



Economic Development Strategy Project Oversight Team Minutes

The Corporation of Norfolk County

Thursday, December 6, 2018

4:30 p.m.

Norfolk County Robinson Admin Building, AmCan Board Room, Simcoe

Present: David Cribbs, Chris Baird, Gail Bouw, Olivia Collver, Pam Duesling, Clark Hoskin (Recorder), Michele Kloepfer, Nick Kokkoros, Brett Schuyler.

Absent with Regrets: Dusty Zamecnik.

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.

2. Update to Council

The Team were circulated a copy of an update prepared on November 19, 2018, for New Council Orientation.

3. Draft Interim Report

The Team reviewed a draft version of the interim report to Council, which will be reviewed by the Technical Advisory Committee (TAC) in January and be presented to Council in February 2019.

3.1 Surveys & Round Tables

There were 1,511 responses to 2 online surveys conducted between June and September 2018. There were 159 participants at 10 round tables facilitated between September and November 2018. Team members who attended the round tables commented they were valuable, kept participants on task, and displayed a sense of potential that was positive. It was felt the round table model of the “conversation café” should be used in future for additional feedback on other initiatives.

- Action: “Survey Analysis: Strengths, Weaknesses, Opportunities, Industries Envisioned, Obstacles, High Priority Issues & Values” will be posted on the Strategy web page
- Action: “Round Table Notes & Analysis” will be posted on the Strategy web page

3.2 Community Readiness

Scoring by survey respondents was reviewed in more detail. The overall score placed Norfolk County in the range between “Small Steps” and “Large Steps” as noted in the Assessment Guide created by the Centre for Innovative & Entrepreneurial Leadership. Several approaches were outlined from the model, which can help frame recommendations in the interim report.

3.3 Observations

Several observations to be included in the interim report were discussed. Themes included issues associated with population, manufacturing, agriculture, tourism, environment, volunteerism, and governance.

3.4 Strategic Directions

Potential strategic directions were discussed: solving labour shortages, supporting business, cutting red tape, revitalizing downtowns, leaning on our strengths.

3.5 Recommendations

The Team discussed a number of potential recommendations which need to be revised and reviewed by TAC. It was agreed that the recommendations will not be published until they are presented in the interim report to Council, but subsequent feedback be used to prepare the final report.

- Action: Team members were asked to provide feedback on the draft interim report to staff by the end of December.

4. Next Steps

- Review interim recommendations with TAC: January
- Present interim report to Council: February
- Share draft and seek feedback from general public and advisory boards: February / March

- Revise and prioritize recommendations and action plan: March / April
- Final report to Council: April / May 2019

5. Next Meeting

The next meeting of the Project Oversight Team will be scheduled in February or March, after the presentation of the interim report to Council.

6. Adjournment

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

More Information

norfolkbusiness.ca/strategy