



The Business Development and Planning Advisory Committee (BDAPAC) Meeting

Hybrid Meeting – HCAB, 53 Thorburn Street South, Haldimand Room & virtual;
Monday November 14th, 2022; 9:00am

Present: Phil Hauser (Chair), Mike Lessard (Vice-Chair), Kellie Stephan, Tauri Caputo, Adam Peet, John Vanderzanden, Art Bluhm (Virtual),

Guest: Danette Dalton and Wynona Mendes, Workforce Planning Board of Grand Erie (Virtual)

Staff: Mike Evers, General Manager of Community & Development Services, Lidy Romanuk, Manager of Economic Development & Tourism, Jaymie Nelson, Program Manager – Business Retention & Expansion, Jenna Beemer, My Main Street Ambassador

Regrets: John Edelman, Mayor Hewitt, Chris Hibbs (leave of absence)

1.0 Welcome and Introduction

Meeting is called to order by Chair, P. Hauser at 9:03 a.m.

2.0 Approval of Minutes

Moved by R. Shirton and seconded by A. Peet that the minutes of the Business Development and Planning Advisory Committee dated September 12th, 2022 be approved as presented.

3.0 Workforce Planning Board of Grand Erie (WPBGE) Presentation

Presentation by W. Mendes and D. Dalton.

WPBGE project overview focusing on:

- Quality of Work Survey (Quality of Work Assessment, working towards a sample of 500 employees in Grand Erie)
Survey link: <https://www.surveymonkey.com/r/QoW-Haldimand>
- Employer One Survey (to launch in January 2023);
- [Grand Erie Jobs](#) (local job board, live since June of 2020);
- [Workforce Gateway](#) (a new resource to be added for both newcomers, and existing residents – anticipated to be live by January 2023);
- Skills 2 Advance (free 60 hour training program focused on welding and the trades, 150 graduates anticipated in 2022, the training includes a number of trade specific certifications such as fork lift, working at heights, health and safety); and
- Local Labour Market Plan (LLMP) (this years report will include new data releases made available by the recent census release and other WPBGE initiatives, the report identifies labour market conditions and significant changes for the Grand Erie area, it will be published in March 2023).

National and Global Labour Market Insights: facing record low employments (although increased slightly in recent months); employees are looking for increased wages (wage gap apparent).

Local Labour Market Insights: local employment and participation rates are following national trends, employers indicating they are facing challenges hiring the right employees; there is a growing gap between new job postings and the number of total postings (which implies that jobs are taking longer to fill) initially when Grand Erie Jobs launched the average time to fill a job was 14 days (in 2021) now in fall of 2022 that posting period has increased to 21+ days.

General Discussion:

R. Shirton commented on the data sets available, specific to Haldimand County, rather than the broader Haldimand-Norfolk Census Division.

W. Mendes brought forward a request to the committee to visit the WPBGE consultation "[jam board](#)" for the LLMP consultation to provide a deeper and community level insight into local trends.

P. Hauser inquired at what level can the Grand Erie Jobs data be assessed, specific to job demand data. W. Mendes confirmed this is possible, and D. Dalton added that partners can have back end access to the site to pull regular data.

K. Stephen added that for the LLMP consider rural transportation as a challenge for job seekers.

4.0 My Main Street Community Profile Data Presentation

J. Beemer presented data received as part of the My Main Street Local Accelerator program.

Provided a program overview: shared that 20 businesses are working with My Main Street to review individualized community data, reviewed key insights from the data including spending, business counts, common strong values etc., consumer (prizim) segments, and business case studies.

5.0 Chair and Vice Chair Report

P. Hauser thanked the committee for their service, their insights and involvement, in addition to noting an appreciation to staff. Adding that the call for applications for the BDAPAC committee (and others) is currently open, encouraging those interested to re-apply.

M. Lessard added that the BDAPAC committee has been forward thinking and worked collaboratively to bring opportunities forward to the community.

6.0 Council Update

R. Shirton noted a thanks to Mayor Hewitt to initiate this committee, and that the evolution of the committee to have an industry representative in the Chair and Vice Chair has worked well.

Council inauguration takes place November 15, and the first Council meeting will take place in December.

7.0 Agri-Food Forum Update

J. Vanderzanden provided an update from the Agri-Food Forum hosted by Brant County on November 2nd and 3rd 2022. Sharing the insights from the key note presentation (Brock Dickinson) on the impacts of demographics to the supply chain, which also has significant impacts on the labour pool. This is connected to agriculture, in that, significant processing

facilities don't have the labour catchment to satisfy their workforce needs. This can be addressed by increasing value added processing, in a smaller or "micro" format on farm.

J. Nelson added the forums 'day one' bus tour, brought these lessons to life through on-site examples at various Brant County agricultural operations.

8.0 BDAPAC Structure & Terms of Reference

P. Hauser shared that we are looking for formal recommendations to bring forward to update the Terms of Reference, continuing discussions held at the September meeting.

L. Romanuk shared that there is some work being done on a corporate basis to develop a standard terms of reference for all Committees of Council. There will still be an ability to customize the language to suit the specific committee.

R. Shirton asked about the diversification on the committee, including geography and cross-sectoral representation, and if that is currently captured in the terms.

L. Romanuk shared the BDAPAC application is now open, staff to share the link to apply. Clarified that ad-hoc committee structures are permissible via conversation with Clerks, should the committee wish to explore that update within the future terms of reference.

Motion by P. Hauser; Moved by M. Lessard and seconded by K. Stephen that the BDAPAC Terms of Reference, Section 4, be updated to reflect the following: *"The Business Development and Planning Advisory Committee terms be amended, that the two Council representatives as appointed by Council be reviewed annually."* All in favour.

Motion by P. Hauser; Moved by M. Lessard and seconded by A. Peete that the BDAPAC Terms of Reference, Section 4, be updated to reflect the following: *"The Business Development and Planning Advisory Committee, when applicable for special projects determined by the committee, be able to engage outside expertise on defined terms, to inform the committee. These ad-hoc committee members shall be non-voting members."* All in favour.

Item to be brought forward for new committee term: discuss the of the BDAPAC committee, working group vs. advisory.

9.0 Future work plan items and BDAPAC Term Accomplishments

K. Stephen suggested on "item #9" would be beneficial to transition between committee terms, and should include an overview of accomplishments. L. Romanuk added that this was captured in the 2022 Business Case updates recently brought forward to Council.

10.0 EDT Updates

L. Romanuk shared Economic Development and Tourism Divisional updates.

- Call for Committee Applications, open until November 30, and available online at www.HaldimandCounty.ca
- Labour Force Based Investment Attraction Opportunities Assessment Project, timeline and overview

10.0 Homework

From the September Meeting: Bring forward two individuals you would recommend a good candidates for the next Business Development and Planning Advisory Committee term.

K. Stephen, R. Shirton & M. Lessard shared recommendations; L. Romanuk added that staff contact these individuals directly. Further staff will prepare an email and will forward to committee members to send out to those local business owners/residents that may have an interest in sitting on the committee. Past successes and projects will be included within the correspondence.

11.0 New Business

P. Hauser made a recommendation for future discussion (next BDAPAC committee) that committee consider allocating some of their annual operating budget to the Physician Recruitment & Retention Initiative.

11.0 Adjournment

Motion to adjourn at 10:56 a.m., M. Lessard.