



Erin Economic Development Committee (EEDC)

Minutes of the Tuesday August 8<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, Christian Piche, Sarah Prevette, Ashley Travassos Moniz, Councillor Cathy Aylard

**Regrets:** David Spencer

**Absent:** n/a

**1. Call to Order**

The meeting was called to order at 6:33pm by Chair Jessica Bailey

**2. Approval of the Agenda**

Moved by: Jackie Robinson

Seconded by: Sarah Prevette

**3. Adoption of the Minutes from July 11<sup>th</sup>, 2023**

Moved by: Jackie Robinson

Seconded by: Christian Piche

**4. Reports & Discussion Topics**

**4.1 Business Community Announcements & Updates**

**4.1.1 *Erin Chamber of Commerce:*** will be holding another 'on location' event on August 31<sup>st</sup>. ECC will celebrate their first anniversary and AGM on September 18<sup>th</sup>. The Chamber also plans to hold a second Mayor's Breakfast this fall.

**4.1.2 *Construction Liaison Group:*** the old Mundell parking lot has yet to be opened for additional parking so follow up is being presented to the Town on this. There are also concerns of safe and consistent plaza access off Main Street by Shaft Site 5. Shaft site 4 is installed but Shaft Site 3 is behind schedule. The truck detour route is not yet active. Approval has been received from CVC to proceed with work on the Elora Cataract Trail. Culvert 10 work is also progressing. There will be an evening

information session coming up to allow for resident communication and feedback, and letter writing is also helpful for those with concerns.

## 4.2 Council Update

- 4.2.1 *Town Budget Process:*** this is underway and happening simultaneously with the strategic planning process. Additionally, Erin's CAO recently resigned so it is a challenging but also critical time to establish priorities.
- 4.2.2 *CAO Recruitment:*** the fire Chief Jim Sawkins will act as CAO temporarily. Council will proceed with meetings to determine next steps, including what we need for our Town.
- 4.2.3 *Committee Term:*** it has been proposed that Committee terms be extended to two years, and this will be discussed at the next Council meeting.

## 4.3 Economic Development Department – Monthly Brief

- 4.3.1 *Wellington County Economic Development Committee:*** Our County Councilor Jeff Duncan, who also chairs the County Economic Development Committee, has shared that their meetings are open to the public. They are held on the third Tuesday of each month at 10am in Guelph. He has shared that it will be more helpful for them to speak at one of our meetings and Jessica will arrange this.

## 4.4 EEDC Strategic Priorities

- 4.4.1 *Economic Development Plan/Strategy:*** members participated in an ongoing exercise to help explore the Town of Erin's brand. The objective was to bring forward the established brand ingredients to define a recommended brand character and brand essence. Jessica captured and will circulate notes on the following brainstorm topics:
- Key words/phrases shared during brainstorming
  - Previously shared brand ingredients, organized to assist with our next steps.
- At our next meeting, this will be synthesized through discussion into a 'brand story'.

## 5. New Business

n/a

## 6. Next Meeting Date – Tuesday September 12<sup>th</sup> at 6:30pm

## 7. Adjournment - 8:08pm

Moved by: Sarah Prevette

Seconded by: Jackie Robinson