



Municipality of West Elgin

Minutes

Economic Development Committee

March 26, 2024, 7:00 p.m.

Facility Tour

Present:

Michelle Navackas
Stacey Zegers
Shaun Szabo
Mike Russo
Mike Vanraes
Dan Soos
Norma McPhail
Bill Denning

Regrets:

Mike Miller

Staff Present:

Terri Towstiuc

1. Call to Order

Michelle Navackas, Chair, called the meeting to order at 7:02 p.m.

2. Adoption of Agenda

EDC 2024- 01

Moved: Bill Denning

Seconded: Dan Soos

That West Elgin Economic Development Committee hereby adopts the Agenda for the meeting of March 26, 2024, as presented.

Carried

3. Disclosure of Pecuniary Interest

No disclosures

4. Minutes

EDC 2024- 02

Moved: Norma McPhail

Seconded: Shaun Szabo

That minutes of the Economic Development meeting on February 13, 2024, be adopted as presented.

Carried

5. Business Arising from Minutes

None.

6. Items for Discussion

6.1 Upcoming Meetings

Second Tuesday of every month with the option to reduce meetings in July and/or August.

6.2 Strategic Plan and Terms of Reference

Terms of Reference to be finalized and adopted at the next meeting.

6.3 Business Awards, D. Soos

Initiate a community business awards program, to annually recognize local small businesses.

6.4 Business List Update, M. Russo & S. Zegers

Establish a local business directory, to showcase what local business have to offer, and what West Elgin can provide here that is being sourced from outside of the municipality.

6.5 Women in Business Networking Group

M. Navackas provided the committee with an update regarding the Women in Business meeting and events.

6.6 Critical Economic Development Data

Discussion regarding a Strategic Plan for the Economic Development Committee and would the County be willing to assist.

- What does West Elgin look like in 10 to 15 years, and how do we get there?

- Comparison to "Oldies Village" in London
- What are the challenges and roadblocks the municipality is facing and what can the committee do to assist?

6.7 Economic Development Plan for West Elgin

Michelle to reach out to Carolyn at Elgin County to proceed with Strategic plan.

6.8 Action Plan Implementation

Examples provided to committee.

6.9 New Branding

funding available for new branding for West Elgin, once Strategic Plan is in place.

6.10 Doors Open West Elgin Grant

Roots & Revival update provided with the grant application due March 31

6.11 Rodney & West Lorne Profile Background Information

6.12 Norfolk Economic Event

Information only.

6.13 West Elgin Procedural By-law, 2024-05

Provided for reference - all Committees are to abide by the West Elgin current Procedural By-law.

7. Additional Items of Discussion and Next Steps

Bill and Mike Re: Farmer databank, specifically for customer facing farmers.

Michelle Re: Contact County to discuss Strategic plan funding and increase County Road signage.

Next agenda - Port Glasgow Beach

8. Adjournment

EDC 2024- 03

Moved: Bill Denning

Seconded: Shaun Szabo

That the West Elgin Economic Development Committee hereby adjourn at 8:38 p.m. to meet again at the Municipal Council Chambers, on Tuesday April 9, 2024 at 7:00pm, or at the call of the Chair.

Carried

Michelle Navackas, Chair

Terri Towstiuc, Recording Secretary