



Erin Economic Development Committee (EEDC)

Minutes of the Tuesday October 10th, 2023 Meeting, 6:30pm

Town of Erin – Conference Room

Present: Jessica Bailey (Chair), Chris Bailey (Secretary), Alex Keller, Christian Piche, David Spencer, Councillor Cathy Aylard

Regrets: Jackie Robinson (Co-Chair), Sarah Prevette, Ashley Travassos Moniz

Absent: n/a

1. Call to Order

The meeting was called to order at 6:28pm by Chair Jessica Bailey

2. Approval of the Agenda

Moved by: David Spencer

Seconded by: Christian Piche

3. Adoption of the Minutes from August 8th, 2023

Moved by: Alex Keller

Seconded by: Christian Piche

4. Reports & Discussion Topics

4.1 Business Community Announcements & Updates

4.1.1 *Erin Chamber of Commerce:* the Chamber's second Mayor's Breakfast will be held on October 27th. Details will be circulated, and it is open to both members and non-members. Other upcoming events include Trick or Treat Main Street (October 28th) and Window Wonderland (November 17th).

4.1.2 *Construction Liaison Group:* a couple of the remaining shaft sites are waiting for relocations prior to their construction. The shaft on Dundas Street will be resized and turned into a manhole access following completion of construction. Trafalgar Road will be repaved and opened prior to Christmas and then construction will resume in the Spring. Tree removal along the Elora Cataract Trail is scheduled to

begin this week and the section between Erin Village and Hillsburgh will be closed until Summer 2025. Sideroad 17 is currently scheduled to reopen in late November.

4.2 Council Update

- 4.2.1 **Town Budget Process:** please complete budget survey which has been circulated by October 30th as it will be used to help identify priorities. The committee survey has also been circulated.
- 4.2.2 **Green Building Standards:** a presentation will be made on this topic October 11th.
- 4.2.3 **Town Promotions:** a new spread will be upcoming for In the Hills magazine Winter Edition and Widow Wonderland/Tree Lighting will be featured in the November 9th issue of the Globe and Mail. Discussion was held regarding an online landing page to allow metrics to be tracked for specific promotions.

4.3 Economic Development Department – Monthly Brief

- 4.3.1 **Wellington County Economic Development Committee:** a visit Christina Mann, County of Wellington Manager of Economic Development, is planned for our December 12th meeting.

4.4 EEDC Strategic Priorities

- 4.4.1 **Economic Development Plan/Strategy:** discussion was held on brand ‘essence’ and ‘story’. Jessica will compile the work done in the past few meetings so we can regroup and reach a documented proposal that committee members agree to.

5. New Business

n/a

6. Next Meeting Date – Tuesday November 14th at 6:30pm

- 7. **Adjournment** - 8:05pm
Moved by: David Spencer
Seconded by: Alex Keller