



The Business Development and Planning Advisory Committee (BDAPAC) Meeting

Haldimand County Administration Building
Monday, September 11, 2023 9:00am

Present: Mayor Bentley, Councillor O'Neil (virtual), Chair Phil Hauser, Vice-Chair Mike Lessard, Tauri Caputo, Russell McTear, George Naylor, Adam Peet, Mark Reynolds

Staff: Mike Evers, General Manager of Community & Development Services, Lidy Romanuk, Manager of Economic Development & Tourism, Shannon VanDalen, Manager of Planning and Development, Jessica Eason, Senior Economic Development Officer, Hannah Brown, Research & Marketing Technician, and Ashley Waters, Administrative Assistant for Planning and Development.

Regrets: Paul Makey

1. Welcome and Introduction

Meeting is called to order by Chair, P. Hauser at 9:01 a.m.

2. Declaration of Conflict of Interest

No declarations.

3. Planning and Development Presentation

S. VanDalen, Manager of Planning and Development delivered a presentation providing an overview of the day-to-day operations of planning and development. Highlights included; role of the planner, planning structure, development process, pre-consultation meetings, and key projects. Discussion then ensued regarding the recruitment process.

P. Hauser thanked S. VanDalen and M. Evers for the presentation and information on planning and development.

4. Workplan and Budget Discussion

a. Grand River Visitor Experience Strategy:

L. Romanuk shared a presentation on the Tourism Development Fund: Lower Grand River Visitor Experience Strategy for the Committee's consideration for their workplan. The purpose of this strategy is to identify opportunities to activate the Grand River and attract domestic tourism investment, entice outfitters, and promote events and activity on the river from Caledonia to Lake Erie.

Staff asked the committee to consider this opportunity and to allocate the committee's annual budget to this project. The estimated cost of the entire strategy is \$65,000.

b. Workplan and Budget Review:

Workplan:

The workplan was distributed to each committee member, and they provided feedback. Results were compiled and, due to time constraints, committee decided to review results in further detail at the next meeting. G. Naylor commented that the variable in the workplan is how much the committee can have an impact on each section.

P. Hauser asked the committee if there were any surprises or comments based on the compiled results. No further comments as time was restricted; committee plans to review results further next meeting.

Budget:

L. Romanuk stated that \$50,000 budget gets reset as of January 1st, 2024.

The Tourism Development Fund was then discussed:

P. O'Neil mentioned that the strategy aligns with the committee's goals and will bring tourism to the County through the river.

T. Caputo mentioned that he potentially has budget to cover staff and facilitation activities.

M. Lessard noted that the months of June, July and August bring a significant amount of tourists to the area and that a strategy to identify more activities for tourists using the river would have a benefit. .

G. Naylor added that there are a the lack of public boat launches in the community.

L. Romanuk commented of the importance of activities being located by the river and environmental sustainability. She added that an environmental and sustainability focus is weaved into the Tourism Development Fund application.

Motion by P. Hauser at 11:01 am; Moved by M. Lessard, seconded by T. Caputo that the BDAPAC is dedicating \$40,000 of 2023 budget for the Tourism Development Fund application for the development of a Grand River Visitor Experience Strategy. All in favour.

APPROVED

A discussion arose on professional development and the benefits of having a guest speaker on professional development.

T. Caputo stated that GEBC budgets for a board member to attend the annual Community Futures Development conference. Typically there has been little uptake from the GEBC Board and he could potentially request consideration to include a member of BDAPAC to attend instead. Discussion on upcoming professional development conferences then ensued. L. Romanuk suggested the Municipal Agriculture Economic Development Forum (MAEDF) conference.

Motion for BDAPAC to send R. McTear to MAEDF conference. Moved by M. Lessard, Seconded by M. Reynolds at 11:31 a.m.

APPROVED

5. Approval of Minutes

Moved by G. Naylor and seconded by T. Caputo at 11:17 am that the minutes of the Business Development and Planning Advisory Committee dated June 29, 2023 be approved as presented.

APPROVED

6. Council Update

Mayor Bentley provided a Council update.

Key updates included:

- Hiring a consultant to complete the ward boundary review
- Approval of \$10,000 grant for RBTCIP Heritage Restoration Grant North Shore drive
- Increased discussion in Council
- Ongoing discussion regarding the industrial lands in Nanticoke

7. New Business

Homework

- Review workplan further to decide what Committee will prioritize

8. Adjournment

The meeting was adjourned at 11:32 am, moved by M. Lessard seconded by M. Reynolds.

9. Action Items

- a. Send planner presentation to committee
- b. Distribute the workplan results to committee

Next meeting : November 20th, 2023. Location to be confirmed.