



Municipality of West Elgin

Minutes

Economic Development Committee

November 25, 2024, 7:00 p.m.

Council Chambers

160 Main Street

West Lorne

Present:

- Stacey Zegers**
- Mike Russo**
- Mike Vanraes**
- Dan Soos**
- Kristina Pringle**
- Pam Wardell**

Regrets:

- Shaun Szabo**
- Bill Denning**

1. Call to Order

Chair Dan Soos called the meeting to order at 7:20 p.m.

2. Adoption of Agenda

Moved: Mike Russo

Seconded: Mike Vanraes

That West Elgin Economic Development Committee hereby adopts the Agenda for the meeting of November 25, 2024 as presented.

Carried

3. Disclosure of Pecuniary Interest

No disclosures

4. Minutes

Moved: Mike Russo

Seconded: Mike Vanraes

That minutes of the Economic Development meeting on November 6, 2024, be adopted as presented.

Carried

5. Business Arising from Minutes

None.

6. Items of Discussion

6.1 Budget Items

The following budgetary considerations were sent to Council via email for consideration at the November 28th meeting- request totaling \$14,000.

1. **Cultivating Success Events (\$2000):** These workshops and seminars aim to help local businesses grow by offering educational resources, networking opportunities, and tools for success in today's competitive market.
2. **West Elgin Women in Business -Business Showcase (\$2000):** This event celebrates the accomplishments of entrepreneurs and provides them with a platform to showcase their products and services to the community, helping to stimulate both local business engagement and consumer interest.
3. **Branding and Marketing Initiatives (\$5000):** Strengthening our town's brand and marketing presence will increase awareness of our local businesses and attract new visitors and investment to the area, ultimately boosting our economy.
4. **Country Holiday Tour (\$2000):** A festive event to showcase local businesses during the holiday season, drawing visitors and residents alike to our local shops and businesses, promoting community spirit, and boosting economic activity during the critical holiday shopping period.
5. **Blueberry Festival (\$3000):** This new annual event highlights the region's agricultural heritage while providing local businesses with an opportunity to engage with attendees. The festival draws a large crowd and boosts tourism, contributing to the local economy through vendor participation, food sales, and tourism-related activities.

6.2 Committee Branding

Mike Russo presented a comprehensive branding suite, including logo, for the EDC along with the slogan “Harvest Opportunity”. Dan presented the tagline “Rooted in Heritage, thriving in new horizons.” There was unanimous adoption of the branding suite and slogan/taglines.

Action items include setting up an EDC@westelgin.net email address and social media pages.

Moved: Pam Wardell

Seconded: Kristina Pringle

That the Economic Development Committee hereby adopt the presented branding suite.

Carried

6.3 Sub-Committee - Organizational Structure

Mike Russo presented six potential sub-committees and associated committee structures for consideration. After some discussion, it was decided that the committee would:

- 1) Move forward with 3 of the 6 sub-committees for 2025:
 - a) Tourism & Recreation
 - b) Business Retention & Expansion
 - c) Marketing and Communication
- 2) Adopt the proposed organizational structure and utilize SMART goals and KPIs to guide progress.
- 3) Initiate conversations with local farmers to determine how the EDC can best support West Elgin Agriculture, saving space for a potential Agriculture/Agri-business sub-committee in the future.

At the next EDC meeting in December, it was decided that we will further discuss and formalize the committee structure and determine committee membership.

7. Adjournment

Moved: Pam Wardell

Seconded: Mike Russo

That the West Elgin Economic Development Committee hereby adjourn at 7:00pm p.m. to meet again on Monday, December 9th, 2024 at Natterjack Brewery, or at the call of the Chair.

Carried

Dan Soos, Chair

Kristina Pringle, Recording Secretary