



## Meeting Minutes

### West Grey Economic Development Advisory Committee

July 16, 2020 – 9:30-11 am  
ZOOM video call

**Present:** Chair Doug Townsend, Councillor Doug Hutchinson, Councillor Stephen Townsend, Deputy Mayor Tom Hutchinson (joined at 10:20), Andrew Lawrence, Hazel Pratt-Paige

Staff: Laura Johnston CAO/Deputy Clerk, Jonathan Zettel, Coordinator, Office of the CAO, Mayor Christine Robinson

**Regrets:** Jaqueline Gingrich, Jamie Doherty, Elizabeth MacKenzie,

- **Call to Order:** Meeting started at 9:38 with quorum.
- **Declaration of Pecuniary Interest:** none
- **Closed Session:** none.
- **Matters Arising from the Closed Session:** none
- **Consent Agenda:** moved by Andrew Lawrence, seconded by Hazel Pratt-Paige to accept previous minutes with amendment to adjournment (change Hazel Pratt-Paige to second instead of Councillor Doug Hutchinson). Carried.
- **Delegation:** none

#### Action Items:

- a) West Grey Community Improvement Plan: community input session scheduled as ZOOM video meeting on Aug. 11 at 7 p.m. with members of West Grey BIA and Chambers of Commerce. Format to include introduction by Steve Furness. Action: Hazel Pratt-Paige to forward contact for Elmwood Chamber to Laura Johnston. Discussion to do pre-session contact and drop off information of the community input session to businesses by committee members to businesses they know. Staff will launch a public communications campaign to invite members of the public as well as the business community.
- b) Grey County Economic Development update: Grey County will be doing a radio campaign August 31-September 6 promoting tourism destinations in West Grey. Grey-Bruce-Huron have Shop Local promotion of gift cards to support small and local businesses. Posters have been posted. Action: Jonathan Zettel will promote

program on West Grey website. \$2200 has been earmarked for West Grey to do promotion to support West Grey downtowns. Suggestions to be discussed at community session to include outdoor shop and dine support, providing open street and tents in downtown core(s) for shopping with local businesses. Action: CAO Laura Johnston to contact Grey County regarding timelines for municipal use of funds for economic recovery.

- c) Social Media/Online Promotion Update: Andrew Lawrence and Jonathan Zettel working on social media campaign to target GTA to promote West Grey businesses and tourism/attractions. There are still Covid-19 issues with mandatory wearing of face coverings in stage 3 of recovery. Suggestions to do on-line promotion/campaign on West Grey website and provide businesses with accounts on Instagram. Action: Jonathan Zettel will provide for next meeting a rough costing for seed monies to do social media marketing piece for West Grey.

- **Adjournment:** moved by Hazel Pratt-Paige, seconded by Doug Townsend to adjourn at 10:40 am.
- A short meeting should be planned regarding a West Grey Recovery Plan for immediate promotion of economic recovery programs.
- Comment by Chair Doug Townsend that the scheduled time of the West Grey Economic Development Advisory Committee meetings is not convenient to businesses during business hours to have input.
- **New Business:** none
- **Correspondence:** none
- **Next Meeting:** August 12, 9:30-11 am by ZOOM video.

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Chair, Doug Townsend