



ERIN ECONOMIC DEVELOPMENT COMMITTEE (EEDC)

Minutes of the April 13, 2016 Meeting

7:00-9:00pm

Town of Erin – George Root Conference Room

Attending: Maria Britto (Chair), Jamie Cheyne (Vice Chair), Keith McKinnon, David Spencer, Dave Doan, Ex-Officio: Mayor Allan Alls, Councillor Rob Smith,,

Regrets:, John Gainor, Jim Boyd

Staff Support: Robyn Mulder, Economic Development Officer

1. **Opening Welcome** – Chair Maria Britto
2. **Approval of the Agenda**
Moved by: Keith McKinnon
Seconded by: Jamie Cheyne
That the EEDC approves the agenda of April 13, 2016 meeting as presented. CARRIED
3. **Declaration of Conflict and Interest Therein**
None
4. **Adoption of the Minutes**
Moved by: Rob Smith
Seconded by: David Spencer
That the EEDC approves the minutes of the February 9th, 2016 meeting as presented.
5. **RTO6 - Central Counties Tourism (RTO6) Presentation** (see attached)
Chuck Thibeault – Executive Director
Jo Fillery – Field Manager, Headwaters region
Tamara Stefek – Field Consultant, Headwaters region
Chuck gave the committee a rundown of Central County initiatives and partnership grant opportunities which include:
 - Content/video development, RTO6 will give \$2 for every \$1 the Town spends
 - Tourism Wayfinding Signage, RTO6 will give \$1 for every \$2 the Town spends
 - Integrated Trails system, RTO6 will match \$1 for every \$1 the Town spends

- Large Event Management/ Tourism Driver, RTO6 will match \$1 to every \$1 the Town spends

The committee will discuss these grants at our next meeting and also look into pursuing a 4 month Community Tourism Plan in partnership with Central Counties (RTO6)

6. Business Arising

Overview of all Project Groups (10 min updates)

- 4 Season Attractions
St Patrick's Day was a success, lots of feedback and improvements can be made for next year. Feast of Hops may be incorporated into next year's programming.
Doors Open Erin organisation is well underway with 11 sites, clustered in Hillsburgh and Erin. A local brochure is being created, signs have been ordered, Ontario website is complete and site interpretation sheets are being put together with the help of Donna Revell.
- Downtown Revitalisation
Portable washrooms have been ordered for the Erin downtown from May 27 to Oct 11, 2016, they will be placed in McMillans park, we will need electricity and signage.
A business Information sheet is being circulated to businesses to gather information so we can update our business directory and data inventory.
- Advertising and Website
David Spencer will be looking at our website functions and making a list of possible streamlining capabilities.
- Case Studies – University of Waterloo
We have our 4 chosen studies and final drafting is being done before sending off to the University of Waterloo as the deadline of May 5th is fast approaching.

7. New Business

Fantastic news for the Town of Erin, Guardian Building has been sold – Pintar, a paint accessory manufacturing company. Resumes are coming in and business people in the community are coming forward to offer their services.

Erin Rotary Riverwalk Feasibility study is moving ahead with a full day of Stakeholder interviews on April 20th, followed by two Public Open House meetings, Erin April 27th and Hillsburgh April 28th.

IPM update – The Town of Erin have a 1000sq ft booth at this event. Town of Erin businesses, artisans and farmers will be creating an interactive and fun display to showcase the best of the Town of Erin. More info to follow.

EA (Environmental Assessment) update on sewer and town growth. Mayor Alls informed us that we are entering the 3rd of 5 stages. All 5 stages of the process are necessary for government compliance and grant opportunities and are to be completed by the end of this council's office

term. It will show us where and how much growth our water ways can handle and where this growth should occur.

9. **Adjournment** 9.05pm

Moved by: Jamie Cheyne

Seconded by: Robyn Mulder

That the meeting be adjourned until Wednesday May 11th, 2016 at 7pm in the George Root Conference Room, Town of Erin.



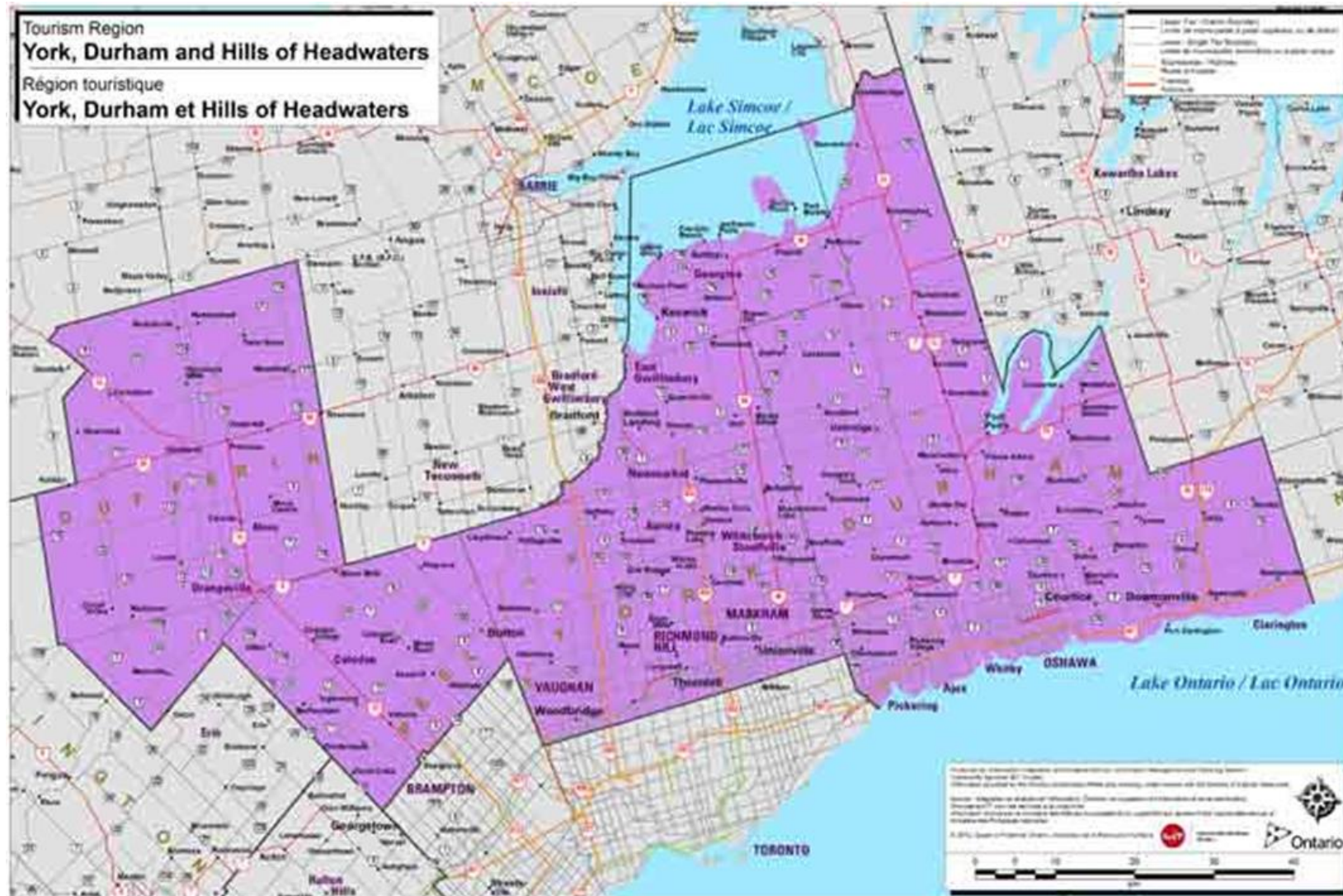
Welcome

Erin Economic Development





CENTRAL COUNTIES TOURISM



tourism

[too r-iz-uh m]

1. the activity or practice of touring, especially for pleasure
2. the business or industry of providing information, accommodations, transportation, and other services to tourists
3. the promotion of tourist travel, especially for commercial purposes

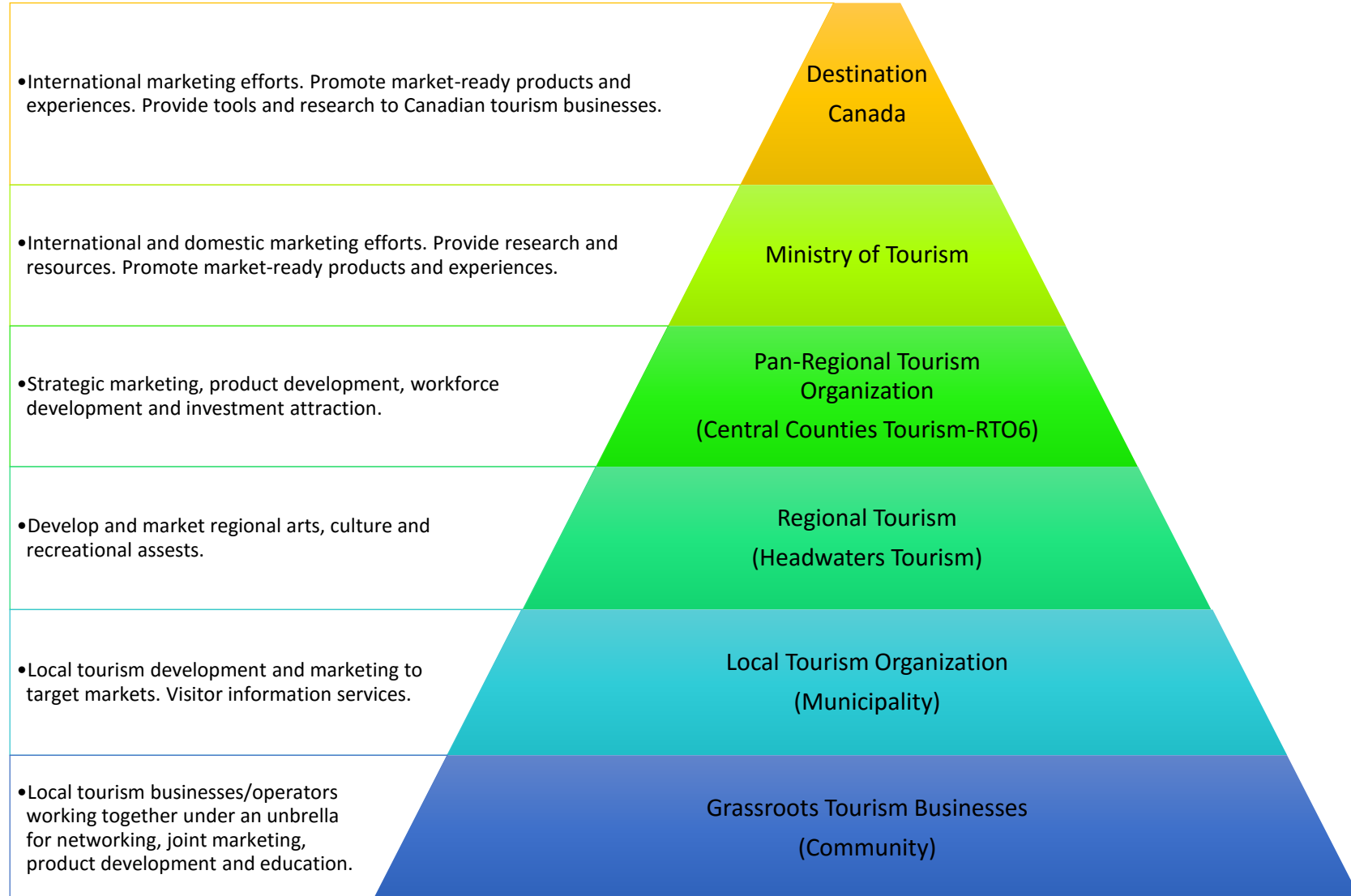


CENTRAL
COUNTIES
TOURISM





CENTRAL COUNTIES TOURISM



Destination Management

is a continuous process of

coordinating, investing, developing and marketing

the tourism potential of a destination in ways that provides value to visitors, businesses and communities.



CENTRAL
COUNTIES
TOURISM

P.A.I.R.

A Four Phase Collaboration Approach

2. ALIGN

Strategic Alignment: CCT & DMOs

(Pillars → Assets → Tactics)

Think incremental & fill gaps / enhance / extend
Set / Define GOALS & Outcomes:
Economic: Spending / Visits
Length of Stay: Day / Overnight

CCT PLAN
Board Approval

1. PLAN

(Regional vs. Sub-Regional)

Strategic & Tactical Plan
Development / DRAFT

(Pillars / Assets / Ideal Guest / Tactics / Budget)



3. IMPLEMENT

Tactics & Activities
(REGIONAL)

Regional and / or DMO Tactics
Roles & Responsibility Clearly Articulated

4. REPORT

Tracking / Reporting /
Analysis / Correction

Regional and Partnership Driven Tactics

Above the Line / Below the Line

NEW REASONS TO VISIT

Workforce - Product Development - Marketing - Investment Attraction

WHAT'S BEING DONE NOW

Service Visitors & Locals, Produce Collateral Material, Event Support,
Sports Tourism and more

Strengths in Central Counties

- Small Towns, Villages and Rural Landscapes
- Four Season Outdoor Adventure
- Golf
- Meetings & Conventions
- Sports Tourism



2016-2017 Partnership Opportunities

- 1) Content Development
- 2) Wayfinding
- 3) Integrated Trails Strategy
- 4) Large Event Marketing



Discussion and Q&A