



Economic Development Strategy Technical Advisory Team Minutes

The Corporation of Norfolk County

Monday, September 24, 2018

1:00 p.m.

Trillium/South Coast Room, Health Unit, Simcoe

Present: Jill Halyk (Workforce Planning Board of Grand Erie), Jim Hudson (Southwest Ontario Tourism Corp.), Gord Potts (Venture Norfolk), Laura Gibson (Ministry of Economic Development), Kim Earls (SCOR Economic Development Corp.), Gary Houghton (Norfolk County Engineering), Heather King (Norfolk County Library), Pam Duesling (Norfolk County Planning), Chris Garwood (Norfolk County Economic Development), Clark Hoskin (Recorder / Norfolk County Economic Development).

1. Overview of Economic Development Strategy Review

The Team reviewed progress on the project to date. Membership on the Project Oversight Team was explained: staff David Cribbs, Chris Baird and Clark Hoskin, and Council-appointed citizens: Gail Bouw, Michele Kloepfer, Brett Schuyler, Dusty Zamecnik, Nick Kokkoros, and Olivia Collver.

2. Role of Technical Advisory Team

The Technical Advisory Team will review data collected from business and citizens, recommend improvements to Norfolk County's economy, provide feedback on options proposed for suggested directions, and volunteer to help in other ways, if possible. If an issue is identified as key, a member of the Technical Advisory Team may be tasked with coming up with wording on options.

3. Surveys and Round Tables

Online Surveys

The Team reviewed summary responses from two online surveys: Strengths, Weaknesses, Opportunities, Threats and Values (1,001 responses) and Community Readiness (504 responses).

Agriculture and tourism, communities and people, land and lake, beaches, nature, food and businesses were identified as key strengths. Top 3 values are decent work and economic growth; safe, well-governed communities; clean air and water. Scoring for various aspects of community readiness were reviewed.

Follow Up Items:

- Members asked that a breakdown by age be prepared to compare answers in the surveys about youth
- Members asked if the model used to generate the survey on community readiness could be investigated for results from other communities.
- Members suggested that community education and communication could be considered as possible recommendations for weaknesses and opportunities outside of the municipal purview.

Community Round Tables

Round table format will follow a 90-minute conversation café model, where groups of attendees are seated at tables and self-record their thoughts. Participants rotate through issues, providing feedback. The first round table was held in Delhi on September 20. Next community round tables are in Waterford (Sept 27), Port Rowan (Oct 3), Simcoe (Oct 30) and Port Dover (Nov 13).

Sector Round Tables

Sector round tables will be held for: young professionals / youth (Oct 23), agriculture / agribusiness (Oct 25), tourism industry (Oct 29), manufacturing / food processing (Nov 7), emerging economies (Nov 21).

4. Other Business

Team members were encouraged to urge people to attend round tables. The next Project Oversight Team meeting will be in mid-November. An interim report will go to Council in January or February 2019. Next meeting of the Project Oversight Team is scheduled for January.

5. Adjournment

The meeting terminated at approximately 2:00 p.m.

More Information

norfolkbusiness.ca/strategy