



The Business Development and Planning Advisory Committee (BDAPAC) Meeting

Virtual Meeting – E-invite
Monday March 21st , 2022

Present: Councillor Shirton, Phil Hauser (Chair), Mike Lessard (Vice-Chair) John Edelman, Kellie E. Stephan, Tauri Caputo, Art Bluhm, Adam Peet,

Staff: Mike Evers, General Manager of Community & Development Services, Lidy Romanuk, Manager of Economic Development & Tourism, Jaymie Nelson, Senior Economic Development Officer, and Breanna Brown, Division Support.

Regrets: Trudy Parsons, Chris Hibbs, John Vanderzanden

1.0 Welcome and Introduction

Meeting is called to order by Manager of Economic Development and Tourism at 9:05 a.m.

2.0 Empire Presentation

M. Evers then provided a high level overview of the Empire Presentation on the Nanticoke Lands that was distributed to the Committee prior to the meeting. The distributed presentation was delivered to Council at the February 14th Council meeting, key highlights included Lake Erie proposed residential development, waterfront development, a new wastewater treatment plant, mastering service strategy ,and increased employment opportunities.

R. Shirton inquired if the proposed development will be affected by the provincial election, M. Evers added that this is a long term development. It is unknown whether the election will have any impact on the development or the timeline of the approval process for the Minister's Zoning order.

T. Caputo inquired about the concern on this proposed development in the media. He added he saw benefit for this development in the community, specifically the increased employment opportunities.

M. Evers added that the concern is about compatibility with the potential expansion of Stelco and the impact the residential development may have on the growth of the business long term.

K. Stephen inquired if there is a plan in place to address congestion and traffic in these rural areas.

M. Evers responded that there would be a comprehensive transportation impact analysis completed that would address the proposed development and impact and requirement for existing and future road infrastructure.

3.0 Operating Budget Request

P. Hauser provided an update on the operating budget request that will be presented for approval from Council. The proposed operating budget request includes a \$50,000 budget allocated for consultations, project implementation, initiatives and technology. It was also requested to hire a full time staff to assist in the implementation of these projects and provide assistance to the Committee.

P. Hauser addressed the Committee if there were any questions or concerns on the proposed operating budget request. The Committee expressed no questions or concerns.

4.0 Development Initiatives Presentation

L. Romanuk began a discussion on the presentation that was distributed to the Committee for review prior to the meeting on the incentives for development. Following a meeting with finance which identified limitations for the proposed development incentives from the reserve funds, three alternative options were presented including

- a. Industrial Community Improvement Plan Program (CIP);
- b. Industrial Development Charge deferral program;, and
- c. Front end financing program.

J. Edelman added that following the meeting with finance, he is disappointed that there couldn't be a compromise with utilizing the existing reserve funds. He added that the exemptions or deferral options presented would not be beneficial to potential developers. A. Bluhm echoed these concerns.

R. Shirton inquired if these policies could be changed to allow the Committee to use these reserve funds for Business Development. M. Evers replied that there are not only County policy limitations, but legislative limitations that would prevent the Committee from accessing these funds.

R. Shirton suggested that the Committee bring this to Council in the fall, following the election for re-consideration. J. Edelman agreed, and added it may also be valuable to wait to see how the Empire Development materializes before moving forward .

P. Hauser added that he sees value in changing the policy, and having some of the charges eliminated. He added that regardless of the Empire development, we need to keep economic stimulus in our communities, and sees value in presenting to Council for consideration in 2023. M. Lessard echoed his comments.

P. Hauser deferred this discussion, and suggested this is revisited in the fall for further evaluation.

5.0 Business Excellence Awards Discussion

J. Nelson delivered an overview on the Business Excellence Awards and began a discussion with the Committee on their thoughts on the event including location, format, and how this Committee could potentially contribute to this event.

M. Lessard added that he has attended the event in the past, and found it valuable for networking purposes. He added that the program doesn't need to be full, and suggested instead of a speech to have a small presentation from a local entrepreneur and keep networking as the real value-add. This Committee could potentially present a small overview on BDAPAC and how the team contributes to the business community.

K. Stephan also added she has attended the Business Excellence Awards, and this event brings a sense of community to the businesses in Haldimand, she echoed that it is a great opportunity for networking. She also added if the event moves forward in 2023, we should increase the marketing spend for promotion. T. Caputo agreed on increased promotion, and added it would be valuable to showcase the nominees or winners in the local newspapers as an added incentive.

J. Edelman added that there was value in joining small business week and the business excellence awards as one event. Given the struggles of the last few years with the Chambers/ BIA's, it would be beneficial to offset some of that work to the County. He suggested the sponsorship should not be tiered, and the ask should be \$100 or under. He also added that he saw value in the networking piece, potentially providing ice breakers and conversations starters for each table as it can be intimidating.

T. Caputo has attended this event in the past, and added it might be beneficial to change the timing of the event or change to a conference like format. He echoed John's comments on combining small business week and the business excellence awards and agrees networking should be the focus on this event. T. Caputo also added that he sees BDAPAC play a substantial role in this event.

J. Nelson thanked the Committee for their input and suggestions, EDT Staff will connect with the Haldimand Business Network on the possibility of joining these events and getting their input. Once there is more clear direction, EDT Staff will return to BDAPAC to discuss agenda items and next steps.

6.0 Approval of the Minutes

Moved by A. Peet and seconded by T. Caputo that the minutes of the Business Development and Planning Advisory Committee dated January 10th, 2022 be approved as presented at 10:38 a.m.

APPROVED

8.0 Chair and Vice Chair Report

P. Hauser addressed the Committee, and noted that they should be looking into planning for the spring, and start to think about the legacy of BDAPAC and the future of the Committee. If there are new members, we want to provide guidance for the Committee moving forward. He suggested the Committee prepare a report to present to Council for the July meeting.

Homework for the May Meeting: What do you feel is the future of the BDAPAC Committee, and what do you want to leave as our legacy of this current committee? Where is our time best spent, where should be focusing our efforts?

J. Edelman added that he would like to hear some direction from Council on what the goal of the Business Development and Planning Advisory Committee is and what they want to get from this group?

9.0 Council Update

Councillor Shirton provided an update on Council, key highlights included capital and operating budget, 2022 Mudcat festival, and the granular conversion project.

A. Peet inquired if there is any direction from Council on how the lands at the old Haldimand County Administration Building will be repurposed.

M. Evers added that four parks have been identified in the capital budget in Cayuga and there is plans for park development on these lands for 2028.

10.0 Adjournment

Meeting was adjourned at 10:46 am
Next Meeting: May 16th, 2022