputy Mayor Fisher:

The time now being 9:06 p.m. That the regular meeting do adjourn until July 19, 2022 at 7:00 p.m.

Carried

Bernie MacLellan, Mayor

Jessica Rudy, Clerk





Focusing on 3 Goals

- **Goal 1:** Better understand what economic development entails and collectively work towards Huron East being investment ready.
- **Goal 2:** Effectively build positive relationships through productive communication and engaged collaboration with the business community and various levels of government.
- **Goal 3:** Build a Huron East business retention program that supports local business.

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Goal 1: Better understand what economic development entails and collectively work towards Huron East being investment ready.



Business investment consists of **understanding the current state of the business community** as well as a targeted effort to attract new businesses to the area. Huron East **needs to be ready to capitalize on potential investment** opportunities with the right information, infrastructure, workforce, and lands and buildings in place.

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Goal 1 –Strategic Actions

1. Hire Economic Development Professional
2. Undertake Investment Readiness Coaching & Training
3. Undertake Investment Readiness Action Plan. (community profile, inventories, updated website, CIP, Target Sector Analysis, Business Mix Analysis, Competitive Land Analysis)

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Goal 2: Effectively build positive relationships through productive communication and engaged collaboration with the business community and various levels of government.



A vibrant community **works to nurture their business climate**. Creating a community that has the necessary infrastructure and regulatory environment for businesses to succeed is critical to both attracting and retaining business while building a cohesive community through communication, collaboration and coordination resulting in a **solid foundation for business to thrive**.

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Goal 2 –Strategic Actions

1. Create database of businesses.
2. Build relationships to support business.
3. Communicate the status of the Strategic Plan.
4. Establish a program that brings business together.
5. Develop a program to welcome new business.
6. Market the strengths of Huron East.

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Goal 3: Build a Huron East business retention program that supports local business.



The **majority of job growth and new investments come from existing businesses** (70 to 80% is a generally accepted percentage). Having a supportive business environment will keep local businesses loyal to the community. **Keeping businesses in Huron East and helping to ensure that they can thrive and grow** will ultimately benefit the community.

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Goal 3 –Strategic Actions

1. Understand the business community through a Business Visitation Program.
2. Communicate business successes.
3. Work with local business organizations for a 'Shop Local' campaign.
4. Current Business directory on website.
5. Consider a Vacant Building Bylaw.
6. Conduit with Huron County SBDC for Succession Planning.

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Goal 3 –Strategic Actions

7. Direct local business to digital business support programs.
8. Advocate for local business by providing information for grant opportunities.
9. Opportunities to increase local labour force.
10. Strengthening downtown commercial cores (Brussels and Seaforth)

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Goal 3 – Strategic Actions

11. Strengthening downtown commercial cores

- Develop stronger bylaws around ground floor conversions.
- Brussels
 - Consider development of a Brussels BIA
 - Support the existing CIP
 - Work with the building owners to convert ground floor residential to commercial
- Seaforth
 - Continue to support Seaforth BIA
 - Review existing bylaws
 - Update 2009 Heritage Conservation District

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Goal 3 – Strategic Actions

12. Increasing tourism

- Gateway and wayfinding signage.
- Inventory of tourism assets.
- Promote tourism assets.
- Feasibility study for accommodations.

13. Strengthening the Agriculture Sector

- Understand the agricultural sector.
- Determine spin off businesses best suited.
- Engage the farm community in discussions impacting their farm operations.

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Collaborating with Huron County

Huron County has an established **Economic Development Program** that strongly supports economic development in the County and directly in Huron East.

- Entrepreneurship programs
- Digital Service Squad
- Home childcare development program
- West Coast Signage Program
- Huron County Immigration Partnership
- Business success stories
- BusMap
- Business support newsletter
- COVID-19 business support
- New to Huron (newcomer settlement and healthcare)

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Collaborating with Huron County

The Huron County **Planning Department** is the lead planning agency for Huron East, with a well - established positive working relationship with the Municipality.

- Work closely with planning staff on all planning applications for Huron East.
- Understand the Huron County application process.
- Establish policies around development charges.

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- Recruit an Economic Development Professional.
- Undertake an Investment Readiness Coaching and Training exercise.
- Continue to build relationships.
- Create and continually update a database of businesses.
- Develop an inventory of available properties.

Top 5 Strategic Actions

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Where does Huron East go from here?

With Objectives from Huron East Economic Development Strategic Plan
Goal 1: Better understand what economic development entails and to collectively work towards Huron East being investment ready.

Activity	Timeline	Responsible	Progress	Notes
Conduct an investment readiness assessment	Q1 2021	McSweeney	Completed	
Develop an investment readiness toolkit	Q2 2021	McSweeney	In Progress	
Conduct an investment readiness workshop	Q3 2021	McSweeney	Planned	

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THANK YOU!

Any questions?