



# Municipality of West Elgin

## Minutes

### Economic Development Committee

January 13, 2025, 7:00 p.m.  
Facility Tour

**Present:** Stacey Zegers  
Mike Russo  
Mike Vanraes  
Dan Soos  
Kristina Pringle  
Ryan Statham  
Philip Sousa  
Travis Roodzant

**Regrets:** Pam Wardell

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

**1. Call to Order**

Chair Dan Soos called the meeting to order at 7:05 p.m.

**2. Adoption of Agenda**

**EDC 2024- 01**

**Moved:** Mike Vanraes

**Seconded:** Ryan Statham

That West Elgin Economic Development Committee hereby adopts the Agenda for January 13, 2025 as presented.

**Carried**

**3. Disclosure of Pecuniary Interest**

No disclosures

**4. Adoption of Previous Minutes**

**EDC 2024- 02**

**Moved:** Mike Russo

**Seconded:** Mike Vanraes

That minutes of the Economic Development meeting on December 9, 2024 be adopted as presented.

**Carried**

**5. Business Arising from Minutes**

None.

**6. Items of Discussion**

**6.1 Meet & Greet - Robin Greenall, Chief Administrative Officer, West Elgin**

**6.2 West Elgin Women in Business, February Event**

-We will be using a portion of the money (\$2000) for the WEWIB Business Showcase taking place Sunday February 23<sup>rd</sup>, 2025.

-Amy: they will be using funds for marketing (14 people have currently applied, 40 spaces available for businesses). This event is open to all businesses and not just women in business and is open to West Elgin and surrounding areas.

-Trying to bring awareness of small businesses to the community

-Robin recommended reaching out to the Economic Development Committee in the County (Lindsay Duncan) as well as the Jean Collective (Elgin Women's Leadership)- might be willing to help promote the Business Showcase Event.

-EDC is going to have a table at this event.

**EDC 2024- 03**

**Moved:** Mike Russo

**Seconded:** Travis Roodzant

That the Economic Development Committee request the Municipal Treasurer to transfer the approved funds of \$2,000 to the West Elgin Women in Business.

**Carried**

### **6.3 Introduction - Travis Roodzant and Philip Sousa to EDC**

Travis Roodzant- wants to bring a strong voice for the agricultural community to the table. Travis focused on enablement. There are a lot of changes in agriculture and as things change, we as farmers need to adapt and learn. He wants to focus on bringing agriculture to the community.

Philip Sousa- Wants to see us work to promote local business and connect local business owners to the community at large. He is interested in a local business directory and the eventual development of a local Chamber of Commerce.

### **6.4 Sub-Committees - Supporting Local Businesses and Sectors**

There are lots of spokes that we want to pursue, but we are focusing on the following committee structure.

1. A) Tourism and Recreation- Chair is Pam Wardell
2. B) Business Retention & Expansion- Chair is Mike Russo
3. C) Marketing & Communications- Chair Phillip Sousa

#### **EDC 2024- 04**

**Moved:** Kristina Pringle

**Seconded:** Stacey Zegers

That the EDC nominate Philip Sousa as Chair for the Marketing & Communications sub-committee.

**Carried**

#### **EDC 2024- 05**

**Moved:** Mike Russo

**Seconded:** Stacey Zegers

That the EDC create a fourth sub-committee, being Agriculture and Agri-Business.

**Carried**

#### **EDC 2024- 06**

**Moved:** Mike Russo

**Seconded:** Stacey Zegers

That the EDC appoint Travis Roodzant as Chair to the Agriculture and Agri-Business sub-committee.

**Carried**

**7. Additional Items**

-Discussion about getting one EDC email and Facebook/Instagram page set up- goal is to get these set up before next meeting. Robin is going to take this back to council.

-Mike Russo is working on a business directory list for West Elgin (it was accidentally deleted)- email blast list- then we can email businesses to feature them monthly on our social media platforms

-Discussion about a welcome wagon package for new residents- that includes information about local businesses, coupons for local businesses- residents would be directed to go to the library when they pick up their recycle bins from the municipality and pick up their welcome wagon there. Eventually, we can also include a print or digital business map with silver, gold and platinum members based on how long they have been in business.

-Discussion about a book list for entrepreneurs- partner with the local libraries to offer a reading list. We could allocate funds or donate books to the library for this.

-Discussion about how to promote positive google reviews for local businesses

-Brand deck – Robin Greenall is going to take our Brand Deck back to Council- suggestion to change the slogan to “Harvesting Opportunity” – can Council’s branding and our branding align?

-Discussion about offering talks and workshops on various topics

-Discussed collaborating with the municipality on a Christmas tree lighting ceremony in Rodney

Roots and Revival meeting took place- event is going to take place in West Lorne in 2025

-July 18-20 -Blueberry Festival

-Amy advised that grants are difficult if Roots and Revival is not set up as an NPO.

-Robin Greenall suggested connecting with Lindsay Duncan to learn about grants the festival might be eligible for.

-Discussion about insurance requirements for an event of this magnitude. Robin Greenall is going to look into what the insurance looked like for the festival last year and what the requirements would be for this year.

**8. Adjournment**

**EDC 2024- 07**

**Moved:** Mike Russo

**Seconded:** Ryan Statham

That the West Elgin Economic Development Committee hereby adjourn at 8:45 p.m. to meet again at 7:00pm on Monday, February 10, 2025, or at the call of the Chair.

**Carried**

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Dan Soos, Chair

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Kristina Pringle, Recording Secretary