



ERIN ECONOMIC DEVELOPMENT COMMITTEE (EEDC)

Minutes of the February 9, 2016 Meeting

7:00-9:00pm

Town of Erin – George Root Conference Room

Attending: Councillor Rob Smith, Jamie Cheyne (Vice Chair), Keith MacKinnon, David Spencer, Jim Boyd,
Ex-Officio: Mayor Allan Alls, Maria Britto

Regrets: Dave Doan, John Gainor,

Staff Support: Robyn Mulder, Economic Development Officer

1. **Opening Welcome** – Chair Maria Britto

2. **Approval of the Agenda**

Moved by: Keith MacKinnon

Seconded by: David Spencer

That the EEDC approves the agenda of February 9th, 2016 meeting as presented.

CARRIED

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

Non

4. **Adoption of the Minutes**

Moved by: Rob Smith

Seconded by: Jim Spencer

That the EEDC approves the minutes of the January 13th, 2016 meeting as presented.

5. **Business Arising**

Overview of all Project Groups and how they are progressing. Minutes attached.

5.1 4 Season Attractions

5.2 Downtown Revitalisation

5.3 Formerly “Community Profile” and now Erin Rotary Riverwalk
It was noted that due to a busy staff schedule the “Community Profile” focus group will be taken over by some very willing volunteers and the Erin Rotary Riverwalk take precedence at this current time.

5.4 Advertising and Website

5.5 Case Studies – University of Waterloo

6. **New Business**

6.1 Mayors Breakfast January 19th was a huge success. A post mortem was done on the event so we can make improvements for the next Mayors breakfast. Everyone agreed that \$5.00 was a bargain. It was nice to see the County make an appearance at this event and show their support for the lower tiers. Overall a very optimistic and enthusiastic crowd were present.

6.2 EDO briefing

Riverwalk Feasibility study RFP has concluded and a consultant has been chosen. Further details to follow.

EDCO Conference in Toronto was fantastic. Many great ideas and partnerships were made. A great networking event.

7. **Other Business**

7.1 HELG update. Jim Boyd. This organisation has changed its focus a little to the marketing and promotion of the horse industry under the Headwaters Tourism umbrella. This will include updating information and the website.

7.2 HHTA update. Maria Britto. Plans are beginning for next year’s 150th anniversary. The idea of a passport of events for visitors is on the table. Finances are healthy at headwaters. The board has decided to resign from Central Counties (RTO) but will still participate in other capacities.

7.3 IPM update – the International Ploughing Match will be held in Harriston this year. Extensive planning is already underway. There are many ways to get involved including sponsorship spearheaded by the County of Wellington. Robyn is part of the Art and Entertainment committee and will be helping local business get involved.

8. **Roundtable**

9. **Adjournment** 9.10pm

Moved by: Jamie Cheyne

Seconded by: Robyn Mulder

That the meeting be adjourned until Wednesday Mar 16th, 2016 at 7pm in the George Root Conference Room, Town of Erin.