



## Wellington County Municipal Economic Development Group

### Minutes

Tuesday, March 7th, 2023

9:30am

Microsoft Teams Virtual Platform

Ec Dev Representatives/Supporting Organizations

#### Present:

Jane Shaw (WWCF), James Vaclavek (County of Wellington), Kristel Manes (Business Centre Guelph/Wellington), Belinda Wick-Graham (Town of Minto), Joao Carrolo (Township of Centre Wellington), Janet Harrop (Wellington Federation of Agriculture), Christina Mann (County of Wellington), Charlene Hofbauer (Waterloo Wellington Dufferin Workforce Planning Board), George Borovilos (Township of Centre Wellington), Jamie Doherty (Saugeen Business Development Corporation), Dominique Charbonneau (County of Wellington), Leen Al-Habash (LIP), Heather Vasey (County of Wellington), Aly Hill (Township of Mapleton), Ben Shantz (MEDJCT), Anuradha Dam (County of Wellington), Justine Dainard (County of Wellington), Anuraj Gill (OMAFRA), Adelaide Manley (Innovation Guelph), Stephen Barath (FedDev Ontario), Jordan Grigg (County of Wellington), Dale Small (Township of Wellington North)

#### Guests:

Kate Vsetula (The SEED), Tom Armitage (The SEED)

#### Regrets:

Jana Burns (County of Wellington), Robyn Mulder (Town of Erin), Glenn Schwendinger (Township of Puslinch), Kayla Wray (County Communications), Linda Horowitz (Innovation Guelph), Laura Gibson (MEDJCT), Ian Roger (Guelph/ Eramosa Township)

1. Approval of Agenda – Moved by James Vaclavek, seconded by Dale Small  
CARRIED
2. No declaration of pecuniary interests
3. Approval of January 2023 Minutes – Moved by Janet Harrop, seconded by Belinda Wick-Graham  
CARRIED
4. *Presentation: The SEED (Kate Vsetula & Tom Armitage)*  
The SEED started in 2014 and currently provides programs and social enterprises to more than 20,000 people with food barriers. With cold storage available, over 20 food providers and 30+ schools can purchase wholesale foods and/or receive donated foods. The SEED offers free home delivery of over 200 products which has surpassed \$600,000 delivered to customers.

Currently, The SEED leases 30,000 square feet which ends December 31, 2023, leaving them searching for a location within central Wellington County. Please contact Kate or Tom if you have a location in mind with the following preferred space requirements.

- Minimum of 20,000 square feet
- 2 loading docks
- Located in Guelph or South-Central Wellington County

## **5. ROUNDTABLE**

### **COUNTY OF WELLINGTON**

#### **Christina Mann**

The Tourism Strategy will be presented in March.  
Will be revising the County Visitor map this year.

#### **Heather Vasey**

Currently editing listings (approximately 30 new listings) for the Local Food Map.  
Working on the Festivals & Events calendar.  
Provide updates to monthly newsletter.

#### **Anuradha Dam**

Currently working with Conestoga College on bridging the gap for international students and local jobs.  
County of Wellington will be hosting a Cultural Event on September 17<sup>th</sup> at the Wellington County Museum & Archives.

#### **Dominique Charbonneau**

Wrapping up 2023 Budget book  
Working with South Wellington Lions Club and Workforce Development on the upcoming Trade Tracks event in May at the CW Sportsplex. The event will showcase 144 trades with high schools attending on day 1 and open to the public on day 2. Organizers are still looking for sponsorships of the event.  
Attainable Housing - Live stories from Letter M Marketing are finalizing.  
Submitted RED application for downtown revitalization and is investigating a downtown gift card program.

#### **James Vaclavek**

CIP applications will be going to committee in April where discussion will also be about Bill 23 and how it will affect CIP's.  
BR+E is open  
RideWell review was presented in February. Conversations are starting to discuss extending the program. February had 600 rides with 125 for seniors, 15 for youth and 455 adult rides. Two new on-call drivers have been hired to start middle of March.

#### **Jordan Grigg**

Focusing on Experimental Acres Program which focus' on sustainable farming. Farms can receive financial support up to \$3000. Currently the program has 22 farms participating.

**Justine Dainard**

Focusing on Smart Cities and COIL in helping businesses become circular and have partnered with 10C's Harvest Impact Fund  
First National Challenge has been launched

**Stephen Barath (FedDev Ontario)**

Group welcomed Stephen as the FedDev representative for Guelph – Wellington.

**Jamie Doherty (SEDC)**

New Workforce Collaboration project focusing on local employment providers and business partners to provide training, job support and wage subsidies.

Saugeen Connects Student Start Up Program (SSUP) applications open on April 3<sup>rd</sup> until May 5<sup>th</sup>.

<https://www.saugeenconnects.com/youth>

Women's Day event will be held on March 8<sup>th</sup>.

Hawke's Nest tickets will be available on March 17<sup>th</sup>.

2<sup>nd</sup> half of newsletter now available

SEDC The Saugeen Economy Newsletter 2nd half 2022 <https://sfdc.ca/business-services/the-saugeen-economy-newsletter>

**Leen Al-Habash (LIP)**

Welcoming week will be held September 8 – 17<sup>th</sup>.

**Kristel Manes (Business Centre Guelph/Wellington)**

Starter Company has wrapped up with \$79,000 in grants provided (50% were located in the county)

Summer Company is open for those 15 to 29

Workshops are being held virtually

New program – FITT (Forum for International Trade Training) has launched.

BCGW is also working with the City of Guelph Tourism department.

**Belinda Wick-Graham (Town of Minto)**

Submitted RED application for "Move to Minto" downtown project.

**Janet Harrop (WFA)**

Continues to work on the farmland preservation study and the impact of economic development.

Developing Ag101 Tour for MP's and MPP's.

**George Borovilos (Township of Centre Wellington)**

CIP will be going to Council in April followed by the public meeting.

Stage 2 tender for the business park to be issued soon.

Budget has been approved with 13 new positions

Council has approved hiring a consultant for a new Strategic Plan.

Receiving lots of business inquiries from the GTA and local residents.

George is also a member of the Groves Healthcare Recruitment Committee

**Charlene Hofbauer (WWDWFPB)**

Local Labour Market Plan is out

Public Immigration Data is being reviewed

Findyourjob.ca has been updated with "employer accounts" showing industry/occupation results

### **Anuraj Gill (OMAFRA)**

Upcoming session for Strategic Plan will be held in April

### **Ben Shantz (Ministry of Economic Development)**

New projects from co-op placements to digital programs. Contact Ben for information, job creation projects and/or investments.

### **Dale Small (Township of Wellington North)**

RED application has been submitted for downtown project

The Farmers Market will be opening for their 10<sup>th</sup> year in June

Newcomer and Volunteer Celebration will be held in Arthur on April 20<sup>th</sup> from 4:30pm to 7:30pm

<https://www.eventbrite.com/e/2023-volunteer-and-newcomer-celebration-tickets-519685743047>

Strategic Plan is underway.

Women's Day event will be held on March 8<sup>th</sup> in partnership with SEDC, Town of Minto and Township of Mapleton.

### **Aly Hill (Township of Mapleton)**

GHG study went to council

Part of the Environmental Stewardship committee

Partnering with Minto and Wellington North for Career Education events.

### **Adelaide Manley (Innovation Guelph)**

Public Pitch Rhyze & Shine event will be on March 16<sup>th</sup>

**Rhyze and Shine Pitch Competition:** Join us on March 16 from 6pm – 9pm for a public pitch competition and celebration of our award-winning IG Rhyze Ventures clients. Watch these deserving founders participate for an injection of cash for their ventures and stay to connect & network. **Registration link:** <https://us02web.zoom.us/meeting/register/tZcrc-mrqzMjEtPSC916ngx54Hl8aaOL4A7q>

Start Up Program has a rolling intake

**Startup Program:** includes up to 2 hours of monthly mentorship, monthly education and networking, professional referrals and more. Intake is rolling and more details are available here: <https://innovationguelph.ca/startup-program/>

Applications for i.d.e.a Fund 2<sup>nd</sup> cohort will open March 24<sup>th</sup>

**i.d.e.a. Fund (inclusion, diversity, environment, acceleration):** i.d.e.a. Fund **applications will open on March 24 and close on April 17.** Virtual information sessions will take place throughout March and April. You can register here to receive direct updates about information sessions and application deadlines: <https://innovationguelph.wufoo.com/forms/sign-up-to-receive-idea-fund-updates/>.

Toolkit Tuesday will be on Grants & Fundraising

**Toolkit Tuesday:** Our next webinar is on Tuesday, March 21 from 12:00 to 1:00pm. The topic is Grant and Funding Application Tips & Tricks for Writing Winning Proposals. Registration link: [https://us02web.zoom.us/webinar/register/WN\\_GULFAKsCTvuuaCv5\\_63BeQ](https://us02web.zoom.us/webinar/register/WN_GULFAKsCTvuuaCv5_63BeQ)

Lessons from Leaders will be held on March 31<sup>st</sup>.

**Lessons From Leaders March 31, 7:30 a.m.-9:00 a.m,** designed to help entrepreneurs learn from others who have been in their shoes. For our next topic, we will be discussing **The Shift from Founder to CEO.** Registration for this hybrid event is free, but required (if attending in person, breakfast is included). Registration link: <https://www.eventbrite.ca/e/lessons-from-leaders-the-shift-from-founder-to-ceo-tickets-532427744717>

Next meeting – April 4<sup>th</sup> (WWCF Boardroom)  
Adjourned at 11am.



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Christina Mann, Chair

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Jane Shaw, Recording Secretary

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