



# Municipality of West Elgin

## Minutes

### Economic Development Committee

February 24, 2025, 7:00 p.m.

Facility Tour

**Present:** Mike Vanraes  
Dan Soos  
Pam Wardell  
Philip Sousa  
Travis Roodzant  
Bill Denning

**Regrets:** Stacey Zegers  
Mike Russo  
Kristina Pringle  
Ryan Statham

**Staff Present:** Robin Greenall, Chief Administrative Officer

**1. Call to Order**

Chair Dan Soos called the meeting to order at 7:06 p.m.

**2. Adoption of Agenda**

**Moved:** Bill Denning

**Seconded:** Travis Roodzant

That West Elgin Economic Development Committee hereby adopts the agenda for the meeting of February 24, 2025, as presented.

**Carried**

**3. Disclosure of Pecuniary Interest**

No disclosures

#### **4. Minutes**

**Moved:** Mike Vanraes

**Seconded:** Travis Roodzant

That minutes of the Economic Development meeting on January 13, 2025 be adopted as presented.

#### **5. Business Arising from Minutes**

None.

#### **6. Round Table Member Discussion**

- Robin spoke about the talk she had with Dan- terms of reference, how does EDC committee work with the municipality, how do they work together, are we better as and EDC or as a Chamber?
- Chamber works independently and can run with ideas
- EDC ideas must go through council, monetary attachment with it
- Roots and Revival – Robin would advise council to stay at arm's length with festivals and committees
- For municipality to run a festival, it is too high risk for council; insurance goes up if municipality is involved, and signing off
- Bill D. stated there is an inherent risk to the taxpayer when the municipality is involved or is the operator of the festival
- Mike V talked about set-backs over the year & a half
- Travis talked about guidance and direction seen in the information Pam forwarded to the group.
- Pam talked about the RED application and information sent out to the members to clarify what and EDC is and what a Chamber is.
- Bill stated that the EDC is an advisor to the council
- Robin talked about that I was right about the direction and guidance coming from Council.
- Bill stated that Council is trying to find out what they are to do.

- Bill talked about not understanding the money being approved for the WEWIB and how it was to be received.
- Robin stated that the money is allocated \$2000 WEWIB.
- Dan talked about giving the WEWIB \$2000 and that they had to produce receipts.
- Robin talked about how money distribution will be allocated & distributed moving forward and how the money is spent.
- Dan mentioned about being on the Fair board and receiving money from the County and how it was being spent.
- Dan wondered how long it would be for the WEWIB to be reimbursed the \$2000.
- Robin explained the process to receive allocated funds; submit receipts for reimbursement
- Robin stated that she is committing to work with the group. It is part of her portfolio.
- Travis talked about where our focus is on the EDC or Chamber. Where is the need?
- Dan said he talked to Robin about the same focus as stated by Travis.
- Dan made a recommendation that Council find out what a proper EDC is and how it is to function?
- Dan suggested we talk to Dutton/Dunwich EDC if their Council puts the EDC in their budget and how much? Why did WE EDC start with \$0? Bill said he didn't know.
- Philip talked about the lack of accommodations for Roots & Revival and other local events.
- Travis talked about being at other meetings that talked about "what do we have, what don't we have."
- Bill asked to Robin what we could do to have a small success.
- Robin stated she liked the branding idea but to take it back to Council – Branding exercise, get Council to buy into it, and businesses too.
- Bill said to let the EDC do the branding – logo and bring it to Council.

- Once established, then take to the people to get residents to buy in.
- Robin talked about what does Council want to see from EDC; rebranding, goals, focusing on
- Robin mentioned that branding is the end result of the process. What summarizes what we really want to do, we need to get the buy in
- Bill said we have nothing on the 401 that say West Elgin.
- Robin suggested for Council to revisit what are these committees' priorities
- Bill and Robin to take this to Council.
- Robin stated that it would be great for Council to give its objectives to the EDC.
- Bill talked about not to diminish what we have done in the last year and that we now have a focused CAO and treasurer.
- Robin said money will flow where it is going to flow – how do we grow?

## 7. **Adjournment**

**Moved:** Mike Vanraes

**Seconded:** Philip Sousa

That the West Elgin Economic Development Committee hereby adjourn at 8:37 p.m. to meet again at the call of the Chair.

**Carried**

---

\_\_\_\_\_, Chair

---

\_\_\_\_\_, Recording Secretary