

Elgin County Council Highlights



Economic Development & Tourism unveils "Welcome Home" Video Campaign to Council

At its meeting on July 12, 2022, County Council was among the first to view two new promotional videos executed by the County's Economic Development & Tourism department.

Over the past several months, Economic Development staff have worked diligently with a local videographer to create seven (7) short videos that feature each of the seven (7) Local Municipalities within Elgin County. These videos will be included in a summer-long video campaign, with the County featuring a different municipality each week.

In this Issue

- Economic Development & Tourism unveils "Welcome Home" Video Campaign to Council
- Council approves a Parking By-Law Amendment for Port Stanley
- Council approves a Parking By-Law Amendment for Union Road
- Council Attends Highwheel Way & Mural Project Ribbon Cutting
- Serenity House Hospice donates iPads to Elgin's Long-Term Care Homes

Economic Development unveils "Welcome Home" Video Campaign to Council

The theme of this campaign is "Welcome Home" and it is focused on the experiences that make a place feel like home. These videos are designed to encourage residents to re-explore their community and to feel a sense of pride in where they live, work, and play. While watching these videos, residents will see familiar sites, people, and establishments, reminding them of why they chose Elgin County as their home.

Beginning July 12th, a social media campaign will begin with a Countywide video, that will encourage residents and visitors to engage by asking them why they are proud to call Elgin County their home or why they consider Elgin County a home away from home. Immediately after his video's launch, there will be seven (7) more videos shared, each featuring one of the vibrant Municipalities and charming Townships within Elgin County.

Coinciding with this social media campaign, a 30-second version of the Countywide video will play on CTV2 for a period of four (4) weeks. This video will encourage residents and visitors to come and explore Elgin County. Follow Elgin County on Facebook and Instagram @elgincounty to view these videos for yourself.

Council approves a Parking By-Law Amendment for Port Stanley

Upon receiving a resolution from the Municipality of Central Elgin, County Council approved the following by-law:

By-Law 20-05, "being a consolidated By-Law for the regulation of traffic including parking on County roads" be amended to establish two (2) hour limited parking between 10am and 5pm on Friday, Saturday, Sunday and Monday; and within the following road sections:

- Bridge Street (CR 4), from the west property limits of Carlow Road to the east limits of Colborne Street, being a distance of 290 metres.
- Colborne Street (CR 4), from the south limit of Bridge Street to the north limit of Warren Street, being a distance of 1,140 metres.
- Joseph Street (CR 23), from the east limits of Colborne Street to the east limits of East Road, being a distance of 280 metres.



Council approves a Parking By-Law Amendment for Port Stanley

Upon receiving a resolution from the Township of Southwold, County Council approved the following by-law:

By-Law 20-05, “being a consolidated By-Law for the regulation of traffic including parking on County roads” be amended to establish a restricted parking area on Union Road as follows:

- Union Road (CR 20) from 645m south of Talbot Line to 870m south of Talbot Line, on both the east and west side of Union Road

Council Attends Highwheel Way & Mural Project Ribbon Cutting

On Tuesday, June 28th a ribbon-cutting ceremony was held in Port Bruce to launch the Highwheel Way Cycling Route from Aylmer to Port Bruce and to honour the newly painted cycling murals on the washroom facility in Wonnacott Park.

This project is an excellent example of interdepartmental collaboration with staff from the Engineering, Economic Development and Tourism, and Cultural Services departments working closely to tie together active transportation, tourism development, heritage and arts and culture.

Pictured below is Mike Baker (Manager of Museum & Archives), Candy McManiman (Mural Artist), Deputy Warden Marks, and Lindsey Duncan (Tourism Officer) cutting the ribbon in front of the newly painted mural.



Serenity House Hospice donates iPads to Elgin's Long-Term Care Homes

On July 7, 2022, Serenity House Hospice visited Terrace Lodge, one of Elgin's three (3) Long-Term Care Homes (LTCHs) to donate 3 iPads to each of our 3 LTCHs.

A sincere thank you goes out to Serenity House Hospice for their generosity and support of Long-Term Care in the community. This donation is well-received as the Terrace Lodge Fundraising Committee's focus this year is on ensuring current and future residents have access to essential amenities for years to come.

Pictured below is Tanya Noble, Manager of Program & Therapy and Councillor Giguère accepting the iPads from Peggy Rattray and Donna Lunn of Serenity House Hospice.



For the complete July 12, 2022 County Council Agenda Package please visit the Elgin County [website](#).