



## The Business Development and Planning Advisory Committee Minutes

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Monday, September 17, 2018 - 1:00 p.m. – 3:00 p.m.  
Cayuga Emergency Headquarters,  
11 Thorburn St S, Cayuga, ON

**Attendees:**

Mayor Hewitt  
Phil Hauser  
Garrett Eggink  
Art Bluhm  
Trudy Parsons  
Craig Manley, Haldimand County  
Lidy Romanuk, Haldimand County  
Mike Evers, Haldimand County  
Alison Earls, Haldimand County

**Regrets:**

Councillor Fred Morison  
John Edelman  
Bobbie-Jo Meyer  
Ralph deBoer  
Peter Hogeterp

### 1.0 Welcome

Staff welcomed committee members and thanked them for attending the meeting. The meeting commenced at 1:15 pm.

### 2.0 Update on Branding Strategy

L. Romanuk provided an update of the progress on the economic development and tourism branding strategy. She informed attendees that the successful candidate CQNS had been retained to develop the strategy. An overview of the branding strategy was provided to the committee including:

- Phase 1 – Research and Discovery to inform the brand development this includes a review of existing Haldimand County material and outreach with key stakeholders.
- Phase 2 – Brand Strategy & Messaging that will include the development of brand strategy and creation of the value proposition, logo/tagline, brand identity and key messaging and marketing testing. A presentation will be made to Council at this stage to confirm the proposed brand strategy.
- Phase 3 – Development of a Marketing/Communication Program to include the development of an implementation plan, key performance indicators and development of a marketing/communications plan to inform the public of the new brand.

P. Hauser, a member of the evaluation committee for the Brand Strategy also noted that the selection process was intensive and considered a variety of factors outside of cost.

C. Manley added that the branding strategy will focus on developing Haldimand County's unique story.

### **3.0 Next Terms of Council Priorities**

L. Romanuk then reviewed the term of council priorities the committee identified in their previous meeting. These priorities included:

- Increased interaction and input from local business owners
- Developing a concierge service that will enhance communication between local businesses and municipal staff
- Increase business development and attraction focus
- Increase people and resident attraction
- Increase technology investment
- Develop a Haldimand County brand
- Address workforce issues
- Develop a transportation plan
- Develop employment land inventory and serviced industrial/ commercial properties.

A committee member suggested that another item that may be of value is for the County to complete a visioning/planning exercise that looks ahead 20 years. The results should be communicated widely via a proactive approach to help the public understand the proposed strategies and how change moving forward is envisioned for our communities.

The committee was then asked to identify their top priorities for the next term of council. The top priorities selected were as follows:

1. Concierge Service/Enhanced Communication with local business – connect to local business people who with proper support would build in the community; hire staff to walk a developer through the process from start to finish including knowledge in severance, building, planning etc. and assist in navigating obstacles; at pre-consultation meetings staff should present solutions and not just the issues.
2. Developing employment land inventory and serviced industrial/commercial lands – inventory of available properties within Haldimand County; addressing land supply issues through an employment lands strategy for serviced and designated industrial lands; increased focus on infilling business properties in the County.
3. Technology Investment – high speed/fibre internet for businesses and residents; data gathered/measured.

4. Addressing Workforce Issues – address skills mismatch; investigate local transportation options; youth retention and local training options.

#### **4.0 Growth Strategy Presentation**

M. Evers delivered a presentation on growth management strategy in Haldimand County.

Presentation highlights include the following:

- The Places to Grow and Provincial Policy Statement requires municipalities to plan for a 20 year land supply using provincially mandated processes, population and density assumptions.
- Current land use designations/supply a legacy of decisions made 30 years ago.
- The County has significant surplus of designated urban lands well in excess of the provincially mandated 20 year supply.
- Council has approved in principle staff's recommendations to changes to be made to the urban boundaries in some communities. At a high-level, staff are recommending that the urban boundary in Caledonia should be expanded, boundaries in Cayuga, Dunnville, Jarvis and Townsend should be compressed and no change to Hagersville's urban boundary.

A committee member asked if Haldimand County has a good relationship with the local conservation authorities.

Response: Staff noted that in the past they have worked closely with these organizations to help facilitate development.

How long are projects delayed approximately when conservation authorities are involved in the process?

Response: It was noted that delays vary based on project by project basis and the level of mitigation controls required.

Are staff proposing to change land designations through the growth strategy.

Response: Yes, land designations will be updated.

A committee member asked if there has been any recent interest in industrial lands in Haldimand County.

Response: Yes there continues to be inquiries for industrial/employment lands.

#### **5.0 Application to the Business Development and Planning Advisory Committee 2018- 2021.**

Staff provided an overview of how members can apply to this committee for the next term of council. Members were informed of where they could find application information, and an estimated timeline of when these applications would be available.

#### **6.0 New Business Items**

No new business items were brought forward at this time.

## **7.0 Adjournment**

C. Manley adjourned the meeting at 2:42 p.m.