



The Business Development and Planning Advisory Committee (BDAPAC) Meeting

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

Monday November 16th, 2020- 1:00-3:00 pm

Present: Phil Hauser (Chair), Mike Lessard (Vice-Chair), Kellie Stephan, Councillor Shirton, 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: Mayor Hewitt

1.0 Welcome and Introduction

Meeting is called to order by Manager of Economic Development and Tourism at 1:03 p.m.

2.0 Overview of Terms of Reference

P. Hauser provided a brief overview of the Business Development and Planning Committee's Terms of Reference that was approved by Council as a reminder on the direction and overall expectation of the committee.

A discussion then ensued.

3.0 Approval of Minutes

Moved by M. Lessard and seconded by J. Edelman that the minutes of Business Development and Planning Advisory Committee Meeting dated September 21, 2020 be approved as presented at 1:14 pm.

APPROVED

4.0 Planning Function of the Committee

M. Evers provided an overview on the Planning Advisory function of the committee, and input on Haldimand County's Official Plan process. Key highlights included:

- **BDAPAC Planning Advisory function-** to provide advice and input on major strategic planning initiatives, and focus initiatives with impact on economic development in the County.
- **Official Plan Phase 1-** Growth Strategy is currently underway and completion is set for early 2021. The official plan must accommodate provincial requirements, and meet

growth pressures by right sizing urban areas relative to need/demand by adjusting designations to better build the community, integrate land uses and proactively respond to changing land needs.

- **Official Plan Phase 2-** The Official Plan updates are currently underway and completion is set for late 2021. Policy updates include reviews of the agricultural system, commercial industrial development, urban design guidelines, and the application process.
- **Future Looking-** to provide planning supports for the committee. These could include:
 - Overview of trends in planning/development,
 - A planning policy overview to assist the Committee in better understanding legislative requirements
 - A quarterly report on development projects.

5.0 Committee Input and Direction

M. Lessard sees an opportunity from the Agricultural Advisory Committee's perspective on the Official Plan, and future collaboration with BDAPAC.

K. Stephan provided feedback on ensuring the proper tourism infrastructure is in place to continue to grow the tourism sector and welcome more tourists to Haldimand County.

P. Hauser stated that educational courses, like the proposed 'Planning 101' course would be beneficial for the committee. Quarterly development updates would also be valuable to ensure the committee is aware of any new developments in the county.

A discussion then ensued.

5.0 EDT Work Plan

L. Romanuk provided an overview of the 2020 Economic Development and Tourism divisional work plan which included an overview of the operating budget, strategic initiatives, and staff time allocation for each of the priorities listed. Key highlights included:

- **COVID-19 Business Recovery Priorities-** marketing shop local initiatives (local food and retail campaigns, road trip map, holiday wish book etc.), Haldimand County marketplace, resources and information distribution, outreach to local businesses, and the Digital Service Squad.
- **Providing Support to Local Businesses-** business retention and expansion visits, CIP/ RBTCIP, and local business inquiries/business assistance.
- **Business Investment and Attraction-** Lake Erie industrial lands, natural gas expansion program, and community profile and key data.
- **Marketing and Communication-** communication to local businesses and key stakeholders, development inquiries for land/ buildings, filming inquiries, development concierge service, signage program, business marketing and branding implementation.

- **Maintain and Initiative programs with key partners-** partners such as the Workforce Planning Board of Grand Erie Ontario's South West, Mohawk Partnerships, Grand Erie District School Board, Destination Ontario, Tourism Industry Association of Ontario and the Grand Erie Business Centre.
- **2021 Projects and Initiatives-** include North Caledonia Employment Lands, signage strategy, Business Haldimand website, tourism videography partnership, commercial/ industrial available properties tool, and alternative accommodation study.

6.0 Committee Input and Direction

Planning 101 Classes Logistics or other Educational Classes for BDAPAC- EDT Staff to work with planning staff to schedule opportunities for educational classes and administrative work associated with learning modules. Ex. Planning 101, the building permit process etc.

Pre-Consultations Meetings/Increased Training for staff- Committee would like to be educated on the process. There is often oversight at Pre-consultation meetings, information often arises during the site plan application process that costs the developer time and money. County representatives need to be yes people, re frame things in a new direction. EDT Staff may need to participate in increased training/ schedule meetings with other departments to increase customer service overall.

Business Concierge Service- Interested in being part of the process of developing the team and to review scope of the project/service. BDAPAC interested in being part of the process.

Marketing Campaigns - Businesses should be buying into campaigns rather than receiving free opportunities/discount for marketing. By offering a free opportunity it devalues the products. Need to demonstrate increased buy-in from participating businesses. Need to measure the success and impact of our marketing efforts to determine we are reaching the right audience and understand where leads/visitors are coming from.

Haldimand County Marketplace- Setting up shipping should be a priority for storefronts on the marketplace so Haldimand County can move towards exporting products beyond the local reach.

Increased Farmers Market Expansion- EDT staff should be concentrating on expanding and be more involved with farmers markets- Great opportunity for Haldimand County and may contribute to an increase in agricultural employment opportunities.

Tourism Infrastructure – Increased marketing, hopefully means increased tourists. Haldimand County needs to be prepared for an increase in tourism – washrooms, boat launches/docks etc. Need to plan to have the infrastructure in place.

Introduction to BDAPAC Chair and AAC Chair – investigate opportunities for synergies etc.

Invitation for BDAPAC Chair to attend HBN- investigate opportunities for synergies etc.

Increased meetings for BDAPAC- BDAPAC discussed increased meeting frequency. This will impact EDT staff as it relates to increase administration etc.

Focus on Supporting New Business Development/New Entrepreneur Mentorship program with BDAPAC- Interested in developing a mentorship program with new/ young entrepreneurs etc. Want to be a resource for information for county staff as well, and give them direct perspectives from business owners in the community.

Partnerships with Community Groups- Programs like the Mohawk College course are important to have in the community, look at expanding programs offered and even potentially offering a entrepreneur course or 'How to Start a Business' course to local residents and youth. Working with the Brantford Resource Centre/GEBC/ County libraries- smaller groups may be more beneficial. Perhaps seminars on 3D printers, micro manufacturing etc.

Empty Storefronts/ Increased Data on Community Businesses- increased tracking/access to data and more outreach to get more businesses in the empty storefronts and build up the downtown.

What are the programs offered from EDT – are they more Reactive/ Proactive Programs?
We should be focusing on more proactive programs and looking towards how we can plan for the next curve. May be challenging now, but need to have more proactive programs in place for businesses for when crisis happens.

Increased Engagement with Haldimand County-BDAPAC Chair/Vice Chair to make regular presentations to Council, and increased engagement with Mike and Lidy

Committee to bring new ideas to next meeting – What is Planning/EDT missing in their work plans? Each committee member to present their ideas at the next meeting.

7.0 Expectations and Role of the Committee

P. Hauser commented that the focus of the committee needs to be shifted on how to bring their unique skillsets to the table and how this engagement can bring change to the community moving forward. The BDAPAC meetings should be targeted to more specific subject matter, to ensure the committee is achieving their goals.

P. Hauser highlighted again that education is essential, and the committee needs to take an active approach to each meeting, assigning homework to each member and ensuring all members feedback is heard.

The committee expressed interest in changing the frequency and timing of the meetings. The meetings would be more beneficial for most of the members schedules if it was switched to a morning meeting timeslot.

A discussion then ensued.

8.0 Review of Action Items and Outstanding Items

1. Invitation to BDAPAC to attend upcoming Official Plan public meetings
2. Providing a Planning 101 course to the committee to provide a basic understanding of the Planning function

3. Committee's request to provide input on the scope and purpose of the Development Concierge Team
4. Staff to provide a quarterly update on development projects to the committee.
5. Staff to review input on the EDT work plan as provided by the Committee and provide follow-up at next meeting.
6. Introduce the Chair of BDAPAC to the Chair of the AAC (Agriculture Advisory Committee)
7. Invite the Chair and / or Vice Chair to participate in the next upcoming Haldimand Business Network (HBN) meeting
8. Determine appropriate timing for BDAPAC presentation and updates to Council
9. Review and adjust BDAPAC meeting times to the morning, and increase the number scheduled meetings.
10. All committee members to bring a new idea on what the County is missing from a Planning and Economic Development perspective and each member is to present a quick elevator pitch of their new idea

9.0 Adjournment

Meeting was adjourned at 3:21 pm.