



Erin Economic Development Committee (EEDC)

Minutes of the Tuesday April 18<sup>th</sup>, 2023 Meeting, 6:30pm

Town of Erin – Conference Room

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

**Regrets:** Matthew Cameron, Sarah Prevette, Staff Support – Robyn Mulder

**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: David Spencer

Seconded by: Ashley Travassos Moniz

**3. Adoption of the Minutes from March 14<sup>th</sup>, 2023**

Moved by: Jackie Robinson

Seconded by: Christian Piche

**4. Reports & Discussion Topics**

**4.1 Economic Development Department – Monthly Brief**

**4.1.1 *Economic Development Officer:*** recruitment process is ongoing. Part-time Economic Development assistant Lisa Brown is working with Robyn in the interim.

**4.1.2 *Community Improvement Plan:*** deadline is approaching on April 28<sup>th</sup>. Only two applications have been received to date.

**4.2 Business Community Updates**

**4.2.1 *Film in Erin:*** David reported that he has been approached by several property owners after presenting at the Mayor's Breakfast. He is investigating legalities and

safety procedures regarding film on public/private property to assist with answering questions. Two quotes for a photography project were supplied to the committee, with the primary focus being used on the Ontario Creates site. Discussion was held on maximum committee budget, ownership of the photography, the capacity of the Town/County to support film projects in the area and timing/locations of the photography. David will investigate and report back on these questions.

#### **4.3 EEDC Strategic Priorities**

**4.3.1 Wastewater Construction Response:** discussion was held on the online dashboard, current progress, and delays on start dates. We need to be mindful of the construction exhaustion concern that sets in with such a long construction period ahead of us. Committee members brainstormed ideas for campaigns. 'Open for Business' will be the umbrella for all activities but we need roughly 4 campaigns to help keep messaging fresh. Some opportunities included: prize passports, event presence including festivals in neighbouring communities, an app, visitor surveys, a calendar of events, and use of notice boards for those not on social media.

#### **4.4 Council Update**

*Strategic Planning:* this is the current priority including a revised process. Business retention has been the top concern for our Town in the face of construction.

#### **5. New Business**

n/a

**6. Next Meeting Date** – Tuesday May 9<sup>th</sup> at 6:30pm

**7. Adjournment** - 8:02pm

Moved by: Jessica Bailey

Seconded by: Ashley Travassos Moniz