



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

The Corporation of Norfolk County  
Wednesday, September 12, 2018  
4:30 p.m.

Norfolk County Robinson Admin Building, AmCan Board Room, Simcoe

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**Present:** Michele Kloepfer, Gail Bouw, Olivia Collver, Nick Kokkoros, Dusty Zamecnik, Clark Hoskin (Recorder).

**Absent with Regrets:** Brett Schuyler, David Cribbs, Chris Baird.

### **1. Project Update**

The Team reviewed progress related to the Economic Development Strategy Review to date. The web page for the project is [norfolkbusiness.ca/strategy](http://norfolkbusiness.ca/strategy).

### **2. Surveys**

Open from June 25 to September 4, 2018, there were 1,001 responses for Strengths, Weaknesses, Opportunities, Threats & Values survey, and 510 responses for Community Readiness survey. Opportunity to participate was advertised via newspaper, radio, social media, and email newsletters to stakeholders. Responses were discussed. There will be more analysis.

#### **2.1 Strengths**

Agriculture and tourism, communities and people, land and lake, beaches, nature, food and businesses were identified as key strengths of Norfolk County.

#### **2.2 Values**

Top 3 values are decent work and economic growth; safe, well-governed communities; clean air and water. Range of scores was discussed.

#### **2.3 Community Readiness**

Scoring for various aspects of community readiness were reviewed.

### **3. Community Consultations**

#### **Sector Round Tables**

Dates have been scheduled for sector round tables: young professionals / youth (Oct 23), agriculture / agribusiness (Oct 25), tourism industry (Oct 29), manufacturing / food processing (Nov 7), emerging economies (Nov 21).

#### **Community Round Tables**

Staff met with all local business associations and scheduled dates for community round tables: Delhi (Sept 20), Waterford (Sept 27), Port Rowan (Oct 3), Simcoe (Oct 30) and Port Dover (Nov 13).

#### **Round Table resources and agendas**

Each round table will feature summaries of results from the surveys, with comparisons between communities / sectors and Norfolk County overall. Data will be made available to attendees for review prior to the round table dates. Each round table agenda will encompass 90 minutes of discussion using the conversation café model, with participants' feedback being recorded at each table, and participants rotating through issues so everyone has a chance to provide their opinions and ideas.

### **4. Next Steps**

Team members were encouraged to urge citizens and businesses to attend round tables. The Technical Advisory Committee will meet on September 24.

### **5. Next Meeting**

Next meeting of the Project Oversight Team is scheduled for late November.

### **6. Other Business**

Team members asked staff to provide suggestions on the types of businesses and stakeholders who should attend the round tables.

### **7. Adjournment**

The meeting terminated at approximately 5:20 p.m.

#### **More Information**

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