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# HALDIMAND COUNTY

## Report EDT-11-2020 Updated Business Development and Planning Advisory Committee Terms of Reference



For Consideration by Council in Committee on October 27, 2020

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### OBJECTIVE:

To update the Terms of Reference for the Business Development and Planning Advisory Committee.

### RECOMMENDATIONS:

1. THAT Report EDT-11-2020 Updated Business Development and Planning Advisory Committee Terms of Reference be received;
2. AND THAT the updated Terms of Reference, included as Attachment #1 to Report EDT-11-2020, be approved.

**Prepared by:** Lidy Romanuk, BA, EcD, Manager, Economic Development and Tourism

**Respectfully submitted:** Mike Evers, MCIP, RPP, BES, General Manager of Community & Development Services

**Approved:** Craig Manley, MCIP, RPP, Chief Administrative Officer

### EXECUTIVE SUMMARY:

The Business Development and Planning Advisory Committee (BDAPAC) is a Committee of Council. Following a recent meeting with the Mayor (also currently the Chair of the BDAPAC committee) and a subsequent recommendation from the Committee the terms of reference have been updated. The intent of the update is to allow the Chair and Vice-Chair to be selected from amongst the membership going forward, removing the current specific Council representation.

The BDAPAC membership is fully supportive of the changes with numerous members prepared to put their names forward for these positions should Council endorse the recommended changes.

### BACKGROUND:

In June 2017, Council approved the establishment of the Haldimand County Business Development and Planning Advisory Committee. This oversight committee was one of the recommendations made through the Economic Development and Tourism strategies approved by Council in January 2017. The purpose of the Committee is to work closely with staff and Council to offer advice and their perspective on what is happening within Haldimand County's business community and what is required for successful growth. The Committee purpose is to be actively and directly involved in business attraction, industrial land planning, sales and marketing. The Committee also provides insight and advice to Council on strategic investments that further economic development and growth within Haldimand County. The Committee also functions as the statutory Planning Advisory Committee which is to provide input on major planning initiatives. Further, it is the intent that the Committee will review and provide

advice on the annual Economic Development and Tourism Business Plan activities and related capital and operating budgets.

As per the Terms of Reference, the Committee is made up of key business leaders with representation from across the various sectors to ensure broad expertise and perspective. Since the initiation of the BDAPAC, this committee has provided insight and input on several projects that impact our local economy including the following highlights:

- Development Concierge Team;
- Lake Erie Industrial Lands;
- Haldimand County New Brand and Logo;
- Rural Broadband;
- North Caledonia Employment lands; and
- COVID-19 Business Recovery Priorities.

## **ANALYSIS:**

Earlier in 2020, Mayor and staff met to discuss how the BDAPAC committee meetings could be transformed to ensure the highest possible involvement from our valued committee members. During this meeting, Mayor Hewitt expressed a desire to more effectively engage all the talent and expertise around the table to move the County to the next level. To that end, it was determined that there was a need to expand the work with this committee to focus on thinking outside of the box, encouraging the sharing of new ideas and gaining further insight as to what the County can do to encourage business development and attraction. Further, it was acknowledged how valuable each and every member's contribution of time is, and that there is a need to ensure the meetings are an effective use of time away from their businesses.

Following the meeting with the Mayor, staff summarized the key discussion points which were subsequently shared with the Committee for consideration and input and are as follows:

1. The Committee's role is to bring new ideas to the table and provide insight on what the County could do to provide value to the business community and assist in economic growth;
2. The Committee will drive the agenda and set the long-term priorities of the Committee;
3. To give effect to items 1 and 2 above, the terms of reference should be updated to identify business community members as Committee Chair and Vice-Chair;
4. Staff will continue to coordinate meetings, distribute materials and attend in a support/information provision role; and
5. Once the committee establishes their key priorities and develops an annual work plan, a budget should be established to be included in the annual operating budget moving forward.

These recommendations were shared with the Committee via correspondence that was circulated on April 22, 2020. The Terms of Reference were then updated to reflect the change to the Chair and Vice-Chair role and were approved by the Committee at the September 21, 2020 meeting.

The revised BDAPAC Terms of Reference (see attachment 1) remove the two Council representatives as the Chair and Vice-Chair and now state:

- At its inaugural meeting each year, the Business Development and Planning Advisory Committee will be responsible for choosing a Chair, Vice-Chair and Sub-Committee Chairs as required from amongst the members of the Committee.

Council members will continue to play an active and important role on the Committee. This change is not intended to exclude Council members from being voted as the Chair or Vice Chair but no longer

makes it mandatory. Further, it opens the opportunity for other Committee members that may be interested in these roles. There were some additional minor updates to the BDAPAC terms of reference.

These include:

- The removal of 2017 when referring to the 2017 Economic Development and Tourism strategies. 2017 was removed so as not to outdate the terms of reference in the future; and
- The Haldimand County logo was updated to reflect the new County logo.

## **FINANCIAL/LEGAL IMPLICATIONS:**

The positions for the Haldimand County Business Development and Planning Advisory Committee are voluntary and not remunerated. In the future, there may be budgetary impacts for meetings, training as well as key projects identified in an annual work plan. Any budgetary requests will proceed via the annual Tax Support Operating Budget for Council's consideration and approval.

## **STAKEHOLDER IMPACTS:**

County staff should consult with this committee on any matters impacting business development.

## **REPORT IMPACTS:**

Agreement: No

By-law: No

Budget Amendment: No

Policy: Yes

## **ATTACHMENTS:**

1. Updated BDAPAC Terms of Reference.