



**Municipality of Huron East**  
**Economic Development Committee Agenda**  
**Tuesday, September 10, 2024 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 July 9, 2024.

- 3.1 Regular Meeting – June 26, 2024**

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- 5. Economic Development Officer's Report**

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**6. New Business**

**6.1 Brussels Fairy Door Mural**

The paint is peeling off of the fairy wings on the Fairy Door Trail mural in Brussels (where new paint was applied over original paint). Coroplast wings, which will be attached on the painted wings with an outdoor adhesive, have been ordered and delivered. The cost of these wings is \$772.69 (including HST). Zoellyn Onn, who has coordinated this project, is requesting financial support from the Municipality for the wings.

**7. Adjournment**



**Municipality of Huron East**  
**Economic Development Committee Minutes**  
**Wednesday, June 26, 2024 at 9:00 A.M.**  
**Municipal Office**  
**72 Main Street South, Seaforth, ON**

**Members Present:**

Councillor Morrison, Councillor Steffler, Maureen Agar, Zoellyn Onn

**Staff Present:**

Economic Development Officer Taralyn Cronin

**Regrets:**

Councillor Diehl and Kerri Ann O'Rourke

**1. Call to Order & Adopt Agenda**

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

Moved by Zoellyn Onn and Seconded by Maureen Agar

That the agenda for the meeting dated June 26, 2024 be adopted as circulated.

Carried

**2. Declaration of Pecuniary Interest**

Zoellyn Onn declared a pecuniary interest on item 5.6 in regards to the applications for improvements to:

- 533 Turnberry Street, Brussels; and
- 42777 Walton Road, Walton.

**3. Minutes of Previous Meeting**

Received for information.

**4. Correspondence**

None

## **5. Economic Development Officer's Report**

### **5.1 Economic Development Strategic Plan June 2024 Update**

T. Cronin highlighted the new initiatives and activities being led by the economic development department. Feedback from the 2024 Huron County Thrive event was overwhelmingly positive. Topics included: housing; employee attraction and retention; placemaking; succession planning; and much more! Proposed dates for the 2025 Thrive Summit are April 7<sup>th</sup> and 8<sup>th</sup> or April 14<sup>th</sup> and 15<sup>th</sup>. Committee members are encouraged to attend one or both days. It was mentioned that The Blyth Inn is opening another location in Seaforth where The Hub was, which is very exciting news for our community! They are currently recruiting staff.

### **5.2 Huron East Promotional Video Viewer Response**

Councillor Steffler suggested asking the Homecoming Committee to add the 'This is Huron East' video to their event website. T.Cronin will reach out to the Homecoming Committee.

### **5.3 Huron East Community Branding**

T. Cronin stated that the Municipality received ten (10) proposals from graphic design and branding companies. Staff are currently reviewing the proposals and hope to award the contract within the next week.

### **5.4 Wayfinding Signage Phase 1**

T.Cronin stated that wayfinding signage will be brought forward to Huron East Council for the 2025 and 2026 Budgets..

### **5.5 Made Here, in Huron East**

Faddis Concrete confirmed that they are interested in participating in the series. T. Cronin has started a waiting list for interested manufacturers who could be potentially featured next year.

### **5.6 Community Improvement Program Application Evaluation**

Committee members were very happy with the program response and the number of applications submitted. Members recognized that not all projects would receive funding since the total grant request amounts to \$ \$68,882.16 and there is only \$20,000 in available funding. Committee members evaluated the applications made to the Huron East Community Improvement Programs based on the following criteria:

- i. Project's potential to provide long term economic benefit to the Municipality;
- ii. evidence of the applicant's ability to fulfill responsibilities related to the

- project installation and maintenance;
- iii. project’s location in relation to the Commercial Focus Areas;
- iv. project's "fit" with the objectives of the Community Improvement Plan;
- v. project's "fit" with the character of the building and its’ surroundings;  
and
- vi. balance of funding available.

Moved by Zoellyn Onn and Seconded by Councillor Morrison :

That the Economic Development Committee recommend to the Council of the Municipality of Huron East that the following applications to the Community Improvement Program be approved as noted:

<b>Program</b>	<b>Property Address</b>	<b>Grant Amount</b>	<b>Description</b>
Façade	15 Main St. S. Seaforth	\$2,000.00	Re-paint façade
Façade	51 Main St. S. Seaforth	\$1,000.00	Re-paint façade
Façade	533 Turnberry St. Brussels	\$2,500.00	Addition of awning to façade
Façade	58 Main St. S. Seaforth	\$2,000.00	General improvements (windows, brick, ect.)
Signage	15 Main St. S. Seaforth	\$450.00	New fascia sign and window decal
Signage	9 Main St. S. Seaforth	\$350.00	New blade sign
Signage	428 Turnberry St. Brussels	\$200.00	New fascia sign
Agri-Business Innovation	42777 Walton Rd. Walton	\$2,000.00	New concrete pad for bunker to store mulch, soil, compost, ect.
Agri-Business Innovation	82224 Hensall Rd. Walton	\$2,000.00	Renovations to honeyroom to welcome visitors
Vacant and Underutilized Properties	27 Crombie St. Seaforth	\$5,000.00	Renovations to vacant industrial building
Vacant and Underutilized Properties	19-27 Main St. S Seaforth	\$2,500.00	Renovations to vacant commercial building
	<b>Total Funding:</b>	<b>\$20,000.00</b>	

And That the Economic Development Committee further requests that the Council of the Municipality of Huron East consider increasing the Community Improvement Program Budget to \$50,000 during the 2025 Budget process.

Carried

**5.7 Summer Edition of the Business Connection E-Newsletter**

The summer edition of the e-newsletter has been postponed to the first week of July. Committee members will forward any items they believe should be included in the e-newsletter by the end of the day on June 28<sup>th</sup>.

**6. New Business**

**6.1 Future Meeting Dates**

The next Economic Development Committee meeting will be held in September and the final meeting for 2024, will be held in late November or early December. T. Cronin will circulate some potential dates.

**7. Adjournment**

Moved by Zoellyn Onn and Seconded by Maureen Agar

The time now being 11:13 a.m. That the regular meeting do adjourn.

Carried

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John Steffler, Vice Chair

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Taralyn Cronin, Secretary

## Huron East Administration

**To:** Economic Development Committee  
**From:** Taralyn Cronin, Economic Development Officer  
**Date:** September 10, 2024  
**Subject:** Economic Development Strategic Plan September 2024 Update  
**Attachment:**

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This report provides a review of the actions that the Economic Development Department is currently addressing and actions that align with the Huron East Strategic Plan.

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

- Inventory of available commercial/industrial properties updated on a continuing basis. Promotion of the Available Properties Map seems to be successful (two units in Brussels recently leased and one in Seaforth). Properties added over the summer include: 1, and 2 Main Street South, Seaforth and 4 Main Street North, Seaforth. This is an action in the Huron East Strategic Plan as well.
- An action in the Huron East Strategic Plan is to “enhance level of investment readiness by working with Huron County real estate to create and share detailed property portfolios, including size, existing buildings/features, and servicing.” Staff have been working with Huron County to keep portfolios as up-to-date as possible. A barrier is some property owners not wanting to share the information.
- Three Community Improvement Program projects have been completed. Once final “after” photos are received, “before” and “after” photos of projects will be shared on the Municipality’s social media pages.
- Public survey/forum to launch on our community engagement website in October identifying product/service gaps in our communities

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

- Huron East branding project is underway. Initial community engagement for the project is complete and a summary of results will be presented to staff on

September 11<sup>th</sup>. The consultants, Cinnamon Toast, will then develop three brand/logo concepts to present to the community mid-October.

- Funding from Huron County and the Regional Tourism Organization (RTO) 4 Partnership Funding Program for wayfinding signage has been secured (addresses Goal 3 as well). Signage tender was awarded to O'Brien Signs. Municipal and community entrance signs will be installed in Fall 2024 (possibly some in Spring 2025).
- Funding secured for improvements along Brussels' main street. New street furniture, trees, street pole banners, a mural, self-watering hanging baskets and planters have been ordered. This addresses the action of "working with community partners to take actions to improve and beautify downtown areas" in the Huron East Strategic Plan.
- Information is currently being gathered from agri-businesses in Huron East for success story profiles, which will be promoted on the Huron East website and social media channels. This addresses Action 3.2.1 in the Huron East Strategic Plan: "invite local farmers and agri-businesses to submit examples of their innovative practices, and profile these success stories on the Municipal website and social media".

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

- Continuous visitation of businesses
- Municipal Business Directory up-to date. A big welcome to The Boot, Seaforth and Finish Line Fitness in Brussels.
- Fall 2024 edition of the Huron East Business Connection e-newsletter scheduled to go out at the end of September
- Draft Vacant Building Bylaw currently being reviewed by municipal staff
- Phase 1 of the wayfinding signage project underway (in conjunction with the Huron East branding project)
- Continuation of the promotion of our Tours and Trails Guide. Fall marketing campaign promoting fall beauty on the trails.
- Filming is almost complete for the Made Here, in Huron East video series. The first two videos will be launched at the end of September and early October.
- Participation in the Addressing Labour Shortages in Rural Areas project



**Huron East**  
**Administration**

**To:** Economic Development Committee  
**From:** Taralyn Cronin, Economic Development Officer  
**Date:** September 10, 2024  
**Subject:** Addressing Labour Shortages in Rural Areas

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The Economic Development Department is partnering with the University of Guelph's School of Environmental Design and Rural Development and Community Futures Huron to conduct an Addressing Labour Shortages in Rural Areas project.

A research team will be visiting Seaforth to conduct a "business walk" (brief survey) to quickly collect high level information from business owners about labour force shortages (or how they have avoided the shortages). The business walk exercise was recently completed in a rural community in British Columbia, in partnership with the local Community Futures Development Corporation. They are now looking to implement the business walk in 1-2 rural communities in Ontario.

The team is currently drafting an information letter for Seaforth businesses and will be visiting those interested by the end of September. The survey will include a question about the supports our local businesses need during the hiring process. A summary of the results will be provided to the business community and to municipal staff.

## Huron East Administration

**To:** Economic Development Committee  
**From:** Taralyn Cronin, Economic Development Officer  
**Date:** September 10, 2024  
**Subject:** Brussels Streetscape Improvements

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The Municipality of Huron East received funding for streetscape improvements along the main street of Brussels. After much consultation with Brussels community groups, the following items have been ordered:

- Accessible benches (6)
- Waste and Recycling Receptacles (4)
- Waste Receptacles (6)
- Wheelchair Accessible Picnic Tables (2)
- Bike Racks (2)
- Concrete tree planters with trees (6)
- Two trees for in front of the LCBO
- Street pole hanging basket brackets (13)
- Self-watering hanging baskets (28)
- Self-watering planters (20)
- Street Banners (16)
- Digital Print Mural
- Parkette LED lighting

Items are starting to arrive and if possible, will be installed on the main street this fall. Pictures of these items are shown below.

### Street Furniture

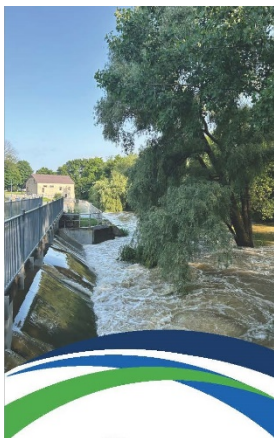




**Trees, Planters and Baskets**



**Banners**



### Mural



### Parkette lighting



**Huron East**  
**Administration**

**To:** Economic Development Committee  
**From:** Taralyn Cronin, Economic Development Officer  
**Date:** September 10, 2024  
**Subject:** Huron East Community Branding Progress

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Cinnamon Toast was awarded the branding project contract. Staff have been working with Cinnamon Toast to engage the community and learn more about what Huron East means to residents and their vision for the future. A community survey was conducted through our community engagement platform HEAR; five interviews were conducted with community champions; and a focus group was held in August to gather community input.

Cinnamon Toast staff are currently developing a Report of Findings, which will be presented to staff on September 10<sup>th</sup>. Following that presentation, they will begin creating three brand/logo concepts, which will be presented in the public in mid-October. Project updates are provided on HEAR for members of the public.

**Huron East**  
**Administration**

**To:** Economic Development Committee  
**From:** Taralyn Cronin, Economic Development Officer  
**Date:** September 10, 2024  
**Subject:** Wayfinding Signage Phase 1 Underway

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The Wayfinding Signage Phase 1 sign fabrication tender was awarded to O'Brien Signs on September 3, 2024. A total of 52 signs will be fabricated and installed at municipal entrances and community entrances. Huron East does not currently have any municipal entrances signs. The community entrance signs will replace the current blue entrance signs.

The new signs will feature Huron East's new brand. Wayfinding Signage Phase 2 is scheduled to be completed in 2025 with the fabrication of directional signage. The goal of this project is to create signage with a uniform look across the municipality and the County of Huron.

**Huron East**  
**Administration**

**To:** Economic Development Committee  
**From:** Taralyn Cronin, Economic Development Officer  
**Date:** September 10, 2024  
**Subject:** Made Here in Huron East Launching Soon

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Nick from Lake Affect Media is working on completing his final two video shoots for the Made Here in Huron East video series. The series will feature the following manufactures:

- Boilersmith Ltd.
- Envira-North Ltd and Sun-North Ltd.
- Backwoods Timber Creations
- Walton Equipment Rentals
- Everspring Farms
- Progressive Turf Equipment
- Design Concrete Systems (Faddis)
- Maelstrom Winery \*to be confirmed

We will feature a total of eight manufacturers this year. If successful and there are more manufacturers interested, we can look at continuing the series next year using our marketing and promotions budget. Nick is hoping to have two videos ready for an end of September and early October launch.

## Huron East Administration

**To:** Economic Development Committee  
**From:** Taralyn Cronin, Economic Development Officer  
**Date:** September 10, 2024  
**Subject:** Community Improvement Program Project Update

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On July 9, 2024, Huron East Council approved the following projects for Community Improvement Program funding:

<b>Program</b>	<b>Property Address</b>	<b>Grant Amount</b>	<b>Description</b>
Façade	15 Main St. S. Seaforth	\$2,000.00	Re-paint façade
Façade	51 Main St. S. Seaforth	\$1,000.00	Re-paint façade
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	<b>Total Funding:</b>	<b>\$20,000.00</b>	



To date, three projects have been completed: 51 Main Street South, Seaforth (façade); 15 Main Street South, Seaforth (signage); 82224 Hensall Rd. Walton (agri-business). Once the “after” photos are submitted, staff will be sharing the transformations on social media.

**Huron East**  
**Administration**

**To:** Economic Development Committee  
**From:** Taralyn Cronin, Economic Development Officer  
**Date:** September 10, 2024  
**Subject:** Fall 2024 Edition of the Business Connection E-Newsletter

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The 2024 fall edition of the Business Connection will go out at the beginning of October. Below is a list of topics that will be included. Committee members are encouraged to share any other items that they feel are important to include.

E-Newsletter Items:

- Addressing Labour Shortages in Rural Areas project
- Brussels Streetscape Improvements
- Community Improvement Program Completed Projects
- Update on Re-Branding and Wayfinding Signage
- Launch of the Made Here in Huron East video series
- Review of Huron BIA Summit (September 30, 2024)
- upcoming workshops, webinars and events
- a welcome to new businesses in Huron East (The Boot, Seaforth and Finish Line Fitness)
- Seaforth Homecoming Podcast/Event plans
- business supports
- upcoming events