



ERIN ECONOMIC DEVELOPMENT COMMITTEE (EEDC)

Minutes of the August 10, 2016 Meeting, 6:45-8.15pm

Town of Erin – George Root Conference Room

Attending: Maria Britto (Chair), Keith McKinnon, Jim Boyd, David Spencer, Dave Doan, Councillor Rob Smith, Chris Bailey

Staff Support: Robyn Mulder, Economic Development Officer

Regrets: Jamie Cheyne (Vice Chair), Ex-Officio: Mayor Allan Alls

1. **Opening Welcome** – Maria Britto (Chair),

Chris Bailey will be stepping in as the BIA representative for Thorntin MacDonald as he is unable to keep up his monthly commitment to this committee

John Gainor has resigned as he is unable to keep his monthly commitment to this committee

It was proposed that EEDC meetings be held once per 2 months, feedback from monthly focus group meetings will be brought back to the EEDC committee for discussion at this time.

Change of time for EEDC committee meetings to begin at 6.45pm and conclude at 8.15pm.

2. **Approval of the Agenda**

Moved by: David Spencer

Seconded by: Keith McKinnon

That the EEDC approves the agenda of June 15, 2016 meeting as presented. CARRIED

3. **Declaration of Conflict and Interest Therein**

None

4. Adoption of the Minutes

Moved by: Dave Doan

Seconded by: Rob Smith

That the EEDC approves the minutes of the June 15, 2016 meeting as presented.

5. Presentation

Summer student, Amanda Manderson presented the draft Community Profile. All committee members are asked to review the profile and give feedback by August 19. Great job Amanda, thank you!

6. Focus Groups for Sep – Dec, 2016

Business Initiatives (Shop Local program and Ambassador program creation)

Downtown Revitalisation (parking, lighting, signage, CIP discussion)

Each focus group will have one meeting per month on the 2nd and 4th Wednesday of each month at 10am.

7. Other Business

David Spencer advised a group of concerned citizens from Erin met with the owner of the Erin Public School, but were very discouraged with the state of the premises and lack of forward thinking in terms of redevelopment of the property at this point.

Central Counties have a 2/1 videography grant available. The main focus being promotion of four season destinations. This does fall in line with the Town of Erin's Four Season destination marketing initiatives however more research needs to be done before any decisions are made to move forward with this partnership.

Central Counties also have a 1/1 trails grant available, Robyn is in discussions with them to see if we can access dollars for the Riverwalk development.

Looking for volunteers for the Town of Erin "Welcome Tent" at the Erin Fall Fair October 7-10. Volunteer signup sheet attached, please advise what day and time you are available to help out? Thank you!

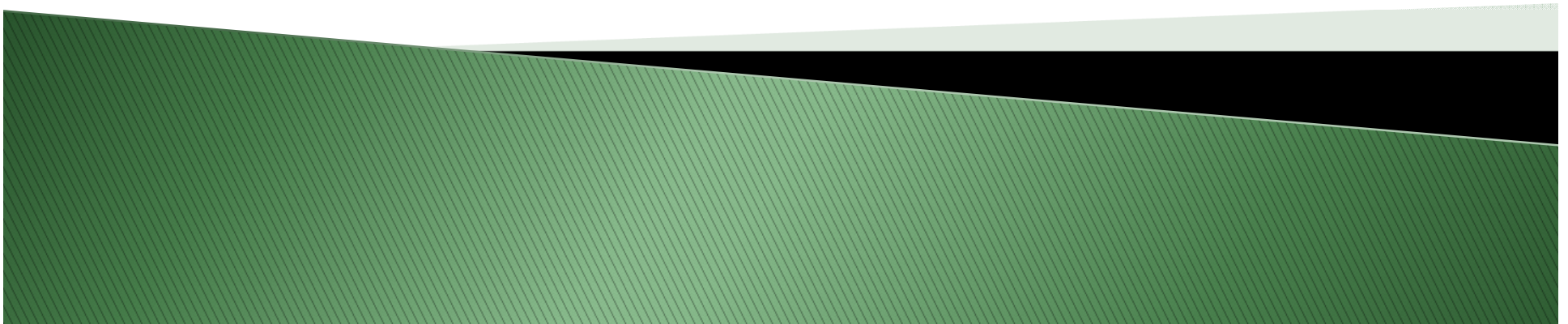
8. Adjournment 8.25pm

9. Next Meeting Date Wednesday September 14th

Pizza night and bag stuffing for Erin Fall Fair

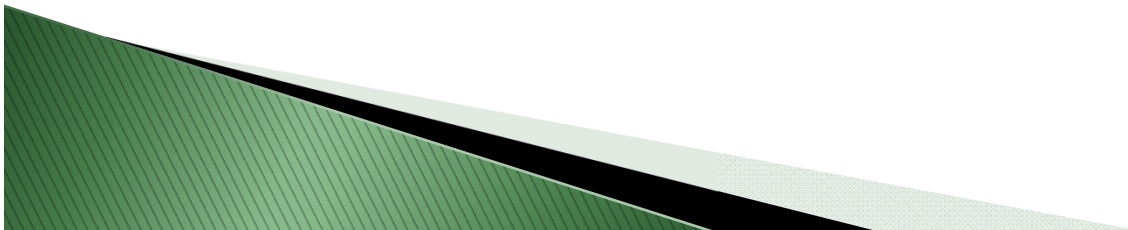
EEDC – Erin Economic Development Committee

Accomplishments & Activities
January–June, 2016



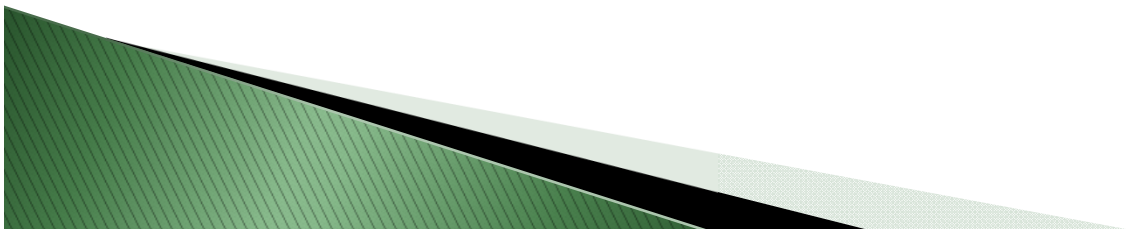
Economic Development

- ▶ Momentum Action Plan – 52 action items. Implementation has begun and will continue to roll out over the next 2.5yrs.
- ▶ **Focus of Major Projects**
 - ▶ Downtown Revitalisation
 - ▶ Erin–Hillsburgh Rotary Riverwalk
 - ▶ Erin Equine “HUB” Capacity building project
 - ▶ CIP (Community Improvement Plan)
 - ▶ Community Profile and Site Selection
 - ▶ Four Season Attractions



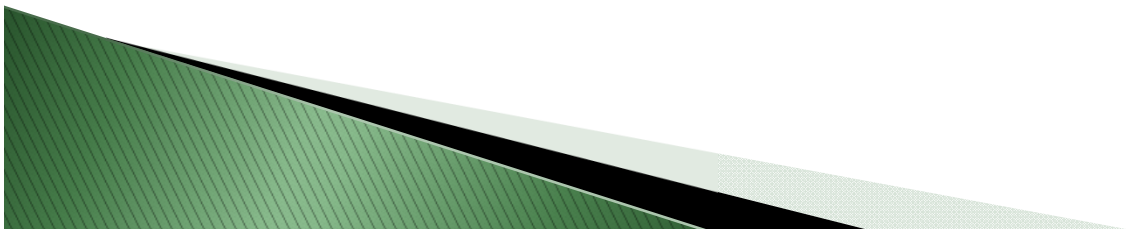
Focus Groups – Jan – June

- ▶ 4 “working” groups were established to aid with Economic Development objectives.
- ▶ Advertising/Marketing and Website
- ▶ Four Season Attractions
- ▶ University of Waterloo Case Study program
- ▶ Downtown Revitalisation



Advertising and Website

- ▶ 10 Highly effective advertising opportunities
- ▶ GTA marketing is currently being explored
- ▶ Emphasis on partnering and collaborating with local business for advertising efficiencies
- ▶ Job & housing portal www.liveandworkerin.com
- ▶ Tourism URL www.erin.ca/visit
- ▶ ERINinfo – Community “Sign Up” information
- ▶ Continuation of “Open for Business” campaign
- ▶ Business Directory updating and adding ERINinfo email sign up.



Town of Erin Marketing

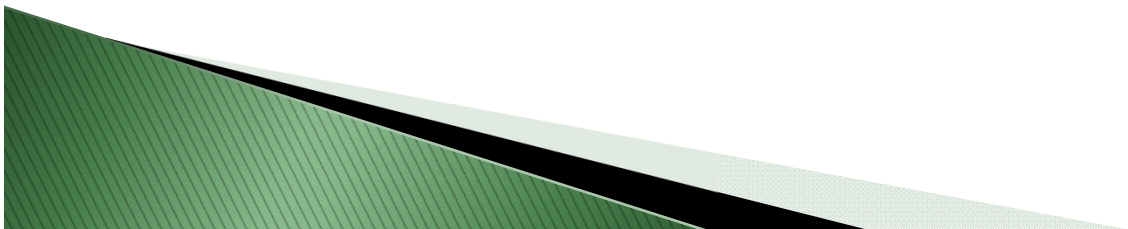


In the Hills
Country Routes
Know Your Community
Radio 88.1
Taste Real
Wellington Advertiser
Wellington County Festivals & Events
Headwaters
County Plowmems Association
The Advocate

Local brochure distributed to over 52 Tourism Ontario Travel Centres

Four Season Attractions

- ▶ Develop a Town of Erin strategy for Year round Festivals and Events
- ▶ Year round promotion and attraction.
- ▶ Focus will be on supporting local events that are already successful and that are seen as Tourist drivers for the Town of Erin
- ▶ **St Patrick's Day (Mar) the Erin Fall Fair (Oct), as well as creating new events such as Doors Open Erin (Jun).**



St Patrick's Day



ERIN HILLSBURGH BRISBANE BALLINAFAD CEDAR VALLEY ORTON

MARCH TOWN OF ERIN 2016

Celebrate
ST PADDY'S ERIN

Community Family Event

UPSIDE DOWN SALE
Downtown BIA merchants are featuring sales 20-50% off on gifts, toys, clothes and other items.
MARCH 12 AND 13

ROCK THE SHAMROCK
Live music, food & entertainment throughout the village from 2-5pm
MARCH 12

ERIN PADDY FESTIVAL
Enjoy tasteful delights at select restaurants throughout the village
MARCH 12-19

Sponsors: BRITTO, chef, MHO, bistroriviere

For more info please visit erin.ca

Doors Open Erin



FREE EVENT

TOWN OF ERIN

ONTARIO HERITAGE TRUST
BRINGING OUR STORY TO LIFE

Doors Open Erin

"OPEN FOR BUSINESS"

Doors Open Erin is your chance to discover fascinating and sometimes hidden treasures in the Town of Erin.

The Town of Erin will also be hosting Guided Historical Walking Tours and Extra Fun activities for the whole family!

HERITAGE WALKING TOURS
11AM AND 2PM

10 SITES

Saturday June 11, 2016
10 a.m. – 4 p.m.
www.DoorsOpenOntario.on.ca/erin

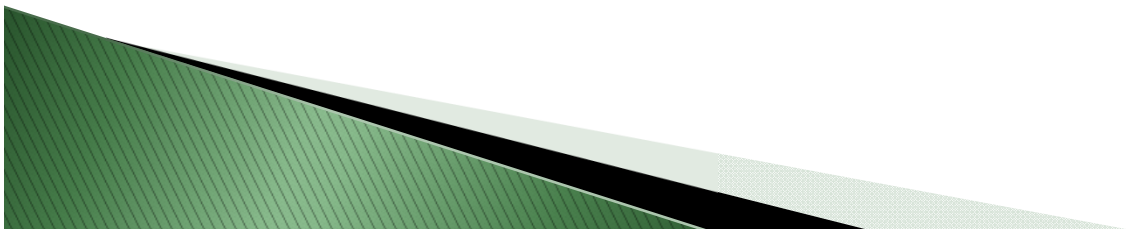
Economic Development Program – University of Waterloo Case Studies

Business Development Projects

- ▶ Shop Local Campaign
- ▶ Downtown Viability
- ▶

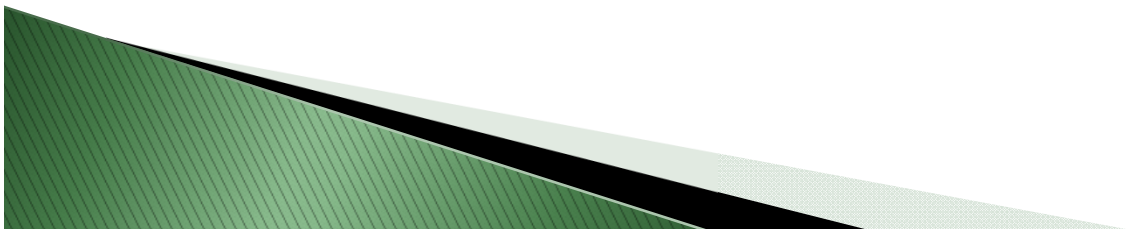
Tourism Development Projects

- ▶ Business Ambassador Program
- ▶ Tourism Marketing Strategy



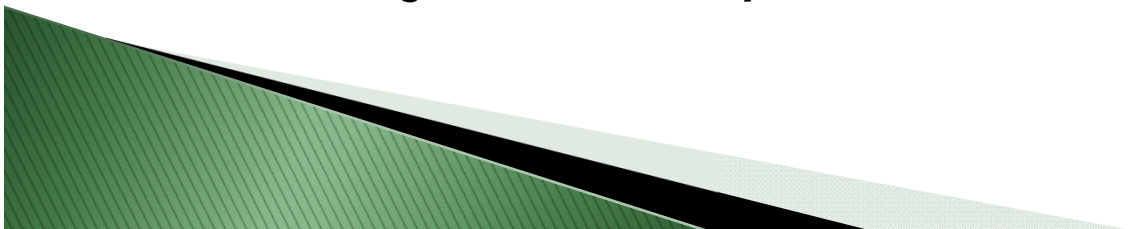
Downtown Revitalisation

- ▶ Parking Inventory and County mapping
- ▶ Erin Rotary Riverwalk Feasibility Study
- ▶ Partnership between Town of Erin, Chamber of Commerce, Erin BIA and LGHG (Hillsburgh businesses)
- ▶ Provide washroom facilities in the Village of Erin downtown
- ▶ 3 of the 5 vacant stores in the Village of Erin have been filled.
- ▶ Data collection for creation of a Community Profile (site selection)



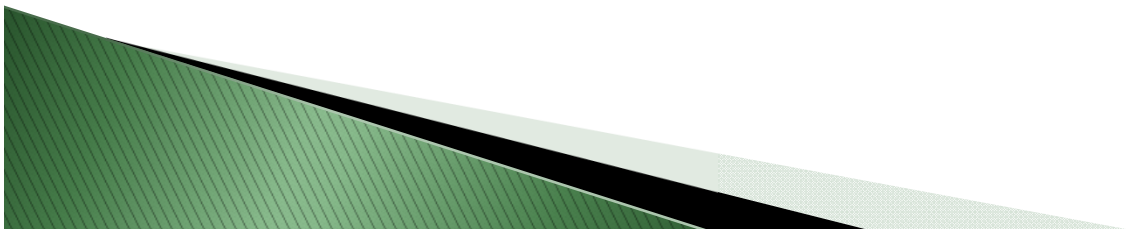
Customer Service

- ▶ 24 – 48 hour turn around on all phone and email enquiries
- ▶ Optimistic and enthusiastic “Open for Business” approach is being established with all new and existing businesses.
- ▶ Communication and transparency from the Town is critical for business owners
- ▶ Bi-Annual Mayors Breakfast events
- ▶ 34 Business and Development enquiries for January – June, 2016
- ▶ 33 Business Visits for January – June, 2016
- ▶ 3 of 3 enquiries from unemployed persons were found jobs locally.



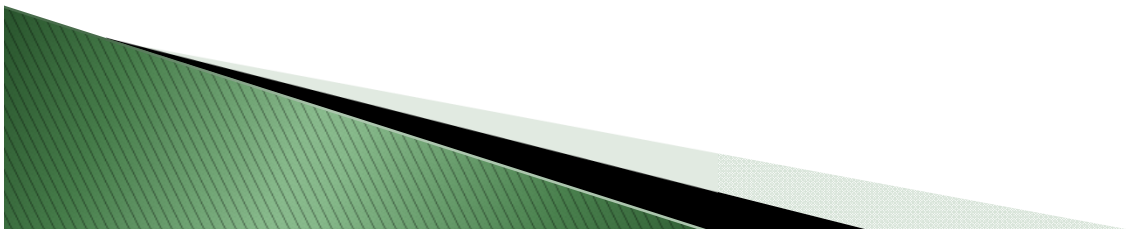
Walking Trails

- ▶ A Town of Erin Trails committee has been formed in May 2016.
- ▶ This committee will have access to trails grant monies from the County of Wellington. This can be used for development and upgrades of our trails system.
- ▶ This committee is currently working with the Elora Cataract Trailway association to upgrade signage along our portion of the ECT.
- ▶ Sections of the current walking trails are linked in with the Erin Rotary Riverwalk Feasibility Study.



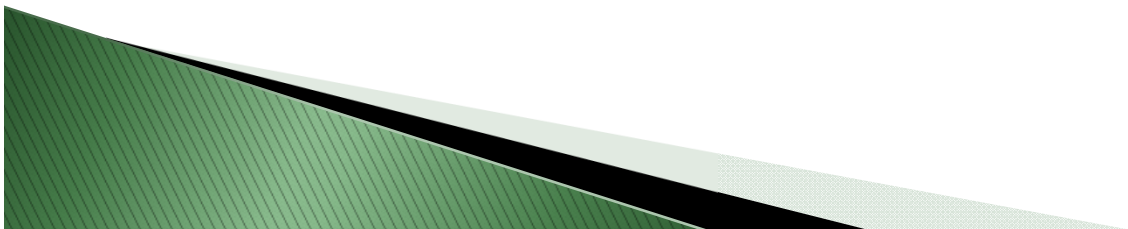
Business Retention and Expansion

- ▶ Wellington Business Retention & Expansion Project 2015/16
- ▶ 270 companies across Wellington were surveyed, with representation from all 4 business sectors
 - Manufacturing Industrial
 - Health Care Downtown Retail
- ▶ Over 32 businesses in the Town of Erin participated.
- ▶ Interviews showed Wellington's businesses are positive minded, excited about their business outlook and eager to make constructive changes for future success. Many businesses in the Town are eager to expand.
- ▶ Town of Erin booth at the Chamber of Commerce Home & Lifestyle Show
- ▶ Town of Erin booth at the Erin BIA Summer Celebration



New Business

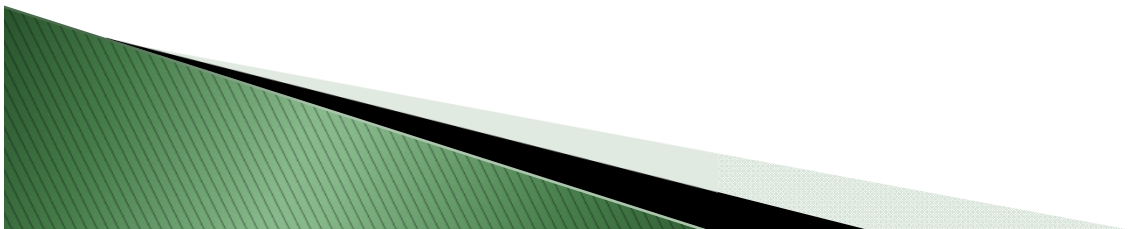
- ▶ The Guardian Building, 300 Main Street has been bought. “Pintar” manufactures paint accessories and could be up and running as early as August 2016. A possible 75 jobs for the Town of Erin will be created.
- ▶ 4 Shamrock Road has been sold and has become a U-Haul and equipment rental facility, with a hardware sales outlet.
- ▶ 3 new stores have opened in Erin downtown Epiphany / Majores / Snowberry Botanicals



Signage strategy

- ▶ Wellington Signage Plan Project 2016/2017
- ▶ The Town of Erin is one of 7 municipalities represented within the County of Wellington and is a big player in the new wayfinding signage strategy
- ▶ The Signage Plan will incorporate a three phase strategy:
 - Directional signage off 400 series highway's
 - County and municipal boundary road signage
 - Pay as you play business and tourism directional/wayfinding signage
- ▶ The EDO sits on this committee and will make sure that the Town of Erin is well represented, gets the signage it needs and any concerns or issues are raised.

<http://www.wellington.ca/en/business/signageplan.asp>



Looking ahead Jul–Dec, 2016

▶ Downtown Revitalisation

- ▶ Introduce the “Shop Local program” and Launch of the “Ambassador Program”
- ▶ First Impressions exchange with Mount Forest

▶ Business Initiatives

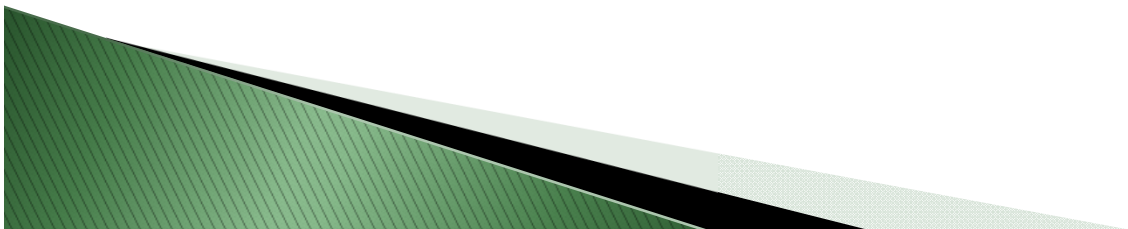
- ▶ “Business to Business” social event
- ▶ Mayor’s breakfast – Presentations by Taste Real and Everdale Farm
- ▶ Community Profile/Site Selection completion, print and distribution
- ▶ Continue to work on the amalgamation of the Erin and Hillsburgh Community Improvement Plans
- ▶ Creation of a quarterly Business newsletter through mail chimp

▶ Tourism Events

- ▶ International Ploughing Match, (IPM) – The Town of Erin will be showcased in a 1000 sq ft booth.
- ▶ Erin Fall Fair – Town of Erin Welcome Booth
- ▶ Town of Erin booth and the “Spirit in the Hills” fun day in Hillsburgh

▶ Community Initiatives

- ▶ Implementation of the Erin Rotary Riverwalk Trailway system
- ▶ Continue with Erin Equine “HUB” capacity building project



▶ Thank you!!

