



Municipality of Huron East
Economic Development Committee Agenda
Tuesday, June 13, 2023 at 9:00 A.M.
Municipal Office
72 Main Street South, Seaforth, ON

1. Call to Order & Adopt Agenda

2. Declaration of Pecuniary Interest

3. Minutes of Previous Meeting

Committee members reviewed the Minutes via e-mail and Council approved the Minutes on May 16, 2023.

3.1 Regular Meeting – April 4, 2023

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4 Correspondence

5. Terms of Reference

5.1 Draft Terms of Reference

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6. Economic Development Officer's Report

6.1 Huron East Economic Development Strategic Plan Implementation Progress

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6.2 Brussels Winter Streetlight Decorations

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6.3 Supporting Local Economic Development (SLED) Program

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7. New Business

7.1 Brussels Logo

7.2 Brussels Fairy Wings Mural

8. Adjournment

Municipality of Huron East
Economic Development Committee Minutes
Tuesday, April 4, 2023 at 5:00 P.M.
Municipal Office
72 Main Street South, Seaforth, ON

Members Present:

Councillors Diehl, Councillor Morrison, Councillor Steffler, Maureen Agar, Zoellyn Onn, and Kerri Ann O'Rourke

Staff Present:

Economic Development Officer Taralyn Cronin

Regrets:

Laurie Guichelaar

1. Call to Order and Adopt Agenda

Economic Development Officer Taralyn Cronin called the meeting to order at 5:00 p.m.

Moved by Zoellyn Onn and Seconded by Maureen Agar

That the agenda for the meeting be adopted.

Carried

2. Disclosure of Pecuniary Interest

None declared.

3. Election of Chair and Vice Chair

Economic Development Officer Taralyn Cronin called for nominations of Chair

Councillor Steffler nominated Councillor Diehl for the position.

Councillor Diehl nominated Councillor Steffler for the position.

T. Cronin called for additional nominations and none were provided.

Moved by Maureen Agar and Seconded by Zoellyn Onn.

That the nominations for chair be closed.

Carried

Councillor Diehl confirmed they would be willing to accept the nomination.

Moved by Zoellyn Onn and Seconded by Maureen Agar.

That Councillor Diehl be appointed as Chair of the Economic Development Committee.

Carried

Economic Development Officer Taralyn Cronin called for nominations of Vice-Chair

Maureen Agar nominated Councillor Steffler for the position.

T. Cronin called for additional nominations and none were provided.

Moved by Zoellyn Onn and Seconded by Councillor Morrison.

That the nominations for vice - chair be closed.

Carried

Councillor Steffler confirmed they would be willing to accept the nomination.

Moved by Councillor Morrison and Seconded by Zoellyn Onn.

That Councillor Steffler be appointed as Vice-Chair of the Economic Development Committee.

Carried

Councillor Steffler assumed the position of Vice-Chair.

4. Minutes of Previous Meeting

The meeting minutes from February 9, 2022 were circulated for information purposes. Councillor Steffler asked about the status of decorations for the community of Brussels. T. Cronin informed the Committee that \$30,000 has been included in the proposed 2023 Budget.

Roundtable introductions.

5. Correspondence

None.

6. Terms of Reference

Taralyn asked if Committee members had terms they would like to see included in a Terms of Reference for the Committee. Members agreed to a four year term,

quarterly meetings or scheduled as needed and a hybrid format (option to meet in-person or virtually).

7. Economic Development Officer's Report

7.1 Overview of the Huron East Economic Development Strategic Plan

The Committee discussed the Available Properties Mapping and a comment was made that a map like this at the County level would be beneficial. T.Cronin provided an overview of the Driftscape app as there may be an opportunity to upload the Vanastra Heritage Trail to the platform using Huron County's account. The Committee discussed ways to promote Huron East in addition to video development, which is a project pending Rural Economic Development fund approval. Ideas mentioned included collaborating with Shunpikers Mystery Tours, and creating itineraries.

There was a discussion about ways to entice commercial property owners to make improvements to both the upper residential and lower commercial spaces of their buildings. There is definitely a demand for small, more affordable residential spaces. Having grants available to property owners would help entice them to make improvements. T.Cronin stated that creating a municipal-wide Community Improvement Plan is in the Economic Development Strategic Plan and once in place, Council could decide what programs/grants to implement.

Councillor Steffler suggested having an event to introduce the Economic Development Officer and CAO (and possibly the Mayor) to the community. The Committee will re-visit this idea in the fall. The Committee will brainstorm ideas on how to connect and involve the agricultural community in economic development discussions.

T. Cronin stated that she has received positive feedback regarding changing the "Huron East Tourism" Facebook page to a "Shop and Discover Huron East" page. An idea for the future could be to add videos about what is happening in the community.

7.2 Supporting Local Economic Development (SLED) Program

Committee members were supportive of the proposed project as it promotes all of Huron East and not just one area. The SLED Program is a great opportunity to package the already existing tours into a product that can be easily shared with residents and visitors. T. Cronin will gather quotes to create a printed and electronic guide and an audio tour of the four self-guided tours in Huron East. There is an opportunity to apply to the Huron Heritage Fund as well if the project is estimated to be over \$10,000.

Moved by Zoellyn Onn and Seconded by Councillor Morrison

That the Economic Development Committee support the application to the Supporting Local Economic Development (SLED) program for funding to develop a guide and audio tours to promote Huron East tours and trails.

Carried

8. New Business

8.1 Future Meetings

T.Cronin to circulate potential future meeting dates to Committee members.

9. Adjournment

Moved by Maureen Agar and Seconded by Councillor Steffler :

The time now being 6:40 p.m. That the regular meeting do adjourn.

Carried

Dianne Diehl, Chair

Taralyn Cronin, Secretary

Huron East Economic Development Committee

Terms of Reference

1. Name of the Committee

This Committee will be named the Huron East Economic Development Committee.

2. Type of Committee

Advisory

3. Purpose/Mandate

The Economic Development Committee in their role as an advisory body is to provide strategic advice and recommendations to Council on the overall economic development program undertaken by the Municipality. The Economic Development Committee will:

- I. Assist the Municipality of Huron East staff and Council in supporting, enhancing, and promoting business and economic activity within Huron East;
- II. Liaise with the business community to identify potential opportunities for business development;
- III. Provide advice and recommendations to Council on strategic directions for economic development, focusing on the attraction and retention and expansion of businesses;
- IV. Support and develop economic opportunities to encourage sustainability and prosperity within the community;
- V. Undertake special projects and/or assignments as identified by Council associated with economic development and other similar matters.

4. Reporting

Recommendations of the Economic Development Committee must be adopted by Committee resolution and recorded in the minutes prior to presentation to Council.

5. Membership

The Economic Development Committee shall consist of up to seven (7) voting members appointed by the Council who meet the membership criteria as outlined in these Terms of Reference.

5.1 Voting members shall include:

- Three representatives from Council
- Three representatives selected from the business community at large
- One representative from the Seaforth Business Improvement Area
- Mayor as ex officio (not counted towards Committee membership)

5.2 Non-voting members:

- Huron East Economic Development Officer
- Resource participants (as requested by the Committee)

5.3 Members will be selected from the business community on the basis of their demonstrated interest and participation in business matters; academic or technical qualifications; availability; work and volunteer experience; knowledge and professional expertise.

5.4 Areas of expertise that may be sought include:

- Agriculture
- Land Development (i.e. Developer, Construction or Real Estate)
- Manufacturing
- Professional Services (i.e. Accounting, Legal, Health Care, Technology, etc.)
- Retail or Restaurant
- Tourism

6. Term of Office

Council shall appoint members to the Committee by By Law. The term of the Committee is four years and is concurrent with the term of Council. The maximum continuous tenure is three (3) consecutive four (4) year terms.

6.1 The Council, may, at any time, terminate the appointment of a member for cause.

6.2 Committee members who are absent for three (3) consecutive meeting shall forfeit their appointment, unless such absences are authorized by resolution of the Committee.

6.3 A member of the Committee may resign at any time upon sending written notice to the Chief Administrative Officer.

6.4 Council retains the right to appoint a new Committee member to fill the vacancy for the remainder of the unexpired term should a vacancy occur on the Economic Development Committee due to the above circumstances, or in the event of the death or disability of a member.

7. Meetings

The committee will formally meet a minimum of four (4) times per year, and may meet at any other such time as the committee deems appropriate. Meetings will be held using a hybrid meeting model, with an option to attend in-person in the Council Chambers at the Municipal Office or virtually.

7.1 The Economic Development Officer will call the first meeting to order.

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- 7.2** The election of the Chair and Vice Chair of the Committee will take place at the first meeting.
- 7.3** The Economic Development Officer will act as the secretary to the Committee.
- 7.4** If a member is unable to attend a meeting, he/she should inform the acting secretary of the committee.
- 7.5** The committee shall be deemed to be a Committee of Council and shall adhere to any policies and procedures as provided for under the Municipal Act, 2001, as amended and the Municipality's Procedure By-law, and any other applicable legislation.
- 7.6** The minimum number required for a quorum is considered to be half of the active committee membership plus one. If there is no quorum within thirty minutes after the time appointed for the meeting, the names of the members present shall be recorded and the meeting shall stand adjourned until the next regular meeting or until a special meeting is called. The Mayor as ex officio does not count towards quorum. However, the Mayor as ex officio does have the right to vote and make motions.

8. Agenda Preparation and Meeting Minutes

The Economic Development Officer is responsible for preparing the agenda and recording minutes. The agenda will be posted to the Huron East website by the Friday before the meeting date.

- 8.1** Agendas and Information Packages will be provided to Committee members at least three (3) working days prior to the scheduled meeting date.
- 8.2** Minutes will be approved by Council and copies will be provided with the next agenda package.

9. Communication

Letters of appreciation or recognition or correspondence related to the committee's mandate do not require Council's approval. Communications to Council, Administration and Public are generally through the staff liaison.

10. Approval

Agendas are approved by the Economic Development Officer in consultation with the Chair and CAO. Terms of Reference are approved by the Committee. Minutes are approved by Council.

Huron East Administration

To: Economic Development Committee
From: Taralyn Cronin, Economic Development Officer
Date: June 13, 2023
Subject: Huron East Economic Development Strategic Plan Implementation Progress

I thought it would be helpful to provide an overview of what I have been working on in respect to the Strategic Plan implementation since our last meeting.

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

- Continuously updating the Available Properties Map online.
- Reviewing Community Improvement Plans (CIP) from other communities to determine potential programs that we want to include in our CIP.

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

- Municipal Business Directory up-to date (twenty businesses added in the past two months and several community organizations)
- Regular conversations with Huron County Economic Development, Huron County Planning and Economic Development staff in lower-tier municipalities
- Waiting to hear from the Rural Economic Development (RED) Fund for video and photo development to promote Huron East as a great place to visit, live and work (addresses Goal 3 as well)

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

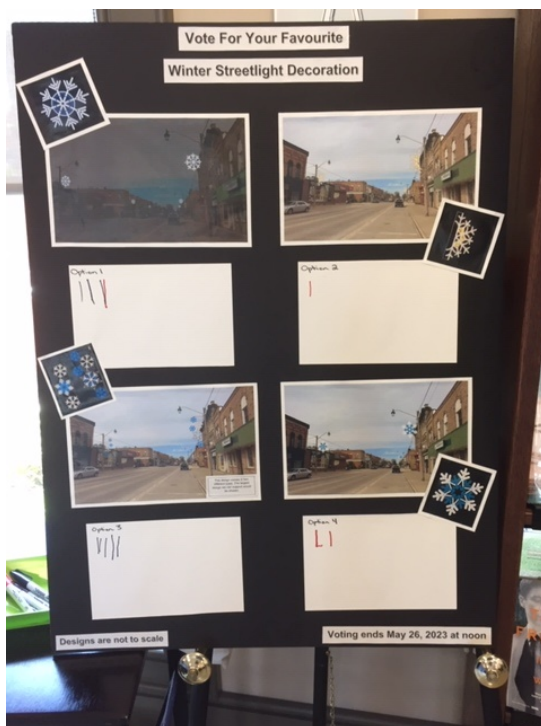
- Approximately 25 more businesses visited over the past two months and correspondence with several home businesses
- New business e-newsletter created called “Huron East Business Connection”, which will be a quarterly business newsletter
- Purchased new winter streetlight décor for downtown Brussels
- Partnered with Huron County to host a successful Tourism Summit in April
- Shop and Discover Huron East Facebook page gaining momentum; lots of positive feedback

- Updated Tourism webpage on the Huron East website
- Currently working on improving navigation to tourism assets on Huron East website
- Currently working on development of a Tours and Trails Guide, visitor itinerary and historical walking tour audio tours
- Participation in Brussels Community Alliance meetings and the new Seaforth group

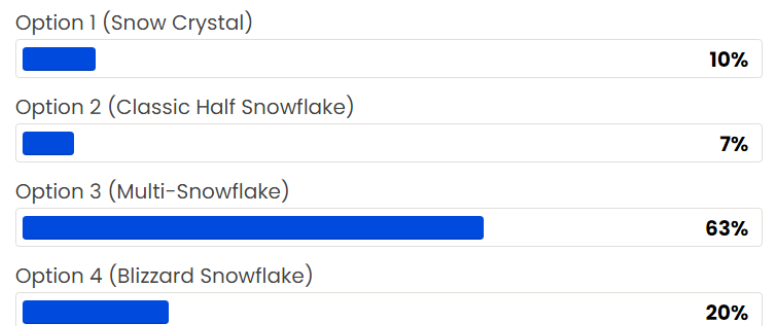
Huron East Administration

To: Economic Development Committee
From: Taralyn Cronin, Economic Development Officer
Date: June 13, 2023
Subject: Brussels Winter Streetlight Decorations

The Municipality of Huron East 2023 Budget included \$30,000 for new winter streetlight decorations in downtown Brussels. Staff chose a total of twelve designs from three different companies and then staff and Economic Development Committee members narrowed this selection to four designs. These four designs were presented to the public and over a weeklong period, the public voted for their favourite via the Huron East Asks Residents community engagement platform and in person at the Brussels Library. The results of this community vote are shown below.



What streetlight winter decoration option do you like best?



[Change Vote](#)

Total Votes : 334

After a “street test” with public work staff, it was determined that the smaller Multi-Snowflake design that has three snowflakes would work well on the streetlight posts in downtown Brussels. Sixteen Multi-Snowflake pole decorations (plus one extra) were purchased along with sixteen pole brackets at a total cost of \$21,748.14 (includes HST and shipping). They are expected to arrive in July.

Huron East
Administration

To: Economic Development Committee
From: Taralyn Cronin, Economic Development Officer
Date: June 13, 2023
Subject: Supporting Local Economic Development (SLED) Program

Our grant application to the Supporting Local Economic Development (SLED) program was successful! We will receive \$6,700 towards the development of a Tours and Trails guide, visitor itinerary and audio tour of our three historical walking tours.

I received three quotes from local graphic designers and print shops and have decided to go with Rebekah Huber from Clinton for graphic design and Blyth Printing for our printing needs. Rebekah has experience doing booklet-style design work and is expected to have the work completed by the end of July.

The Vanastra Heritage Trail and Brussels Fairy Door Trail maps are ready for the graphic designer. I have finished updating the Brussels Historical Walking Tour and am currently working on updating the Seaforth Historical Walking Tour. Once the historical walking tours are all complete, I will have a better idea of what we will require for audio production.