



The Business Development and Planning Advisory Committee (BDAPAC) Meeting

Virtual Meeting – E-invite
Monday May 10th, 2021 - 9:00 am-11:00 am

Present: Phil Hauser (Chair), Mike Lessard (Vice-Chair), Councillor Shirton, Kellie Stephan, Tauri Caputo, John Edelman, Art Bluhm, Chris Hibbs, Adam Peet, Danette Dalton (WPBGE), Wynona Mendes (WPBGE), and Mark Skeffington (WPBGE).

Staff: Lidy Romanuk, Manager of Economic Development & Tourism, and Breanna Beauchamp, Division Support.

Regrets: John Vanderzanden, Trudy Parsons, Mayor Hewitt.

1.0 Welcome and Introduction

Meeting is called to order by Manager of Economic Development and Tourism at 9:04 a.m.

2.0 Chair and Vice Chair Update

P. Hauser and M. Lessard provided an update on the BDAPAC Council Report, which has been a key focus since the last meeting in March. The draft report has been distributed to the committee the Chair and Vice-Chair are seeking feedback and direction in advance of the presentation to Council. This presentation is set to be delivered at the June 22nd Council meeting, but will need to be finalized and submitted prior.

A discussion then ensued.

3.0 Council Update

R. Shirton provided a Council Update, key highlights included:

- Virtual Council meetings are still ongoing, and continue to remain a challenge;
- Port Maitland Pier and boat launches will remain closed over May 24 weekend, as the area cannot be properly monitored due to provincial restrictions and by law staffing challenges.
- Haldimand County has recently been successful in a bid and was awarded over \$4 million from the disaster recovery assistance program (DRAO) to repair the roads and infrastructure near Lakeshore, additional details to be announced following the storm that took place in October 2019.

A discussion then ensued.

4.0 Approval of the March 8th, 2021 Minutes

Moved by T. Caputo and seconded by C. Hibbs that the minutes of Business Development and Planning Advisory Committee dates March 8th, 2021 be approved as presented at 9:14 a.m.

APPROVED

5.0 Workforce Planning Board of Grand Erie Presentation

The Workforce Planning Board of Grand Erie team delivered a presentation showcasing Grand Erie Jobs, the Local Labour Force Plan, and provided an overview on the Workforce Strategy. The Workforce Planning Board of Grand Erie then opened the floor to the committee for feedback.

L. Romanuk then addressed the committee to briefly discuss if the members saw value in contributing to Grand Erie Jobs, and the Work Force Planning Board of Grand Erie partnership.

The committee agreed that although there is value in the tool, the members overall felt that increased awareness and marketing is the most essential component for the growth of Grand Erie Jobs. The committee briefly discussed the option of allocating the \$1500 to marketing the tool to potential job seekers looking to work in Haldimand instead of/ or in addition to accessing the data. The committee also expressed that there was value in waiting until the current climate normalized, to ensure the data was not skewed due to the pandemic.

The committee decided to wait to reach a final decision until the fall meeting to allow the members to further review and discuss the information presented.

5.0 Preparation for Council Preparation

The committee began a discussion on the preparation for the Council presentation scheduled for June 22nd, 2021. A first draft of the presentation was sent out to the committee to review prior to the meeting to gather feedback. P. Hauser opened the floor to the committee to provide direction/ comments.

T. Caputo suggested that working with the Economic Development staff in gathering more generalized wording for the requested staffing comment may be beneficial for Council's review.

J. Edelman added that he is impressed with the presentation, and how the committee is presented and their accomplishments to date.

A discussion then ensued.

6.0 Committee Homework Discussion

The committee began a discussion on their homework item: Bring forward three infrastructure projects that would help economic development/growth for Haldimand County? Key highlights and common recommendations from the committee included:

- Improved traffic flow is essential for the downtowns, as increased traffic is an ongoing issue with the addition of new residential developments.
- Highway access to major markets have been a long term problem, an extension of the Red Hill or Hagersville by pass would attract larger commercial and industrial businesses. Highway access to Haldimand County needs to be prioritized.
- Agricultural and Commercial businesses need to be able to access and utilize Highway 54 to Cayuga. Currently drivers have to take an alternate route costing the businesses that access time and resources.
- Developing infrastructure on the Grand River could allow us to become a tourist destination, and would add the potential to increased development of the lakeshore and attract high value properties. Additional accommodations would also be needed to secure ourselves as a destination.
- Development of high density residential buildings and apartment complexes to provide more affordable housing options will be essential in the growth of Haldimand County.
- Encourage the installation of 5G towers in Haldimand County to help service the new population base.
- Increase day care centers/ child care options locally, this has become a challenge for the workforce given the current landscape.

A discussion then ensued.

7.0 EDT Update

L. Romanuk then provided an update on the Economic Development and Tourism division, including the cycling tourism infrastructure project, upcoming seasonal marketing campaigns, the signage strategy, tourist information centers, and an update on the Emily project.

A discussion then ensued.

8.0 Adjourned at 11:26 pm