

**Municipality of Huron East
Economic Development Committee Meeting Minutes
72 Main Street South, Seaforth, ON
Tuesday, June 13, 2023**

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

Councillor Diehl called the meeting to order at 9:00 a.m.

Moved by Zoellyn Onn and Seconded by Councillor Morrison

That the agenda for the meeting be adopted.

Carried

2. Disclosure of Pecuniary Interest

None reported.

3. Minutes of Previous Meeting

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

4. Correspondence

None.

5. Terms of Reference

Moved by Maureen Agar and Seconded by Councillor Steffler

That the Economic Development Committee adopt the Terms of Reference as presented.

Carried

6. Economic Development Officer's Report

6.1 Huron East Economic Development Strategic Plan Implementation Progress

T.Cronin provided an overview of tasks in-progress or completed. A suggestion was made to start a Shop and Discover Huron East Instagram page. T. Cronin can link the Facebook page to Instagram. T.Cronin showed Committee members the changes that have or will take place on the Huron East website with respect to business and tourism information to improve navigation. There was a discussion around the possibility of Councillor Morrison lending his expertise in a review of the website. Councillor Morrison has given suggestions in the past and some of those were implemented. Staff will continue to be responsible for making changes to the website, including those in the newly created positions of Director of Community Services and Executive Assistant/Communications Coordinator.

Kerri Ann O'Rourke stated that she would share a document that she came across from the Ministry of Economic Development, Job Creation and Trade that lists the information that should be obtained from commercial and industrial property owners with available employments lands for investment attraction purposes. She also stated that she would share a grant opportunity for businesses that are looking for AZ drivers. The grant is through Trucking HR Canada and provides funding for training and wage incentives for new driving and in-demand non-driving roles.

6.2 Brussels Winter Streetlight Decorations

As decided via e-mail in May, seventeen of the five-foot tall Multi-Snowflake pole decorations were ordered for downtown Brussels. There was a discussion about how it is determined what community gets funding each year. Knowing when this funding is available would be beneficial to community organizations such as the Seaforth BIA who have purchased streetlight décor in the past. Councillor Steffler and T.Cronin stated that there is a rough schedule in the multi-year plan; however, it is subject to change depending on the community need and funds available.

6.3 Supporting Local Economic Development (SLED) Program

T.Cronin provided an update on the status of the Tours and Trails project that we received funding for through the SLED Program. The Brussels and Vanastra Historical Walking Tours have been submitted to the graphic designer and T. Cronin is currently updating the Seaforth Historical Walking Tour.

7. New Business

7.1 Brussels Logo

T.Cronin mentioned that the logo currently used for Brussels is an image that was designed for the former Brussels Historical Walking Trail. T.Cronin recommended that we work with hcreates, a graphic designing business in Brussels, to design a new logo to promote the community and provide some branding elements for the new Tours and Trails Guide. There is money in Marketing and Promotions to cover the cost of this logo.

Moved by Zoellyn Onn and Seconded by Maureen Agar

That the Economic Development Committee supports hiring hcreates to develop three logo concepts consistent with feedback gathered through community consultation and design a final logo for Brussels.

Carried

7.2 Brussels Fairy Wings Mural

Zoellyn Onn presented a concept drawing for a mural to promote the Brussels Fairy Door Trail and attract visitors to Brussels. Visitors would be encouraged to take their picture in front of the wings and share them on social media. Three sets of wings would be painted: one feminine looking, one masculine looking and one closer to the ground for children. The concept drawing is shown below.



The idea of having fairy wings painted in downtown Brussels has been circulating around the community for years but there has not been a community organization step forward to oversee and fund the project. A local artist provided a quote of \$4,500 for this mural and would have it completed this summer. The property owner at 449 Turnberry St. is willing to host the mural on the outside of their building facing Homecoming Park.

Committee members supported the idea and thought that the mural would help beautify downtown Brussels and bring people to town. Committee members recommended using reserve funds leftover from the Brussels Winter Streetlight Decorations project. T.Cronin mentioned that using surplus funds from budgeted projects that are funded through reserves will have impacts on subsequent year(s) reserve contribution requirements.

Moved by Maureen Agar and Seconded by Councillor Steffler

That the Economic Development Committee recommend that T.Cronin bring a report forward to Council to support using surplus funds from the Brussels Winter Streetlight Decorations project to hire a local artist to paint a fairy wings mural in downtown Brussels.

Carried

8. Adjournment

Moved by Maureen Agar and Seconded by Councillor Steffler :

The time now being 10:30 a.m. That the regular meeting do adjourn.

Carried

Dianne Diehl, Chair

Taralyn Cronin, Secretary