

**THE CORPORATION OF  
THE MUNICIPALITY OF KINCARDINE  
Community Economic Development Committee Agenda**

Thursday, February 20, 2020  
Public Hall  
Municipal Administration Centre

	<b>Pages</b>
<b>1. Call to Order</b>	
<p>The Community Economic Development Committee (CEDC) meeting will be Called to Order at 5pm on February 20, 2020, in the Public Hall at the Municipal Administrative Centre.</p>	
<b>2. Additions/Deletions/Amendments to the Agenda</b>	
<b>3. Disclosure of Pecuniary Interest</b>	
<b>4. Adoption of Minutes</b>	1
<p><b>Recommendation</b> THAT the minutes of the Community Economic Development Committee of [date] be adopted as presented.</p>	
<b>5. Outstanding Business</b>	
<b>5.1 Action Log</b>	4
<b>6. New Business</b>	
<b>6.1 Economic Development Report</b>	5
<b>6.2 Tourism Coordinator Update</b>	
<b>6.3 Working Groups</b>	8
Goals and Objectives	
<b>6.4 Economic Development Strategic Plan</b>	

**6.5 General Communications**

Monthly podcast with Jenna hosting, having special guests attend.

General public updates about Economic Development items that have gone to council

**7. Financial Report**

**8. Correspondence**

**9. Schedule of Meetings**

Thursday, May 21, 2020

Thursday, September 24, 2020

Thursday, November 19, 2020

**10. Adjournment**

**Recommendation**

THAT the Kincardine Community Economic Development Committee adjourn at

# THE CORPORATION OF THE MUNICIPALITY OF KINCARDINE

## Community Economic Development Committee Minutes

Thursday, November 21, 2019

Members Present      Anne Eadie  
                                 Don Jones  
                                 Tracy Primeau  
                                 Ashley Richards  
                                 Sharon Chambers

Members Absent      Marie Wilson  
                                 Linda Bowers

Staff Present              Jenna Ujiye, Community Development Officer

1.    **Call to Order**
2.    **Additions/Deletions/Amendments to the Agenda**
  - 2.1    **Working Group Meeting Guidelines**
3.    **Disclosure of Pecuniary Interest**
4.    **Adoption of Minutes**

**Moved by:** Anne Eadie  
**Seconded by:** Sharon Chambers

THAT the minutes of the Community Economic Development Committee of [date] be adopted as presented.

Carried.

5.    **Presentation from NWMO**
  - 5.1    **Presentation**
6.    **Action Log**

Date	Action	Person	Due Date	Complete
26-Sep	Jenna ask Linda what committee she wants to be on.	Jenna	25-Oct	yes
26-Sep	Jenna send out OP Public meeting information to the committee	Jenna	25-Oct	yes
26-Sep	Marie will send out a date to discuss the presentation and practice the presentation.	Marie	05-Nov	yes
26-Sep	Groups meet and to create mandates/goals and objectives for the Committees before the next meeting on November 5.	Group members	Jan 31	still to be completed

**7. New Business**

**7.1 CAO, CDO and Tourism Coordinator Updates**

**7.2 Working Group Discusssion**

**7.3 Economic Development Strategic Plan**

**7.4 Presentations to Community Groups**

**8. Financial Report**

Generic business cards to be designed, proofed and ordered before the end of the year.

**9. Correspondence**

**10. Schedule of Meetings**

Thursday, February 20, 2020

Thursday, May 21, 2020

Thursday, September 24, 2020

Thursday, November 19, 2020

**11. Adjournment**

**Moved by:** Tracy Primeau  
**Seconded by:** Ashley Richards

THAT the Kincardine Community Economic Development Committee adjourn at 6:52

Carried.

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Chair

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Secretary



Community Economic Development Committee

Action Log

Date	Action	Person	Due Date	Complete
#####	CAO, CDO and Tourism staff send their update one week ahead of each meeting	CAO, CDO and Tourism	Continuous	
#####	Jenna and Marie work together to invite NWMO to our September or November meeting.	Jenna	1-Aug-19	yes
#####	Jenna - send out the concept OPF lands map to the committee.	Jenna	20-Jul-19	yes
#####	Jenna send out 9 and 21 servicing timeline document.	Jenna	20-Jul-19	yes
#####	Marie and Ashley prepare a list of local clubs and	Marie and Ashley	20-Jul-19	yes
#####	Committee Members send Jenna sub-committee ideas.	Committee	20-Jul-19	yes
25-Jul-19	Jenna Email the Official Plan Public meeting date when we have it.	Jenna	1-Oct-19	yes
25-Jul-19	Linda Bowers send the gary street and OPF drawings that she has to Jenna and Sharon.	Linda	25-Sep-19	yes
25-Jul-19	Jenna create a sharepoint site so that the whole committee has access to all documents discussed at our meetings.	Jenna	19-Sep-19	yes
25-Jul-19	Jenna include 2018 building and planning report on the sharepoint.	Jenna	19-Sep-19	yes
25-Jul-19	Jenna and Kelly to make additions to the presentation and handout and bring to the next board meeting.	Jenna and Kelly	19-Sep-19	yes
25-Jul-19	Committee to send any updates or additional changes to the presentation and handout to Jenna before the next meeting.	Committee	19-Sep-19	
26-Sep-19	Jenna ask Linda what committee she wants to be on.	Jenna	25-Oct	yes
26-Sep-19	Jenna send out OP Public meeting information to the committee	Jenna	25-Oct	yes
26-Sep-19	Marie will send out a date to discuss the presentation and practice the presentation.	Marie	5-Nov	yes
26-Sep-19	Groups meet and to create mandates/goals and objectives for the Committees before the next meeting on November 5.	Group members	5-Nov	no
26-Sep-19	Jenna ask Linda what committee she wants to be on.	Jenna	25-Oct	yes
26-Sep-19	Jenna send out OP Public meeting information to the committee	Jenna	25-Oct	yes
26-Sep-19	Marie will send out a date to discuss the presentation and practice the presentation.	Marie	5-Nov	yes
26-Sep-19	Groups meet and to create mandates/goals and objectives for the working groups before the next meeting on November 5.	Group members	31-Jan	no
#####	Sharon and Jenna work on video plan for 2020 - education	Sharon, Jenna	31-Jan-19	
#####	Jenna create calendar for CEDC events	Jenna	31-Jan-19	not yet
#####	jenna make sure budget from CEDC for 2019 flips to 2020	Jenna	31-Jan-19	yes
#####	Jenna - order Business cards CEDC committee - generic cards	Jenna	31-Jan-19	yes

Thursday, February 13, 2019

- **BIA and Chamber**
  - Jenna regularly meets with the BIA and chamber to discuss partnerships and other opportunities.
- **Bruce County**
  - Regular communications.
- **Budget**
  - 2020 Municipal Budget has passed.
  - Have kept in the \$35 000.00 for strategic plan implementation.
  - Payments for the downtown wifi infrastructure and complete!
  - \$2300.00 is set aside for CEDC and the Working Groups.
- **CEDC**
  - Next Meeting Feb 20
  - One working group has submitted their goals and objectives.
  - Don Jones and Jenna Ujiye presented the CEDC Overview to the Kincardine Probus and Tiverton Lions. It went really well and both groups were happy to hear about the various projects and development that we have going on.
- **Development and New Business**
  - OPF
    - Working on a traffic impact study, to be completed by early spring.
  - 9 and 21
    - Have met with the land owners. Hoping that there are plans submitted by the spring.
  - Official Plan
    - The update will be brought to council in march.
  - Developers Forum
    - Looking into how this will be held. It may be done through smaller meetings a couple of times a year.
  - Locals Restaurant
    - Open in early January.
  - The Industry Room
    - Opened in late fall, have not done an official opening yet.
- **Ec Dev Policy Meetings**
  - October meeting was cancelled. Will wait for the Ec Dev Strat plan to go to council.
- **JOB Connection**
  - February 21, 2020 3pm-7pm

- Have partnered with Kincardine Chamber and VPI to put on a location based job fair.
- Have 23 businesses signed up so far.
- There will be a google map that has all of the locations and job information posted to the website.
- Information is located at [www.investkincardine.ca](http://www.investkincardine.ca)
  
- **Kincardine Hospitality Forum**
  - Will be happening on April 27, 2020. 9am – 3pm.
    - Committee: Kelly McDonald, Rick Clarke, Barb Fisher and Ashley Richards.
    - **Goal of Event**
      - To support local business and events
      - To help businesses and events grow
      - To educate businesses and events about the opportunities, grants and current climate
      - To showcase the current growth of the community
      - To help owners and volunteers network with each other
      - To find out what support businesses need
  
- **Kincardine After Dark**
  - Photos from RTO project were completed October 18. Will have about 500 tourism and lifestyle photos for Kincardine After Dark, Tourism and Lifestyle campaigns in the future.
  - Photos and video content from Tom Church were completed in October 2019. We have 60 amazing images and video for the 2020 Kincardine After Dark campaign.
  - We had a writer from Rrampt magazine visit Kincardine in August 2019. The story was viewed over 6000 times on the Rrampt website and we had 3 535 views of the article on our KAD website. We also got full rights to the photos that were taken for the article.
  - In total have had 6,283 page views in 2778 sessions on the website.
  - the three published videos have been viewed almost 9000 times.
  - Ten videos in total were created by Dylan Trahan, these will all be used for the 2020 campaign.
  - RFP being completed now to hire the 2020 consultants to continue and build on the campaign.
  
- **Kincardine Talks (social engagement software) and App**
  - No update.
  
- **Marketing (General Naturally Enterprising)**



- Ordered promotional Items: Bags, Pens, USB drives and Nukkes (popsockets)
- Ordered business cards for Jenna and the CEDC committee.
- There will be a small spring campaign. Using social media to promote events and development information currently.
  
- **Newcomer Marketing**
  - Welcome Package
    - Still finalizing content and design. Will not be published until spring.
  
- **Nuclear**
  - **Nuclear Innovation Institute**
    - Launched the Municipal Innovation Council in January.
    - Sharon is on the committee.
    - Business Plan located here: <https://pub-kincardine.escribemeetings.com/filestream.ashx?DocumentId=3404>
    - Council report here: <https://pub-kincardine.escribemeetings.com/filestream.ashx?DocumentId=3403>
    - Concept Document Here: <https://pub-kincardine.escribemeetings.com/filestream.ashx?DocumentId=3405>
  
  - **Nuclear Suppliers**
    - Working to book meetings with Nuclear suppliers to discuss future needs.
    - Many have started hiring onboarding, administration and purchasing staff. They are extremely busy!
  
- **Strategic Plan**
  - Presented at council on Feb 19. To be reviewed at the next CEDC meeting.
  - All documents can be found at this link when you click on 6.1 b. <https://pub-kincardine.escribemeetings.com/Meeting.aspx?Id=fef46303-7521-4555-b5f4-660fc49f320c&Agenda=Agenda&lang=English&Item=61>



## Goals and Objectives

1. Work to stay actively informed of the current climate and needs by those in the Workforce and Education stream in the Municipality.
  - a. Consult with local community groups, officials and representatives of the Workforce and Education sector annually over the next three years.
2. Review feedback and create relevant, actionable items based on current needs, to help attract, retain and retrain newcomers and residents of the Municipality of Kincardine.
  - a. Review information gathered, research & meet to assess ways the CEDC can support development of these areas. Create actionable list based on this information.
3. Work to remedy challenges faced by the Workforce and Education sector in the Municipality of Kincardine, and develop strategies to support growth.
  - a. Implement action items and strategic objectives created in response to feedback and review.



### **Communications and Marketing Working Group**

#### **Goals and Objectives**

- 1 Communicate the municipal role of economic development to the local public.
  - a. Present the 30 minute economic development overview to 30 organizations and groups over the next 3 years. Making sure to keep the overview updated to the current plans.
- 2 Be a champion for economic development in the Municipality.
  - a. Host an annual Economic Development Open House highlighting our information, include a speaker and food. Plan to hold this in the spring or fall each year.
- 3 Focus on communications and marketing related action items from the strategy.
  - a. Complete an annual report that includes our metrics, showcasing and sharing our successes. Include a public relations plan promoting our annual report.