



## Wellington County Economic Development Group Minutes

Tuesday, September 12, 2023

9:30am

3Gen Organics (7875 4 Line, Wallenstein)

Ec Dev Representatives/Supporting Organizations

### Present:

Jane Shaw (WWCF), James Vaclavek (County of Wellington), Belinda Wick-Graham (Town of Minto), Christina Mann (County of Wellington), George Borovilos (Township of Centre Wellington), Dominique Charbonneau (County of Wellington), Leen Al-Habash (LIP), Justine Dainard (County of Wellington), Stephen Barath (FedDev Ontario), Dale Small (Township of Wellington North), Jasmine Nanda (WWCF), Jana Burns (County of Wellington), Sally Litchfield (Township of Centre Wellington), Kristel Manes (Business Centre Guelph/Wellington), Joao Carrolo (Township of Centre Wellington), Rose Austin (Saugeen Business Development Corporation), Aly Hill (Township of Mapleton), Ben Shantz (MEDJCT), Anuradha Dam (County of Wellington), Anuraj Gill (OMAFRA), Jordan Grigg (County of Wellington), Kayla Wray (County Communications), RyanTompkins (MEJCAT)

### Regrets:

Glenn Schwendinger (Township of Puslinch), Linda Horowitz (Innovation Guelph), Ian Roger (Guelph/ Eramosa Township), Janet Harrop (Wellington Federation of Agriculture), Heather Vasey (County of Wellington), Charlene Hofbauer (Waterloo Wellington Dufferin Workforce Planning Board), Robyn Mulder (Town of Erin)

1. Approval of Agenda – Moved by George, seconded by Dale  
**CARRIED**
2. No declaration of pecuniary interests
3. Approval of June 2023 Minutes – Moved by Belinda, seconded by James  
**CARRIED**
4. Upcoming Events:

- a. International Plowing Match and Rural Expo – September 19-23, Dufferin County
- b. Wellington County Multicultural Festival – September 23
- c. Downtown Revitalization Training Session – September 25
- d. Teeny Tiny Economic Development Summit – September 26
- e. Taste Real Fall Rural Romp – September 30
- f. Feast On the Farm – October 1 (public event), October 2 (hospitality industry day)
- g. Culture Days – September 22-October 15
- h. Centre Wellington Open House – Parking Strategy – September 20
- i. Welcoming Week
- j. Municipal Economic Development and Planning Forum
- k. COIL Webinar – date TBD – third week of October
- l. Our Food future Wrap Up event – October 17
- m. Monster Month Elora – October
- n. EDCO regional events: Coburg October 18, Windsor-Essex November 14
- o. EDCO Conference February 6-8, 2024
- p. Royal Winter Fair – November 3-12

Please submit additional events to Jane by email.

#### 5. County CIP Update:

County reviewing CIP, in partnership with CW.

No longer called “invest well improvement programme” but Invest Well.

Plan concentrates on investing comprehensively, strategically and for performance.

There are now 6 priorities:

1. Use land strategically
2. Building infrastructure
3. Diversify economy
4. Provide affordable housing
5. Promote tourism
6. Green (environmental) – new priority. Brownfields now included and heat reduction strategies.

Table 1 provides overview of all programmes:

- Study grant programme – not financially matched. Can fund 100%. \$10k per study (max 2 studies)
- James reviewed some of the study grant programmes that will be included.
- Minor Activity Grant – increased cost to fund \$20k. Allowed stacking.
- Major Activity Grant – stacking allowed. Sliding scale. Starts at 100% then decreases 20% each year until year 6 when back to 100%

Evaluation framework – minimum will be 20 out of 100, previously started funding at \$2500, funding will now start at \$7500.

Criteria slightly different.

Currently “live” document and has NOT been presented or approved by Council.

James suggested to include health care under priorities.

Housing changes – focused mixed/multi use buildings. Affordability guidelines same definition as province.

Brief discussion regarding the updates:

Will County accept applications of projects already started? – unfortunately no. Cannot cover anything spent, however, could potentially cover costs that have not been expensed. “Conditional” approvals may be granted to speed process. – Any processes working well, please provide insight/input to the County and other municipalities.

Flow chart is a recommended approach.

Social media and post cards suggested for promotion (one side County other side municipality)

## 6. Roundtable

### **Stephen Barath (FedDev Ontario) –**

- FedDev making announcement today (September 12)
- Alison Barclay, new FedDev rep, plans to attend a future meeting
- Programme changes for FedDev funding – Nov 7 deadline for businesses and organizations. 3 intakes per year. Information sessions coming up

### **Leen Al-Habash (LIP) –**

- Welcome Newcomers coming up. Thank you everyone for sharing
- Survey promotion went well – low responses from County

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

- Council approved RFP for corporation, recreation, community development
- EDCO – 3 one day sessions will be held in September, October and November. EDCO Conference February 6-8

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

- September 20 open meeting for parking discussion
- CW business park established price per acre (\$450k per acre). 23 lots available and over 44.5 acres.
- From June to recently, Toronto based businesses are interested in moving to the area
- CIP is almost ready for Council. Working on implementation plan. Different from previous (removing loan components and adding in housing)
- Cannabis coming back to Council. Alcohol and Gaming can overrule any decision.
- Monster Month in Elora in October

### **Jasmine Nanda (WWCF) –**

- Harvest Dinner to be held September 13 in the Region of Waterloo
- Foodlink map dissolved in 2018 and is in the works to be brought back
- Photo project will be shared once complete
- New website for WWCF will be launched at end of September
- Client success series – 2 more to be filmed in October
- Working on Wellington Waterloo Tourism Grant. Hoping to launch in the winter. Helping businesses with tourism ideas

- Digital Transformation project in Puslinch – looking for 25 employers and job seekers to participate

**Aly Hill (Mapleton) –**

- Will be on maternity leave starting at the end of November
- Currently in process of hiring
- Approved strategic plan in spring
- Possibly review and update to CIP plan
- Water and wastewater master plan almost complete
- No more capacity in downtown for building. Lots of inquiries of residential (basement apartments etc.) in downtown.

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

- Approved CIP, last summer. Included green energy grant. Extended programme to 2028.
- Council approved community growth plan
- Strategic plan nearing completion
- Dale retiring

**Kristel Manes (GBC) –**

- Partnered with business centre in London (Foodpreneur Programme)
- Will send what is happening for small business month as lots going on
- Starter company funding is \$80k. Lots of potential

**Rose Austin (SEDC) -**

- Busy with repayable loans. Banks not assisting as much as in the past (especially CEBA loan clients)
- Canadian Federation of Businesses is looking to have CEBA extended/written off etc.
- Short questionnaire from 7 CFDC's – opportunity for a targeted project. 7 questions on economic condition, personal view, gaps of your community
- Saugene Connect succession planning session will be held in November

**Anuraj Gill (OMAFRA) –**

- October 17-19 will be the 15th annual Municipal Agriculture Economic Development and Planning Forum co-hosted by (OMAFRA) and the City of Temiskaming Shores
- Ag excellence awards applications accepted until September 14. Achievements in 11 categories will be recognized. No monetary awards, recognition only.
- Sustainable Canadian Agricultural Partnership (SCAP) initiatives include:
  - Agri-Food Energy Cost Savings Initiative
  - Grow Ontario Market Initiative
  - Promoting Agriculture and Food Careers Initiative
  - Meat Processors Capacity Improvement Initiative

**Ryan Tompkins (MEDJCT) –**

- SOFII - Application period 14 closes October 5 period 15 opens in December and closes in January

**Joao Carrolo (Elora Fergus Tourism) –**

- Elora Fergus Tourism launched funding programme for winter experience and applications are now closed. Sponsoring some exciting projects in the winter season.
- Shuttle Bus programme closed on Labour Day weekend. Thank you for support. Transported 1469 passengers (10x more than previous year). 40% using shuttle service were local residents

**County of Wellington**

**Jana Burns –**

- County working with local business to have representation at Royal Winter Fair. Possibly local food market booth
- County donated land to build Wellington Hospice. “Community Kick Off” will take place on September 15

**Dominique Charbonneau –**

- Credit Review presentation was in August
- In Demand sectors and Career pathways working with Workforce
- Working with WWCF on photos to promote businesses within rural County
- Launched updated dashboard for statistics (link will be sent)

**James Vaclavek –**

- Ride well contract extended to December 31
- Working on integrations with GOST
- Ride Well looking at Uber integration as well.

**Jordan Grigg –**

- Experimental Acres 21 farms in Wellington, Dufferin, Grey County. Hoping to keep the programme running in Wellington County next year.
- Agriculture \$9.6m project over 5 years working with farmers to develop ways to help climate change.

**Anuradha Dam –**

- Launched #WellingtonWelcome campaign. 4 of 13 newcomer success stories published so far. Reaching FB, Instagram, LinkedIn.
- September 23 – OMNI TV will be present and attending the Multicultural Festival.

**Justine Dainard –**

- Provincial announcement re: broadband expansion. Rogers will complete fibreoptic in County. Should be completed by end of 2025
- Currently county is running speed test campaign. ([wellington.ca/internet](http://wellington.ca/internet))

- COIL planning a webinar in November. Launching investment “look” book. Large banks and other investment agencies attending
- Food Future closing party on October 17 (fingers crossed). Will be held at RiverRun in Guelph.

3Gen Organics farm owners, Jamie and Brett Israel, shared their experience of “changing” the farm to organic, working with other local farmers and partners and some challenges.

**Next meeting – October 3 at 9:30am (6783 Gerrie Rd. Elora – Irvineside Farm)**

- Please submit agenda items or topics you would like to cover in future meetings. The group is an excellent platform to give information as it is to get it from each other.

Adjourned

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Jana Burns, Chair

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Jane Shaw, Recording Secretary