



The Business Development and Planning Advisory Committee (BDAPAC) Meeting

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

Wednesday January 13th, 2021- 9:00-11:00 am

Present: Phil Hauser (Chair), Mike Lessard (Vice-Chair), Kellie Stephan, Tauri Caputo, John Edelman, Trudy Parsons, Art Bluhm and Chris Hibbs, Adam Peet, John Vanderzanden

Staff: Mike Evers, General Manager of Community & Development Services, Lidy Romanuk, Manager of Economic Development & Tourism, and Breanna Beauchamp, Division Support.

Regrets: Councillor Shirton, Mayor Hewitt

1.0 Welcome and Introduction

Meeting is called to order by Manager of Economic Development and Tourism at 9:01 am

P. Hauser provided an update to the Business Development and Planning Committee, key highlights included:

Agricultural Advisory Committee Meeting- P. Hauser held a meeting with H.Lise, Chair of the Agriculture Advisory Committee to discuss future collaboration including bylaw and operational concerns, and agricultural land transaction challenges.

Haldimand Business Network Meeting- M. Lessard attended the Haldimand Business Network Meeting that includes representatives from each Chamber, BIA and Board of Trade. During the meeting there were helpful discussions on available programs how these can be of benefit to the communities.

BDAPAC 2021 Meeting Schedule- It is the recommendation that Business Development and Planning Advisory Committee plans to meet every other month, and meetings will require a more concentrated effort in time with homework pieces to give valuable feedback.

March 8th Meeting Homework- Each committee member is to choose one business within their business network- one located in Haldimand County and one located outside of Haldimand County that have plans to expand in the next year – what are the obstacles/barriers/why is Haldimand not their first choice.

A discussion then ensued.

3.0 Approval of Minutes

Moved by T. Caputo and seconded by J. Edelman that the minutes of Business Development and Planning Advisory Committee Meeting dated November 16th, 2020 be approved as presented at 9:15 am.

APPROVED

5.0 Approval of Virtual Election

Moved by T. Caputo and seconded by J. Edelman that the virtual election of Business Development and Planning Advisory Committee Meeting dated November 3rd, 2020 be approved as presented at 9:17 am.

APPROVED

4.0 Planning Update on Official Plan Project

M. Evers provided an update on the Official Plan Project discussed at the November meeting. Key highlights included:

- **BDAPAC Official Plan Attendance-** M. Evers confirmed representation of the BDAPAC at the meetings, interesting and relevant feedback from the session has been included in the Official Plan updates.
- **Official Plan Phase 1-** Growth Strategy has been delayed due to the province wide shut down. Staff plan to bring this forward for Council approval at the February 9th, 2021 Council meeting.
- **Official Plan Phase 2-** This phase is where Planning will be seeking additional feedback including reviews of the agricultural system, commercial industrial development, urban design guidelines, and the application process. A consultant will be connecting with this committee for input and the intent is to include this discussion at upcoming BDAPAC meetings, details to follow.
- **Planning 101 Education-** Planning will be making a Planning 101 presentation at the March 8th meeting. This will be an interactive session to give the committee an introduction to the planning process.
- **Quarterly Statistics-** The committee was provided with the Planning statistics for the second half of 2020. The planning division will be providing quarterly statistics to the committee moving forward. Key highlights included:
 - Total number of residential units approved for construction in Caledonia, Hagersville and Jarvis-1,816.
 - Total number of residential units under application review in Caledonia, Hagersville, and Jarvis- 1,358
 - Total commercial space approved for construction in Caledonia- 13,777 sq m (148,500 sq ft)
 - Total Industrial space under application review- 8, 700 sq m (93,646 sq ft)

A discussion then ensued.

5.0 Business Recovery Update & Discussion

L. Romanuk provided an overview of the COVID-19 Business Recovery Focus Efforts to date in the Economic Development and Tourism divisional work plan. Key highlights included:

- **Haldimand County Wish book-** A holiday booklet that featured local products, restaurants, and experiences in the community was mailed to every resident in Haldimand County. Positive feedback was received from the community. EDT views this as an opportunity to focus on more seasonal campaigns supplemented with social media moving forward.
- **Digital Service Squad (DSS)-** Economic Development and Tourism received \$94,000 in funding from Fed Dev through Digital Main street Program to hire four students as a Digital Service Squad (DSS) to help businesses increase their online presence. Key highlights included:
 - The DSS contacted over 190 local businesses in various ways to assist in online promotion.
 - The DSS assisted businesses apply for a \$2500 Digital Transformation grant- 78 businesses have been approved- which means \$195,000 went back into the community and to the businesses directly. There are a few applications still under review, hoping to get additional grants.
 - Shop here- 17 business were approved for that program.
 - Future proof- 3 businesses approved for that program, and how they could pivot their business model.
 - The DSS is working remotely assisting businesses, and are currently developing webinars for businesses to teach them how to make custom graphics with Canva, email marketing etc.
- **Haldimand County Marketplace-** The Haldimand County Marketplace is an online centralized marketplace for local vendors that is hosted on the new tourism website – TourismHaldimand.ca. Each business featured is tourism focused and has an e-commerce function. To date there are 30 businesses listed. The marketplace will be launched at the end of January. Staff have created a product that will not require us to be involved with payments or shipping of products. All links in the marketplace will take the consumer directly to the businesses website to purchase.

A discussion then ensued.

6.0 Fed Dev Funding for Tourism Sector

L. Romanuk addressed the committee to bring attention to tourism funding that we received of \$167,000 to support the tourism sector. There was a marketing program built out for businesses. A number of planned campaigns had to be cancelled due to the provincial lock downs and ongoing restrictions.

The deadline to spend the funding is February 28, 2021. The committee provided feedback, key highlights included.

- Development of a gap analysis to identify any gaps in services and businesses and where there are opportunities for new business attraction and then establish a plan to recruit those types of businesses
- Provide each Chamber/BIA with an update of programs/initiatives/services offered by EDT so that they can inform their members of when to contact EDT
- Understand the sustainability of businesses in the community – is it possible to understand businesses most at risk of not coming out of the 2nd wave – undertake direct outreach to those businesses making sure businesses are utilizing all that is available to them
- Mayor's address to include an economic development message to help readers understand what the County is doing to support businesses
- B&B best practices – how to reopen for Spring/Summer 2021
- Empty storefronts – advertising to cover empty windows
- Community bulletin boards in new development encouraging residents to explore Haldimand
- Development of flowcharts to assist in the Development process- how things can be done, what is required, contact info, timing, what is required
- Tracking of Community Based Economic Development Projects
- Tourism infrastructure – ensuring we are ready for tourists – boat docks, washroom facilities, garbage etc.
- Support of the Farmers Market – made in Haldimand brand
- Focus on promoting our natural resources – agriculture, hiking, water assets
- Development of a working remotely campaign to attract new residents to Haldimand County
- An increased focus on start-ups and helping entrepreneurs start their business
- Faster roll out of high speed broadband

A discussion then ensued.

L. Romanuk provided feedback that there may be limitations to any signage, as the County is currently completing an RFP for the development of a signage strategy for future signage projects.

EDT staff will send out a survey following the meeting to determine the groups top priorities for the tourism grant.

7.0 Development Liaison Team Roll Out

L. Romanuk opened the floor to the committee to provide feedback or comments on the proposed Development Liaison Team roll out.

J. Edelman provided feedback that the plan is excellent, and is a step in the right direction.

L. Romanuk welcomed the committee to send additional comments or feedback to EDT staff related to the Development Liaison Team or the proposed 2021 work-plan.

A discussion then ensued.

8.0 Review of Action Items and Outstanding Items

All committee members are to choose one business within their business network- one that is currently located in Haldimand County and one located outside of Haldimand County that are planning to expand in the next year – what are the obstacles/barriers/why is Haldimand not their first choice.

All committee members will provide feedback, and present their answers at the March 8th meeting.

9.0 Adjournment

Moved by C. Hibbs, and Seconded by K. Stephen that the meeting be adjourned.

Meeting was adjourned at 10:57 am.