



The Business Development and Planning Advisory Committee (BDAPAC) Meeting

Haldimand Room, Haldimand County Administration Building 53 Thorburn St. S. Cayuga
& Virtual Conference.

Monday September 9th , 2024- 9:00-11:00 am

Present: Councillor O'Neill, Vice-Chair Paul Makey, Tauri Caputo, George Naylor, Phil Hauser (Virtual), Mark Reynolds, Adam Peet (Virtual)

Staff: Mike Evers, General Manager of Community & Development Services, Lidy Romanuk, Manager of Economic Development & Tourism, Jaymie Nelson, Project Manager – Business Retention & Expansion, Will Radix, Research and Marketing Technician, Chad Curtis (Clerk, Virtual)

Guest: Russel McTear

Regrets: Mayor Bentley, Mike Lessard

1. Welcome and Introduction

Meeting is called to order at 9:03 a.m.

2. Declarations of Conflict of Interest

No conflicts of interest declared.

3. Approval of Minutes

Moved by T. Caputo and seconded by Councillor O'Neill that the minutes of the Business Development and Planning Advisory Committee dated June 17th, 2024 be approved as presented.

APPROVED

4. Council Update

Councillor O'Neill updated the Committee about an official plan zoning amendment to Oneida Ballpark that was passed on the last Council agenda. He also provided an update on the new Invest Ontario Portal, announced at AMO. Also, an update was provided on the Sunday Gun Hunting, which was not supported by Council at the August 27th Council in Committee meeting.

5. Chair and Vice Chair Report

No chair announcements, or vice chair announcements.

6. Chair/Vice Chair Election

M.Lessard has stepped down as committee Chair, but will remain as a standing member of BDAPAC; as a result a mid-term election is required for the position of Chair.

T. Caputo nominates P. Makey for the position of BDAPAC Chair, Paul accepted. No other nominations received. P. Makey to stand as Chair.

G. Naylor has self-nominated for BDAPAC Vice-Chair. No other nominations received. G. Naylor will stand as Vice-Chair.

7. BDAPAC Survey Summary

L. Romanuk shared a presentation summarizing the BDAPAC membership survey, of which 5 of 7 potential respondents answered. The presentation touched on the role of the committee, the effectiveness of the committee, how the committee can do better at achieving its objectives, the type work the committee should be undertaken going forward, changes committee members would like to see, and the overall satisfaction of the committee.

Overall the results were positive and the actionable items are as follows:

- A more hands-on and engaged approach
- Keeping objectives clear, creating actionable lists following committee meetings
- Expanding the amount of information from the planning division at meetings
- Utilizing the Haldimand Business Network meetings to engage BIA's and chambers, and
- Ensuring meetings have a hybrid format moving forward.

8. 2024 Budget + Project Updates

2024 Budget Item	Budget Allocation	Proposed Change	Total
Lower Grand River Visitor Experience Strategy (VES)	\$25,000		\$25,000
Investment Dragons (VES)	\$1,000	(\$500)	\$500
Local Job Fair	\$5,000	\$4,200	\$9,200
Bus. Haldimand Job Fair Marketing and Social Media Promotion	\$1,000	(\$500)	\$500
Sponsoring a speaker for small business week	\$2,500	(\$2,500)	\$0
Data purchases to support dashboard development	\$5,000		\$5,000
AgScape sponsorship	\$500	\$4,175	\$4,675
Professional development	\$1,000	(\$40)	\$960
Total	\$43,000		\$45,835
Budget Remaining	\$7,000		\$4,165

J. Nelson discussed 2024 BDAPAC budgetary amendments and an update. Requesting the Committee review and approve updated figures.

Highlights included:

- Staff currently targeting October 9th for council presentation of Lower Grand River Visitor Strategy.
- Haldimand County has been selected to participate as one of ten communities at the Ontario Ministry of Tourism, Culture and Sport “Investment Dragons” session. Staff suggest that business cases presented as part of the VES include: shipping-container-style dining destination, and the outdoor experience outfitter.
- Requested budget increases to the Local Job Fair priority reflect transportation costs, and enhanced marketing.
- P. Makey requests that all BDAPAC members provide a list of 3 businesses that they will personally reach out to as part of the new hands-on initiative, by Friday, September 13th.
- Data Dashboard moving forward. W. Radix to discuss with P. Hauser what data is needed and to provide a vision for committee consideration at the November BDAPAC meeting.
- AgScape budget increased significantly to reflect sponsorship request from the organizing committee.
- Professional Development to move forward.
- J. Nelson brought forward EDCO at Queen’s Park event for consideration. Committee supported the addition of EDCO at Queens Park to the budget.

Moved by G. Naylor and seconded by T. Caputo to accept budgetary amendments as presented.

CARRIED (UNANIMOUSLY)

Zoom meeting disconnects and is unable to re-connect. **Quorum lost at 10:19 AM**

9. 2024 Council Presentation

Timeline for presentation set to be December 10, 2024. P. Makey to bring forward presentation. Presentation to include 2024 activities including job fair outcomes, visitor experience strategy updates, AgScape outcomes, and 2025 workplan priorities.

10. 2025 Budget Allocation Discussion

Identified 2025 term priorities included:

- Development of an Economic Data Dashboard; W. Radix to bring forward a concept in November 2024 for committee consideration, to include costing, budget, and upkeep.
- Tourism Attraction Committee; committee discussed a portion of annual budgets to support annual projects.

Other projects of interest included Downtown Investment Attraction (J. Nelson to seek quote from Banko), and the Junior Entrepreneurship Course (T. Caputo to investigate budget and options).

11. Tourism Attraction Committee

Councillor O'Neill introduced this term of Council priority, and suggests that the Tourism Attraction Committee could be either a separate committee or a sub-committee of BDAPAC with the latter being supported by the committee. Discussion included the value of an investment attraction strategy due to a recent loss of numerous significant businesses, and the value of a roofed accommodation strategy. Councillor O'Neill, staff, with an invitation being extended to A. Peet will meet to discuss potential parameters for the Tourism Attraction Sub-Committee.

Motion to have Tourism Attraction Committee be recognized as an official sub-committee of BDAPAC is moved by Councillor O'Neill, and seconded by G. Naylor..

CARRIED (BY EMAIL VOTE)

12. EDT Updates

J. Nelson provided an update on Business Retention and Expansion workforce campaign which is set to launch on September 23rd, coupled with the Job Fair. Testimonial articles and videos to be featured from Cayuga Family Dental, Hauser's Healthcare, Armstrong Milling, and Simplicity Air (article only) to be featured.

L. Romanuk shared an update on the Small Business Week event and breakfast, happening on October 22nd, at RCAF Dunnville.

13. New Business

G. Naylor requested clarification on Hagersville battery storage facility and concerns from residents. He also shared information about the Province is pushing Norfolk County to start a compostable garbage program. Proposes this as a potential revenue generator for Haldimand County. M. Evers to connect with different departments to see if this initiative affects Haldimand County too.

P. Makey shared two of Caledonia Agricultural Society's upcoming events, the first being a food and beverage show showcasing local food from Haldimand and the area, which will occur Feb 28th to Mar 1st. The second event will be a "River Expo" trade show, highlighting different outdoors and watercraft manufacturing companies to showcase the potential of the Grand River, targeted for early spring 2025.

14. Adjournment

Meeting adjourned at 11:11 am, moved by P. Makey and seconded by G. Naylor.

Action Items:

- Each committee member is to provide a list of three businesses that they will personally reach out to for the upcoming Job Fair taking place on October 17th, 2024.
 - A list of the selected businesses is to be forwarded to opportunity@haldimandcounty.on.ca by Friday, September 13th. Staff will provide a consolidated list back to the committee for reference.
 - Note: Business registration deadline for the Job Fair is September 20th.
- Members of the BDAPAC committee that wish to attend the AgScape event on November 27th to contact Jessica Easson (jeasson@haldimandcounty.on.ca) for further information, and to complete the necessary waivers.
- Staff to extend an invitation to Councillor O'Neill and A. Peet to arrange further discussions pertaining to the Tourism Attraction sub-committee
- 2025 Budget Planning, members to bring forward budgetary items to November 18th meeting for discussion.
 - Development of an Economic Data Dashboard
 - Tourism Attraction Committee (\$2 500, VES implementation, and possible conference attendance)
 - Downtown Investment Attraction (J. Nelson to investigate a quote with Banko)
 - Junior Entrepreneurship Course (T. Caputo to develop costing to bring in a professor, build out curriculum, etc.)
- P. Makey noted his intent to contact each member individually prior to the next meeting to remind members about attending the meeting.
- W. Radix to work with P. Hauser to bring forward a Data Dashboard proposal to November meeting.

Next Meeting Date:

9:00 – 11: 00 am November 18th , 2024
Haldimand County administration Building (a hybrid option will be provided).