



Minutes – DRAFT

West Grey Economic Development Advisory Committee
December 3, 2020 | 9:30-11:30 am
Virtual meeting, via Zoom

Members present: Deputy Mayor Tom Hutchinson, Councillor Stephen Townsend, Councillor Doug Hutchinson, Jamie Doherty, Andrew Lawrence, Hazel Pratt-Paige, Rose Austin SEDC, Laura Johnston CAO/Clerk, Kody Hewlett Recreation Manager, Rob Sisolak.

Regrets: Jackie Gingrich, Elizabeth MacKenzie, Lorelie Spencer, Manager of Planning and Development

Call to order at 9:37 am.

With the resignation of the chair, CAO Laura Johnston assumed the chair for this meeting.

Round table introductions to new member Rob Sisolak, who is new to West Grey, purchased a small farm and has a business in restoration/refurbishment of buildings and equipment. He has previous experience in economic development in Halton Region. Welcome Rob!

Approval of agenda

Moved by Jamie Doherty, seconded by Hazel Pratt-Paige to approve agenda. Carried.

Declarations of pecuniary interest and general nature thereof None

Delegations – Saugeen Economic Development Corporation

Upcoming program: Business Resurgence Program

Saugeen Economic Development Corporation announced that businesses within our catchment area; Arran Elderslie, Brockton, Chatsworth, Hanover, Grey Highlands, Minto, South Bruce, Southgate, Wellington North and West Grey, may be eligible to benefit from funding received to assist with business consulting.

There are several consulting options available: Business Bootcamp, Business Profit Optimizer, Business Advisor, Digital Marketing Coach, BoomersPlus or a membership with the Excellence in Manufacturing Consortium.

- The Business Bootcamp is ideal for businesses 1-5 years old. Participants will receive seven one-hour online Zoom training sessions, covering various modules; strategy, sales and marketing, operations, systems, people and numbers. They will also receive lifetime access to the online version of the bootcamp, as well as downloadable workbooks, spreadsheets and templates. Participants will also receive two hours of online personal business coaching.

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- The Business Profit Optimizer will give participants between 6 and 10 – 30-minute personal online coaching calls. This program includes a questionnaire for each client as well as a financial breakdown of the company. At the end, participants will be provided a recommendation report.
- The Business Advisor program will allow participants to receive two hours of targeted business advice – based on individual business needs. The advice can include; business planning, growing existing businesses, government filing, market research, determining target markets, HR basics, employee relations, customer service, and sales.
- The Digital Marketing Coach program is being offered in partnership with the Minto and Hanover Chamber of Commerce. This program will offer participants five hours of digital marketing coaching. Participants must already have an established website and social media presence. The digital marketing coach may provide some of the following: conduct a digital assessment with the business to identify gaps in online presence, set up and access social media platforms, teach clients how to use social media platforms, assist in creation of digital marketing plan, discuss content creation and create a content calendar, as well as help you create templates for posts using apps like Canva and Hootsuite.
- BoomersPlus is a program that matches businesses with an advisor for targeted advice for their business. They will work with an advisor chosen for them to work on a specific goal for their business.
- A one-year subscription to Excellence in Manufacturing Consortium will provide ongoing support and mentoring, training opportunities, sharing of best practices with peers and much more.

Applications are now available and can be submitted through the Saugeen Economic Development Corporation website at www.sbdc.ca or by e-mailing them to caly@sbdc.ca. There is no formal application deadline, however businesses are encouraged to apply as soon as possible since there are limited spots available.

Regional Relief & Recovery Plan business loans are extended to 2023. In this second round, the maximum loan will be \$40,000, 0 % interest and no principal payments until March 31, 2023, 25 % (not to exceed \$10,000) of any loan can be forgiven provided the recipient has paid 75 % of the original loan amount prior to March 31, 2023, If the recipient is unable to repay the loan by March 31, 2023, the loan will be converted to a three-year term loan with interest rates of 5 %, effective April 1, 2023. The full balance of the loan must be repaid no later than March 31, 2026, Personal Guarantee(s) and General Security Agreement as security.

SEDC has a Business/Commercial Revitalization Program to partner with West Grey CIP. After CIP approval for West Grey businesses, SEDC will provide additional 25% of the total of that business revitalization budget as a loan. Information will be available from West Grey or SEDC websites.

Additionally, Rose advised that according to SEDC bylaws, if an employee sits on an Economic Development committee, they do so in an advisory position only, not as a

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member of committee. Rose and Jamie have determined that, starting in 2021, Jamie will step down from the committee as a volunteer and participate as an advisor on behalf of SEDC.

Approval of previous meeting minutes Moved by Jamie Doherty, seconded by Hazel Pratt-Paige to approve previous meeting minutes. Carried. Suggestion to advise council in a staff report about WG CIP/SEDC loan partnership

Business arising from the previous meeting Jamie Doherty advised of PPE Ontario grant of \$1000 for businesses with 7-9 employees. SEDC not administering, information found on Ontario government site under Main St Programs tab.

Ongoing business

- a) Laura Johnston gave recap of West Grey Economic Development Strategic Plan. Grey County staff Savanna Myers or Steve Furness have agreed to assist our EDAC work through the strategic planning process. Laura will reach out to Savanna and invite to January EDAC meeting.

Discussion:

Stephen Townsend stated Strat Plan needs a local lens and input/representation from businesses/BIA/Chamber executive. West Grey needs to continue to work with Ontario Hydro for CannAssist business. Rob Sisolak has experience with data analysis with Halton ED Strat Plan – information/stats gathered yearly by data analysis surveyors who visited businesses to provide current updates.

Jamie Doherty suggested that West Grey needs to be flexible to attract business owners to the Advisory Committee, whether change of meeting times etc. Laura mentioned that in the New Year, staff will be advertising for volunteers for a number of committees and will include the economic development committee.

Jamie also noted on-line tools for businesses to support training can be found at www.app.grants.gov.on.ca/msrf/#/

New business

- a) Membership: Appoint chair. Defer to next meeting.
- b) CIP update and next steps – has already been discussed earlier in the meeting.
- c) Grey County Economic Development update: Laura Johnston will circulate minutes from Grey County.
- d) CBC update from Kodey Hewlett: downtown greenery and lights are up in all WG communities.
- e) Grey County COVID grant update from Kody Hewlett: WG has made purchases for event infrastructure such as pylons, stations, signage, etc.
- f) Inclusivity Training: provided following the meeting online as well as being sent by separate email.

Correspondence - none

Articles of interest - none

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Next meeting date January 11, 2021, 9 a.m.

Adjournment at 10:37 am by Rob Sisolak, seconded by Hazel Pratt-Paige. CARRIED.

Chair

Secretary