



Erin Economic Development Committee (EEDC)

Minutes of the Tuesday March 14th, 2023 Meeting, 6:30pm

Town of Erin – Conference Room

Present: Jessica Bailey (Chair), Chris Bailey (Secretary), Matthew Cameron, Alex Keller, Ashley Travassos Moniz, Christian Piche, Jackie Robinson (Co-Chair), David Spencer, Councillor Cathy Aylard

Regrets: Sarah Prevette, Staff Support – Robyn Mulder

Absent: n/a

1. Call to Order

The meeting was called to order at 6:32pm by Councillor Cathy Aylard

2. Approval of the Agenda

Moved by: Jessica Bailey

Seconded by: Matthew Cameron

3. Adoption of the Minutes from February 14th, 2023

Moved by: Jessica Bailey

Seconded by: Christian Piche

4. Reports & Discussion Topics

4.1 Election of Committee Officers

4.1.1 Appointment of Chair: Jessica Bailey

Moved by: Chris Bailey

Seconded by: Ashley Travassos Moniz

That Jessica Bailey be appointed as Chair – Carried.

4.1.2 Appointment of Co-Chair: Jackie Robinson

Moved by: Chris Bailey

Seconded by: Jessica Bailey

That Jackie Robinson be appointed as Co-Chair – Carried.

4.1.3 **Appointment of Secretary: Chris Bailey**

Moved by: Christian Piche

Seconded by: Ashley Travassos Moniz

That Chris Bailey be appointed as Secretary – Carried.

4.2 **Economic Development Department – Monthly Brief**

4.2.1 *Strategic Plan 2023-2027:* a survey has been circulated; EEDC members are encouraged to review the plan and submit feedback.

4.2.2 *Economic Development Officer:* interviews are currently in progress.

4.2.3 *Community Improvement Plan:* deadline is approaching on April 25th.

4.3 **Business Community Updates**

4.3.1 *Erin Chamber:* Mayor's Breakfast is coming up on March 24th, EEDC members will receive an invitation and are encouraged to attend. The Chamber has been very active as part of the Construction Liaison and BIG activities.

4.3.2 *Film in Erin:* David has sought two quotes for photography to be used on the Ontario Creates website. Discussion will be held at the next meeting.

4.4 **EEDC Strategic Priorities**

4.4.1 *Wastewater Construction Response:* the EEDC will participate in assisting with this strategic priority via Chair Jessica Bailey, who sits on both the Construction Liaison Group and the Business Impact Group. The overarching goal is to keep businesses open. The Dig Erin/Open for Business campaign will be launched at the Mayor's Breakfast. Discussion was held on marketing opportunities and positive messaging tactics. Suggestions included: favourite business campaign, off-site vending activities with a collaborative of businesses, maps for parking and accessways including parking etiquette, and recommendations for businesses with appointments.

4.4.2 *EEDC Annual Budget allocation:* discussion was held on this topic, after which a decision was deferred until the next meeting.

4.5 **Council Update**

Wastewater Construction Dashboard: this resource is an interactive tool to assist with information and communication. There is a need to share and educate the public about this tool.

5. New Business

n/a

6. Next Meeting Date – Tuesday April 11th at 6:30pm

7. Adjournment - 8:02pm

Moved by: Jessica Bailey

Seconded by: Chris Bailey