



Municipality of West Elgin

Minutes

Economic Development Committee

March 31, 2025, 7:00 p.m.

Facility Tour

Present:

Stacey Zegers
Mike Russo
Mike Vanraes
Dan Soos
Kristina Pringle
Pam Wardell
Ryan Statham
Philip Sousa
Travis Roodzant
Bill Denning

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

Meeting held at Natterjack Brewery.

1. Call to Order

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

2. Adoption of Agenda

Moved: Travis Roodzant

Seconded: Philip Sousa

That West Elgin Economic Development Committee hereby adopts the agenda for the meeting of March 31, 2025 as presented.

Carried

3. Disclosure of Pecuniary Interest

No disclosures

4. Adoption of Previous Minutes

Moved: Bill Denning

Seconded: Philip Sousa

That minutes of the Economic Development meeting on February 24, 2025 be adopted as presented.

Carried

5. Business Arising from Minutes

None.

6. Items of Discussion

6.1 Elgin County Business Guide Planning Team

- Dan has been asked for a representative to sit on the committee
- Comprehensive Guide for small and medium sized businesses in Elgin County
- This guide will serve as an essential resource for business owners, offering key information on starting and growing a business – guide will be updated annually
- 3 to 4 interactive workshops
- Phil is going sit on the committee- Phil to ask at first meeting if we can provide substitute participants throughout the term

6.2 Cultivation for Success

- Event on June 18th, 2025 in the evening- Dutton Dunwich is hosting it at Prim Peony
 - There will be a full sit-down meal and round table discussions, will be open to all businesses
- West Elgin will be hosting in the fall

Moved: Philip Sousa

Seconded: Mike Vanraes

That one thousand dollars (\$1,000) to be allocated to each Cultivated for Success event.

Carried

6.3 R. Greenall, West Elgin Strategic Plan 2023-2027

- Council identified Economic Development as a Key Strategic Priority (along with infrastructure, recreation, and community engagement)
 - **ED Objectives include:** 1) Attract more small businesses, retail and industry to West Elgin, 2) Explore transportation to St. Thomas, and 3) Enhance the view of West Elgin as a tourism destination
 - We need to create projects/programs that meet Council's objectives to bring to Council to ensure that funding supports it- we need to put a package together for council outlining these projects
 - **Project** – Develop new West Elgin branding that creates unity between WE communities (needs to encompass community engagement/feedback to better understand their core values before we develop branding- then go back to the community for final thoughts/approval).
 - **Project** - Exploring policies and how they align to the strategic plan
 - *Policies that we want to start looking at this year (2025)*
 - *Vacant commercial storefronts*
 - *Mixed use residential commercial*
 - *Staggering development fees*
 - *Explore the concept of rural residential*
 - *How are we attracting and supporting entrepreneurs to this community? Retention and support*

6.4 Policies

6.5 Round Table

7. Adjournment

Moved: Travis Roodzant

Seconded: Philip Sousa

That the West Elgin Economic Development Committee hereby adjourn at 8:37 p.m. to meet again on April 28, 2025 at 7:00pm at Natterjack Brewery, or at the call of the Chair.

Carried

Dan Soos, Chair

Kristina Pringle, Recording Secretary