



ERIN ECONOMIC DEVELOPMENT COMMITTEE (EEDC)

Minutes of the May 10, 2016 Meeting, 7:00-9:00pm

Town of Erin – George Root Conference Room

**Attending:** Jamie Cheyne (Vice Chair), Keith McKinnon, David Spencer, Dave Doan, Councillor Rob Smith

**Regrets:** Maria Britto (Chair), John Gainor, Jim Boyd, Ex-Officio: Mayor Allan Alls

**Staff Support:** Robyn Mulder, Economic Development Officer

1. **Opening Welcome** – Jamie Cheyne (acting Chair)

2. **Approval of the Agenda**

Moved by: David Spencer

Seconded by: Keith McKinnon

That the EEDC approves the agenda of May 10, 2016 meeting as presented. CARRIED

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

None

4. **Adoption of the Minutes**

Moved by: Rob Smith

Seconded by: Keith McKinnon

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

5. **Business Arising:** Overview of all Project Groups (10 min updates)

- **4 Season Attractions** – Doors Open / RCMP / IPM

Doors Open is in final stages, local brochure is being completed this week ready for distribution. Site Interpretation sheets for each site are being finalised with Donna Revell. 2 meetings have been set May 25 and 27 for site participants to collect their signs and to have last minute questions answered. Robyn will be presenting the Doors Open initiative to council on May 17.

RCMP, the town will be playing a support role. Collaborative advertising has begun.

IPM (International Ploughing match) needs to be 85% organised by the end of June. We will be using the “Where Urban Style meets Country Charm” slogan to

showcase what the Town of Erin has to offer residents and visitors of the ploughing match.

- **Downtown Revitalisation**

A more reasonable pricing structure was established which will give the Town of Erin 2 more weeks use of the washroom facility in McMillans park. Signage has been ordered and a location has been decided on.

- **Advertising and Website**

Advertising is ongoing, Doors Open will go in Country Routes and RCMP will be featured in the summer addition of "In the Hills". Our local brochure is hot off the press and will be distributed to all Ontario Travel centres possibly in partnership with the County of Wellington to save on costs, we are also looking into GTA distribution currently.

- **Case Studies**

A group of us travelled to the University of Waterloo last Thursday for the year one students to present their Case Study findings to us. They were great and a lot of work and creative ideas were put forward. Our focus group will now see what we can use to move forward in this community.

**6. 8.15pm: New Business (5-10 min updates)**

- Erin Rotary Riverwalk and Trails update

A trails committee has been formed and their first meeting will be held on Wednesday May 18<sup>th</sup> at 6.30pm. This committee will fit in nicely with the work that is being done on the Rotary Riverwalk study.

- Home & Lifestyle Show

The Town of Erin Economic Development department had a booth at the show alongside the County of Wellington, it was a huge success. Robyn spoke to at least 50 vendors and gathered business information which will be used to update the Town of Erin business directory.

**7. Other Business**

- HELG update – HELG gala was held at the Best Western, Orangeville. Robyn will be exploring options of how the Town of Erin can become more involved with this organisation.

**8. Roundtable**

**9. Adjournment**

**10. Next Meeting Date Wednesday June 8, 6pm start**