



## **Economic Development Strategy Project Oversight Team Minutes**

The Corporation of Norfolk County

4:00 p.m.

Wednesday, June 20, 2018

Norfolk County Robinson Admin Building, AmCan Board Room, Simcoe

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**Present:** Michele Kloepfer, Brett Schuyler, David Cribbs, Olivia Collver, Nick Kokkoros, Chris Baird, Dusty Zamecnik, Clark Hoskin (Recorder).

**Absent with Regrets:** Gail Bouw

### **1. Welcome & Introductions**

The meeting commenced. Members introduced themselves.

### **2. Overview of Review & Timelines**

The Team reviewed the process of creating an economic development strategy, including tasks and timelines to complete the work. The web page for the project is [norfolkbusiness.ca/strategy](http://norfolkbusiness.ca/strategy).

### **3. Roles of Project Oversight Team & Technical Advisory Committee (TAC)**

The Team reviewed the composition of the Team and the TAC, as per the [Terms of Reference](#) approved by Norfolk County Council. The Team and TAC will provide valuable insights and guidance as the economic development review process continues. Members of the two groups will be posted on the website.

### **4. Environmental / Economic Scan**

The Team reviewed an outline of the Environmental Scan, which includes latest Census data, economy overview, employee job change, industry rankings, supply chains, and regional competitiveness. The data and reports are sourced from Statistics Canada and also using the EMSI Analyst tool provided by the

Ministry of Agriculture, Food and Rural Affairs. A few observations about trends and changes in the economy of Norfolk County were outlined in a [presentation](#).

## **5. Community Consultations**

### **Surveys**

The Team reviewed plans for community consultations, including surveys in summer (SWOT and values analysis; community capacity and readiness) and round table discussions in fall. The “Strengths, Weaknesses, Opportunities, Threats” survey will use the same questions as the last strategy review. The “Values” survey will gauge what overall community goals are most important to respondents, based on reworded United Nations Sustainable Development Goals. The “Community Capacity / Readiness” survey will be separate and will look at six areas of discussion: connections and cooperation, community vitality, leadership, strategic capacity, community sustainability, and business health. The questions are sourced from the Centre of Innovative & Entrepreneurial Leadership. Team members asked about timing of surveys and response rate goals. The survey will commence in July and run through August 2018. It was agreed the surveys could be extended if response rates were low. Surveys will be promoted via newspaper, radio and social media.

### **Sector Round Tables**

The Team also reviewed themes for proposed sector round tables. Sectors include Agriculture, Emerging Economy, Industry, Small Business, Tourism, Youth, Infrastructure, Immigration, Quality of Life. Team Members suggested that Agriculture could be separated into “Primary Agriculture / Farming” and “Food and Beverage Processing”. “Industry” could be focused on “Manufacturing”. Other themed roundtables could focus specifically on “Workforce / Labour” and “Education / Training”. For Youth, Team members recommended direct engagement with students in schools, involving student council representatives, and potentially creating a survey designed specifically for youth. Small Business could include a round table on “Succession Management”. Questions at each round table should be tailored to the theme, based on feedback from surveys and Team Member insights. The Team recommended that the themes and questions for the round tables be finalized at the next meeting. Timing of round tables should also be discussed to optimize engagement from appropriate stakeholders. Team members advised that agriculture stakeholders are best engaged in January / February. Similarly, Tourism round table should avoid peak season. Manufacturing and Small Business and other round tables can be scheduled anytime.

### **Community Round Tables**

The Team also learned that staff would be scheduling general community consultations in September / October in each urban area of Norfolk County (Delhi, Port Dover, Port Rowan, Simcoe, Waterford) with guidance and support from local business associations.

## **6. Next Steps**

- 6.1 Team Members were asked to send feedback about potential changes to survey wording by June 28.
- 6.2 Staff will finalize wording of the surveys and launch them in early July. Promotion of surveys will run in July and August. Links to surveys and other information will be posted at [norfolkbusiness.ca/strategy](http://norfolkbusiness.ca/strategy).
- 6.3 Team Members are encouraged to spread the word among family and friends, co-workers, and colleagues about the surveys, and to share on social media. If Team Members receive questions or comments from members of the public, they are welcome to forward them to the staff liaison, Clark Hoskin.
- 6.4 Staff will develop themes, questions and schedules for round table meetings, for review by the Team at the next meeting.

## **7. Next Meeting**

Next meeting is scheduled for late August. Team members prefer the Wednesday after-work timing, preferably starting at 4:30 p.m. The meeting location in Simcoe is satisfactory. Staff will circulate a Doodle poll in August.

## **8. Other Business**

Team members asked about past economic development strategy reviews. They were completed in 2003 and 2010. Past reviews will be posted on the web page.

## **9. Adjournment**

The meeting terminated at approximately 5:30 p.m.

### **More Information**

[norfolkbusiness.ca/strategy](http://norfolkbusiness.ca/strategy)