



Brock Economic Development Advisory Committee

Date: Tuesday, October 19, 2021

Time: 6:30 p.m.

Location: Electronic Meeting via Microsoft Teams

Minutes

Present: Chair Colleen Davidson, Jane Trollope, Peter Prust, David Rhead, Regional Councillor Ted Smith, Brian McGregor

Absent: Carole Roberts, Jordan Mount,

Staff: Glen Macfarlane - Rural Economic Development Specialist, Durham Region, Stacey Jibb - Manager, Agriculture & Rural Economic Development, Durham Region, Carolyn Puterbough - OMAFRA, Ingrid Svelnis – C.A.O, Stefanie Stickwood – Clerk's Assistant (recording the minutes)

1. Call to Order

Chair Colleen Davidson called the meeting to order at 6:33 p.m.

2. Disclosure of Pecuniary Interests

None was disclosed.

3. Confirmation of Minutes

Moved by Peter Prust that the minutes of the September 21, 2021 meeting be approved.

MOTION CARRIED.

4. Hearing of Deputations

There were no deputations.

5. Business Arising out of the Minutes

None.

6. General Items

a) Brock Business Survey Program

A link had been sent out the Committee, as well as the Tourism Advisory Committee, to test the survey and to advise of any technical issues while completing it. As of now, no negative feedback had been received.

Next steps were to work with the Township's Communication's Officer to finalize the Communications Plan prior to the launch of the survey to the public.

It was noted the survey would be ongoing and feedback was to be provided on a monthly basis to the Committee.

The group was reminded that the Committee was to bring forward a presentation to Council of its accomplishments thus far. It was hopeful that the survey will incur ample results that could be shared through the presentation.

b) Upcoming Business Events

i) Business Show Case:

Is an opportunity for local businesses to pitch their products to the Region, however there was no guarantee that the products will be used.

ii) Durham Region Realtor and Developer Event:

Is a virtual event to take place on October 28, 2021. The purpose of the event is to showcase the Region of Durham as a great place to invest.

Glen Macfarlane was to present on each Township within North Durham. It was noted that the first 50 attendees to complete the post event survey would receive a Durham Region crate full of local products.

iii) Do It in Durham Entrepreneurship Week:

The annual event was to be held virtually from November 8 - 12 and will be hosted by the Business Advisory Centre Durham. The Region was looking to represent North Durham by having the agricultural representative put together an event on local food and the new Ontario regulations for selling food through home businesses.

iv) My Main Street Program:

An overview of the new funding opportunity to support main street businesses was shared with the Committee. It was noted there were two different streams and the Township would be working towards the accelerated stream.

Through the Accelerator Program stream, a Main Street Ambassador can be hired for 12 months, their role includes providing wrap around support services to

businesses, developing a community market profile and the allocation of local-business non-repayable contributions (up to 10 X \$10K contributions).

The funding is currently available on a first come first serve basis and requires a 25% financial contribution by the applicant.

Next steps were to set up a meeting between Township of Brock, Brock Board of Trade and Invest Durham regarding a possible application.

7. Updates

a) Brock Board of Trade

The Brock Board of Trade had recently held its annual golf tournament in September. It was noted that attendance did not reach pre-COVID levels, however a profit was still made.

At present, the executive director was working on the annual shop local program for the upcoming holiday season.

b) Tourism Advisory Committee

No new updates were provided at this time. Next meeting was to be held on October 27, 2021.

c) South Lake Community Futures

It was noted that the month has been quiet, due to the recent Federal Election.

It was reiterated that a new loan officer had been hired and it was communicated there had been ample assistance provided in COVID support lending.

South Lake was pleased to see many new businesses launching in Brock Township throughout the pandemic.

d) Township of Brock

It was shared that the Township had begun budget planning for 2022.

e) OMAFRA

OMAFRA shared some observations they have made this past month.

With respect to business health, it was noted there continues to be high construction and fuel costs, as well as microchip shortages for cars. It was added there were a lack of businesses willing to make any capital risks.

In terms of food, there was been a higher demand in the uptake of local food sources.

Labour – across Ontario job retention has been difficult and hours of business have been affected due to limited staff.

Supply chain issues continue to be a challenge.

At the municipal community level there are more opportunities for rural areas such as interest in rural business parks, however those looking to start may not have what is needed (i.e. infrastructure) to begin.

f) Region of Durham

The Region had begun to work on a new 5-year strategy for economic development region-wide. A review of the vibrant north program will occur and will look at each township within North Durham.

It was expected that the Region would approach the Committee seeking feedback within the next couple of months.

The Region's Tourism team was seeking holiday photographs. It was asked that should anyone have any fitting this description and have permission to share, to send to the Region.

8. Other Matters

a) New Businesses in Brock

Some of the new businesses within in Brock were noted as:

- Meat shop/deli (not open yet) – Sunderland
- 3D Printing Company – Beaverton
- Brock Paddle and Canoe – Sunderland

It was also noted that the old Hodge Podge location was undergoing renovations and upon completion would have a retail store on the main level and four apartments on the upper level.

b) Agri-Food Forum:

There will be an agricultural forum in November for those interested in participating. It was noted that a futurist speaker was invited.

It was added that there will be many speakers mostly across the GTA and that registration for the 2-day forum would close on November 1.

c) Teeny Tiny Summit:

The final webinar was to be held on December 1 and is dedicated to the resurgence of rural communities and small communities in downtown's that have flourished during COVID. The summit was at no cost to attend.

A link to the previous summit recording from October 13 was now available to view and featured a guest speaker, the owner of Peace by Chocolate, and was about welcoming newcomers into communities.

d) Rural response to COVID-19

The Committee was reminded that the Region has partnered with the University of Guelph to create a survey to see how COVID has affected small rural families.

It was noted the survey would be available online and through the mail. The data collected would assist with community safety, economic development, social programming etc.

e) Diversity, Equity and Inclusion Presentation

The Committee was reminded of the upcoming presentation on October 28 being hosted by the Uxbridge Economic Development Committee. An invite had been sent and everyone was encouraged to come.

9. Next Meeting Date

November 16, 2021

10. Adjournment

Moved by David Rhead that the meeting adjourn at 7:23 p.m.

MOTION CARRIED.