



Erin Economic Development Committee (EEDC)

Minutes of the Tuesday June 13th, 2023 Meeting, 6:30pm

Town of Erin – Conference Room

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

Regrets: n/a

Absent: n/a

1. Call to Order

The meeting was called to order at 6:32pm by Chair Jessica Bailey

2. Approval of the Agenda

Moved by: Ashley Travassos Moniz

Seconded by: Sarah Prevette

3. Adoption of the Minutes from May 9th, 2023

Moved by: Ashley Travassos Moniz

Seconded by: Christian Piche

4. Business Related to Committee Structure

The Erin Economic Development Committee has received and accepted the resignation of member Matthew Cameron, effective immediately.

Moved by: Jessica Bailey

Seconded by: Ashley Travassos Moniz

5. Business Arising from the Previous Minutes

Tabled Motion from the May 9th, 2023 meeting: David Spencer moved a request to transfer \$2000 from the Economic Development Committee budget to pay for a photography project capturing images to be used for promoting Film in Erin. Chris Bailey seconded the motion.

This motion returned to the Committee to be voted on. The motion was defeated at Committee.

6. Reports & Discussion Topics

6.1 Economic Development Department – Monthly Brief

n/a

6.2 Business Community Updates

6.2.1 Construction Liaison Group: a meeting, previously cancelled, was held this morning without communication from Town staff. Most topics of concern were not possible to fully discuss due to the absence of necessary staff. The relocations along Main Street in the Village of Erin are ongoing, with shaft construction anticipated to begin in July. Dundas Street East, Scotch Street and Water Street are expected to be closed between Daniel Street and Main Street to accommodate the shaft sites. Construction on Trafalgar Road in Hillsburgh has led to major disruption including extensive full closures to traffic. Concerns were also raised regarding the Culvert 10 construction project on Sideroad 17 between 8th Line and 8th Line, which will need to be addressed further at a future meeting.

6.3 EEDC Strategic Priorities

6.3.1 Economic Development Plan/Strategy: members participated in a brainstorm on the expiring Economic Development plan, with the objective of identifying 2 priorities. The ideas shared were captured and saved for future reference.

- Marketing the Town was identified as a priority. This included defining our identity and defining our brand, creating a marketing plan, and creating marketing materials.
- Supporting existing business was also a top concern. This included understanding current businesses, helping them to understand and succeed through growth, and enticing consumers to use local businesses.
- Purposefully supporting entrepreneurship and fostering regional partnerships were also brought forward as important supporting activities.

6.4 Council Update

Resident Correspondence: Councillor Aylard reported on correspondence received from a concerned resident.

Development Public Meeting: Blackthorne Development in Hillsburgh reported on their construction plans for 799 homes. Residents in attendance shared concerns about aspects of the proposal. This meeting highlighted the need for economic development planning taking into consideration the ~4500 single attached equivalents to be built across 10 developments in our community. The change ahead of us will require planning and engagement from the local business community.

7. New Business

n/a

8. Next Meeting Date – Tuesday July 11th at 6:30pm**9. Adjournment** - 8:05pm

Moved by: Ashley Travassos Moniz

Seconded by: Jackie Robinson