



THE CORPORATION OF HALDIMAND COUNTY
Business Development and
Planning Advisory Committee

Date: September 9, 2024
Time: 9:00 A.M.
Location: Haldimand County Administration Building - Haldimand Room
53 Thorburn Street South, Cayuga

Pages

- A. Call to Order**
- B. Land Acknowledgement**
- C. Disclosures of Pecuniary Interest**
- D. Approval of Previous Business Development and Planning Advisory Committee Minutes**
 - 1. Business Development and Planning Advisory Committee Minutes - June 17, 2024 1
- E. Council Update**
- F. Chair and Vice Chair Report**
- G. Chair/Vice-Chair Election**
- H. Items for Consideration**
 - 1. BDAPAC Survey Summary
 - 2. 2024 Budget & Project Updates
 - 3. 2024 Council Presentation
 - 4. 2025 Budget Allocation Discussion
 - 5. Tourism Attraction Committee

6. EDT Updates

I. **New Business**

1. Upcoming Meeting

2. Homework

J. **Adjournment**



The Business Development and Planning Advisory Committee (BDAPAC) Meeting

Virtual Meeting

Monday, June 17, 2024, 9:00 am

Present: Mayor Bentley, Councillor O'Neil, Vice-Chair Paul Makey, Russell McTear, Tauri Caputo, George Naylor, Adam Peet, Phil Hauser, Mark Reynolds

Guests: Wayne Passmore, Enbridge, Jeff Cadotte, Enbridge, Carrie Ellis, Enbridge, Julie Alexander, Enbridge, Mike Cecconi Imperial Oil, Nick Bloomfield, Imperial Oil, Malcom Whyte, SOAR, Lana Heath SOAR, Mary Jane Haist, GEBC

Staff: Mike Evers, General Manager of Community & Development Services, Lidy Romanuk, Manager of Economic Development & Tourism, Jaymie Nelson, Project Manager – Business Retention & Expansion, Jessica Easson, Senior Economic Development Officer

Regrets: Chair Mike Lessard

1. Welcome and Introduction

Meeting is called to order at 9:10 a.m.

2. Declarations of Conflict of Interest

No conflicts of interest declared.

3. Carbon Capture, Utilization and Storage project

Representatives from Enbridge and Imperial Oil shared a presentation on Carbon Capture and Storage. The presentation touched on the path to Net Zero, how CO2 storage works, safety, carbon capture hubs, and economic contributions. Enbridge further shared information about the Special Project Application to evaluate the technical potential of the area, and described anticipated next steps which are expected to include: seismic testing, well drilling, communication of benefits, and additional outreach efforts. Questions and discussion touched on the safety, assets vs liabilities, the drilling process, differences between fracking, other applications of carbon capture, the need for carbon, economic models and economies of scale, Provincial regulation, possible locations for drilling, etc.

4. Job Fair Sponsorship Update

J. Nelson introduced M. Whyte and L. Heath from SOAR Community Services (formerly known as St. Leonard's Community Services) and M.J. Haist from the Grand Erie Business Centre (GEBC). Based on previous direction from the committee, staff have been exploring opportunities to support local business's workforce needs and have had discussions with SOAR and GEBC about the possibility and feasibility of hosting a local job fair. P. Makey added local job fairs were previously identified as need following a survey of local businesses, however organizing an event would likely be outside the capacity of the committee. As such P. Makey was in favour of the committee financially supporting an event with partner organizations.

M. Whyte shared a history of SOAR's support for Haldimand employers and job seekers and past job fair activities. Discussion included the timing possibilities for a fall and/or spring event, noting a spring event would align with the community's seasonal hiring needs. M. Whyte requested the committee's support for financial needs related to a hall rental and marketing (noted staff time would be covered by Employment Ontario) and connecting with local employers to engage in the event. The committee was in agreement to provide financial support (budget was previously allocated as per the May 13th BDAPAC meeting) and connections with employers.

5. Approval of Minutes

Moved by G. Naylor and seconded by A. Peet that the minutes of the Business Development and Planning Advisory Committee dated May 13th, 2024 be approved as presented.

APPROVED

6. Chair and Vice Chair Report

No items to report on.

7. Council Update

Mayor Bentley shared an update on Council activity highlighting the Ward Boundary Review and upcoming open houses (June 25th and 27th 2024), two upcoming Council in Committee Meetings (June 18th and 19th 2024) to include presentations on the Community Recreation Strategy, Asset Management Plan update, and the Hagersville Master Servicing Plan Update. Mayor Bentley also noted the Connecting Links Program and a future visit with the Minister of Infrastructure coming to Haldimand.

8. 2024 Budget Allocation Discussion

L. Romanuk reminded the committee of the remaining 2024 BDAPAC budget, requesting direction for staff. To date the committee has allocated \$25,000 for the Lower Grand River Visitor Experience Strategy (VES) and \$5,000 for a local job fair. Budget items discussed included:

Budget Item	Budget Allocation
Lower Grand River Visitor Experience Strategy (VES)	\$25,000
Local Job Fair	\$5,000
Job Fair Marketing and Social Media Promotion	\$1,000
Sponsoring a speaker for small business week	\$2,500
Data purchases to support dashboard development	\$5,000
Investment Dragons (an event by the Ministry of Tourism to pitch the business cases to be developed a part of the VES)	\$1,000
Advertising for business in a box concepts (and other next steps to support the implementation of VES)	\$2,000
AgScape sponsorship	\$500
Professional development (pre-recorded series from the Intelligent Community Forum)	\$1,000
Total	\$43,000

Moved by G. Naylor and seconded by T. Caputo that staff have the authority to proceed with the implementation of BDAPAC 2024 budgetary items as identified in the above table.

CARRIED

The committee echoed appreciation of Council and the value of the Business Development and Planning Advisory Committee budget to implement priorities. Further discussion ensued and touched on future budgetary considerations.

9. Council Presentation

L. Romanuk advised staff will work with Clerks to schedule the committee's annual presentation at a Council Delegation targeting late 2024. P. Makey suggested the Chair and Vice Chair compile points to share at discuss at the next meeting.

10. EDT Updates

Economic Development and Tourism staff shared divisional updates highlighting:

- AgScape – a priority for the Agricultural Advisory Committee, staff are working with the Workforce Planning Board of Grand Erie, AgScape and the local school board to organize an “AgScape Career Competition” event in Haldimand on Wednesday, November 27, 2024. The event brings grade 7 and 8 students together to learn about different careers in agriculture through fun interactive stations.
- Discover your Happy Haldimand – an action item resulting from the Business Retention and Expansion Project to encourage residents and visitors to explore local. The publication will soon be mailed out to residences in Haldimand which features 90 local business listings and beautiful pictures to encourage traffic.
- Visitor Experience Strategy – this project has recently completed the engagement phase which included one-on-one interviews, group consultations, and surveys. The next stage will explore businesses cases and insights into types of development. Staff expressed an appreciation to the committee for their continued support of the project.
- Committee survey – staff will be sending out a survey in the future to committee members seeking feedback on meetings and processes to date.

11. New Business

L. Romanuk encouraged the committee to think about the 2025 BDAPAC budget allocation to align with staffs' budgeting schedule.

12. Adjournment

Meeting was adjured at 10:51 am, moved by T. Caputo seconded by G. Naylor.

Action Items:

- Chair and Vice Chair to bring ideas for a Council Presentation for the committee to discuss at the next meeting.
- Future discussion items: junior entrepreneurship course and downtown investment attraction (circulate Lake of Bays document shared by M. Reynolds to be reviewed by the committee)
- Budgetary priorities for 2025 to be discussed at next committee meeting.

Next Meeting Dates:

September 9th, November 18th