



County of Huron
Economic Development Board
Wednesday, June 15, 2022 at 5:00 PM
HYBRID MEETING

Please click or copy the link below to join the webinar:
[https://zoom.us/j/92757180370?](https://zoom.us/j/92757180370?pwd=UnQrK2pla2MrcitVdHU3b1YzWFNEZz09)
pwd=UnQrK2pla2MrcitVdHU3b1YzWFNEZz09 Password:
348886

1. **Chair to call the Huron County Economic Development Board meeting to order:**

2. **Approval of Agenda:**

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board agenda for June 15, 2022 be approved as presented.

3. **Declaration of Pecuniary Interest and the General Nature Thereof:**

4. **Minutes of Previous Meeting:**

4.1. May 18, 2022 Minutes

RECOMMENDED MOTION:

THAT:

The minutes of the Huron County Economic Development Board meeting of May 18, 2022 be adopted as circulated.

5. **Presentations/Delegations:**

6. **Opening Comments and Updates from the Chair:**

7. **Board Member Issues:**

8. **Correspondence:**

9. **New Business and/or Unfinished Business:**

9.1. Learning Moment - Conversations with Municipal Members (presented by Vicki Lass)

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report by Vicki Lass, Director of Economic Development, dated June 15, 2022, titled Learning Moment - Conversations with Municipal Members, as presented for information.

9.2. Housing - Brainstorming Made in Huron Solutions (presented by Vicki Lass)

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report by Vicki Lass, Director of Economic Development, dated June 15, 2022, titled Housing - Brainstorming Made In Huron Solutions, as presented for information.

9.3. Economic Development Department May 2022 Update (presented by Vicki Lass)

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report prepared by Reanne Clark, Officer Administrator, dated June 15, 2022, titled Economic Development Department May 2022 Update, as presented for information.

10. Financial Statements: Year-end statements are in progress and not currently available.

11. Closed to the Public Session:

12. Future Meeting Topics:

13. Next Meeting:

The next meeting of the Huron County Economic Development Board will be held on Thursday, August 11, 2022 at 5:00 PM.

14. Adjournment:

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board meeting adjourn at .

CORPORATION OF THE COUNTY OF HURON

Administration

TO: Chair and Members of the Ec Dev Board
FROM: Clerk's Office
DATE: 6/15/2022
SUBJECT:

RECOMMENDATION:

RECOMMENDED MOTION:

THAT:

The minutes of the Huron County Economic Development Board meeting of May 18, 2022 be adopted as circulated.

BACKGROUND:

COMMENTS:

OTHERS CONSULTED:

FINANCIAL IMPACTS

ATTACHMENTS:

	Description	Type	Upload Date	File Name
▢	2022-05-18 Ec Dev Minutes	Minutes	6/6/2022	2022-05-18_Ec_Dev_Minutes.pdf

County of Huron
ECONOMIC DEVELOPMENT BOARD MEETING MINUTES

Wednesday, May 18, 2022 at 5:00 PM

This meeting took place at 57 Napier Street, Goderich and virtually through zoom.

The Economic Development Board met virtually on May 18, 2022. Members of the Board present were: Brad Chandler, Jim Ginn, Liz Ihrig, Leanne Kavanagh, John Kiser, Bernie MacLellan, John Marshall, Glen McNeil, Jason Oud, Tim Prior and Bryan Vincent. Members of the Board Absent: None. Staff present: Director of Economic Development Vicki Lass and Director of Planning and Development Sandra Weber and Clerk Susan Cronin. Staff absent: Chief Administrative Officer Meighan Wark.

1. Chair Marshall called the Huron County Economic Development Board meeting to order at 5:13 PM:

2. Approval of Agenda:

Moved by: Member Ginn and Seconded by: Member MacLellan

THAT:

The Huron County Economic Development Board agenda for May 18, 2022 be approved as presented.

CARRIED

3. Declaration of Pecuniary Interest and the General Nature Thereof:

There were no declarations stated.

4. Minutes of Previous Meetings:

Moved by: Warden McNeil and Seconded by: Member Prior

THAT:

The minutes of the Huron County Economic Development Board meeting of April 13, 2022 be adopted as circulated.

CARRIED

5. Presentations/Delegations:

5.1. Huron County Housing Initiatives (presented by Denise Van Amersfoort)

Moved by: Member Vincent and Seconded by: Member Kiser

THAT:

The Huron County Economic Development Board receives the presentation by Denise Van Amersfoort, Manager of Planning, dated May 18, 2022 titled Huron County Housing Initiatives, as presented for information.

CARRIED

5.2. Future of Housing Report

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Leith Deacon, University of Guelph, and Joëlle Lamport Lewis, Social Research and Planning Council, United Way Perth-Huron, will present their Future of Housing Report.

Moved by: Member Prior and Seconded by: Member Ihrig

THAT:

The Huron County Economic Development Board receives the presentation by Leith Deacon, University of Guelph, and Joëlle Lamport Lewis, Social Research and Planning Council, United Way Perth-Huron, dated May 18, 2022, titled Future of Housing Report, as presented for information.

CARRIED

6. Opening Comments and Updates from the Chair: None.

7. Board Member Issues: None.

8. Correspondence: None.

9. New Business and / or Unfinished Business:

9.1. Learning Moment - Conversations with Municipal Members (presented by Vicki Lass)

Heads of the following municipalities were in attendance: Doug Harding, Howick Township, Bernie Bailey, Municipality of North Huron, Glen McNeil, Township of Ashfield-Colborne-Wawanosh. Each head spoke to their greatest challenge and their greatest opportunity regarding economic development.

Moved by: Member Ginn and Seconded by: Member Chandler

THAT:

The Huron County Economic Development Board receives the report by Vicki Lass, Director of Economic Development, dated May 18, 2022, titled Learning Moment - Conversations with Municipal Members, as presented for information.

CARRIED

9.2. Final Approval of Terms of Reference (presented by Vicki Lass)

Moved by: Warden McNeil and Seconded by: Member Chandler

THAT:

The Huron County Economic Development Board receives the report by Vicki Lass, Director of Economic Development, dated May 18, 2022, titled Final Approval of Terms of Reference;

AND FURTHER THAT:

The Economic Development Board approves the Huron County Economic Development Terms of Reference as presented.

CARRIED

9.3. Huron County Economic Development Update - April 2022 (presented by Vicki Lass)

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Moved by: Member Ginn and Seconded by: Member Chandler

THAT:

The Huron County Economic Development Board receives the report prepared by Reanne Clark, Officer Administrator, dated April 13, 2022, titled Economic Development Department March 2022 Update, as presented for information.

CARRIED

10. Financial Statements:

10.1. Year-end statements are in progress and not currently available.

11. Closed to the Public Session: None.

12. Future Meeting Topics:

- Rail Report
- Airport Update
- Communications

13. Next Meeting:

The next meeting of the Huron County Economic Development Board will be held on Wednesday June 15, 2022 at 5:00 PM.

14. Adjournment:

Moved by: Member Kavanagh and Seconded by: Member Prior

THAT:

The Huron County Economic Development Board meeting adjourn at 7:43 PM.

CARRIED

CORPORATION OF THE COUNTY OF HURON

Administration

TO: Chair and Board Members
FROM: Vicki Lass, Director of Economic Development
DATE: 6/15/2022
SUBJECT:

RECOMMENDATION:

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report by Vicki Lass, Director of Economic Development, dated June 15, 2022, titled Learning Moment - Conversations with Municipal Members, as presented for information.

BACKGROUND:

Over the course of the next two meetings our Learning Moments will be focused on meeting the Heads of Council from our Member Municipalities. Each Head of Council has been asked to speak to their greatest challenge and their greatest opportunity. Each Head of Council has been given 10 minutes to present and answer questions.

This month we will be welcoming:

Past Warden Jim Ginn - Central Huron

Mayor George Finch - South Huron

TBD

COMMENTS:

OTHERS CONSULTED:

FINANCIAL IMPACTS

None

ATTACHMENTS:

Description	Type	Upload Date	File Name
No Attachments Available			

CORPORATION OF THE COUNTY OF HURON

Administration

TO: Chair and Board Members
FROM: Vicki Lass, Director of Economic Development
DATE: 6/15/2022
SUBJECT:

RECOMMENDATION:

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report by Vicki Lass, Director of Economic Development, dated June 15, 2022, titled Housing - Brainstorming Made In Huron Solutions, as presented for information.

BACKGROUND:

Workforce is one of Huron County's number one business attraction, growth and retention barriers. One of the main factors complicating workforce recruitment is a severe housing shortage in the attainable housing market, in both rental and purchase options.

The Board has heard presentations which provided some background and future predictions on the state of housing in Huron County and the Province of Ontario. The Board has also heard about the Housing Renewal Project being executed by Huron County's Planning, Economic Development and Social Services Department. These presentations have served to set the stage for a brainstorming exercise at this June meeting.

Director Lass will lead the Board through a brainstorming/problem solving exercise to explore solutions to the housing problem that are uniquely, Huroncentric. Drawing on the knowledge, experience and networks of the Economic Development Board members we will explore what can be done in the short, medium and long term to alleviate the shortage of attainable housing in Huron County.

COMMENTS:

OTHERS CONSULTED:

Chair John Marshall
Susan Cronin

FINANCIAL IMPACTS

None

ATTACHMENTS:

Description	Type	Upload Date	File Name
No Attachments Available			

CORPORATION OF THE COUNTY OF HURON

Administration

TO: Chair and Members of the Board
FROM: Reanne Clark, Office Administrator
DATE: 6/15/2022
SUBJECT:

RECOMMENDATION:

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report prepared by Reanne Clark, Officer Administrator, dated June 15, 2022, titled Economic Development Department May 2022 Update, as presented for information.

BACKGROUND:

Huron County Economic Development

May 2022 Update

The following is an update of major projects and initiatives led by the Huron County Economic Development department over the past month.

TOURISM

Ontario's West Coast Visitor's Guide Available Now

The printed 2022 Ontario's West Coast Visitor's Guide is being distributed to tourism businesses and visitor centres across the County. This is the first full Visitor's Guide Economic Development has put out since 2019. Each section in the 2022 Visitor's Guide has a QR code that takes readers directly to the corresponding page on our tourism website

www.ontarioswestcoast.ca.

New Huron County Cycling Master Plan

A consulting firm will begin work on a new Cycling master Plan for Huron County in June. The new five-year plan for Huron County will be completed by end of December 2022. The plan will result in improved safety for all road users and identify a network of cycling routes in consultation with municipal Public Works Departments and the County's Cycling Routes Subcommittee. Cycling tourism components of the plan include a new Ontario's West Coast Cycling Map, the development of four cycling tourism itineraries for Huron County and a cycling tourism marketing plan. Huron County's Economic Development, Planning & Development and Public Works are managing the project. The consultants will be holding public input meetings

and cycling and municipal stakeholder consultations throughout the summer months.

SLED

The 2022 SLED Program closed on May 31, 2022, at 4:30 PM.

A Grant Review Panel has been established to review and rank the submissions. The panel consists of Laura Overholt, representative for Community Futures Huron, John Marshall, Chair of the Huron County Economic Development Board and Jason Oud, a Huron County Economic Development Board member. The panel will be meeting on June 7, 2022 and final decisions on grant recipients will follow.

<https://www.huroncounty.ca/economic-development/our-services/incentives-programs/sled>

AGRICULTURE

Huron County Agri Business in Kyiv, Ukraine

Huron County's vibrant agricultural sector has a presence over the world. In these tumultuous times, keeping the lights on – and the world fed – sometimes requires that extra measure of grit and ingenuity. Clinton-based CanGro Genetics sells non-GMO soybean seed around the globe, and maintains a regional office in Kyiv, Ukraine. Vladimir Zinchenko is Director of Seed Sales at that office – a job he balances with frequent military duties in Ukraine's Vyshhorod region!

CanGro Genetics tests soybean varieties through a 12-location testing program in Ukraine. Seed is multiplied in Canada and CanGro sends stock seed to its partners who then grow it and sell the seed to European growers under a royalty agreement. Despite Russia's invasion of Ukraine in February, the ongoing intense fighting in many of the country's farming regions, and the extreme challenges to shipping in or out of the Black Sea region, CanGro and Vladimir's work continues.

Adapted from "The Seed Business in Ukraine Goes on Despite Invasion", originally published in SeedWorld, June 2022.

IMMIGRATION PARTNERSHIP

Responding to the Ukraine crisis

Recruiting volunteers to settle families from Ukraine arriving in Huron County

Huron County Immigration Partnership began recruiting volunteers to assist with settling newcomers from Ukraine in Huron County. Since launching a volunteer sign-up form, 80 community members have volunteered to assist. Additional support for housing, transportation, and providing other essential needs is still required.

[Sign up to volunteer here](#)

Supporting community groups to provide support to newcomers upon arrival

Small groups of volunteers in Goderich and Exeter are actively working to support Ukrainian newcomers arriving in their communities. The groups have met with faith-based leaders to request assistance. Huron County Immigration Partnership is providing technical support and organizational guidance for these groups.

Partnering with the Town of Goderich to coordinate volunteers

A formal relationship was established with the Town of Goderich to provide in-kind staff time to

assist with volunteer coordination, set expectations, and ensure volunteering is a rewarding experience for those who have expressed interest in assisting.

Partnering with the Ukrainian Diaspora Support Canada

Following the lead of other immigration partnerships in Ontario, a working relationship was established with Ukrainian Diaspora Support Canada. The organization, a registered non-profit, fundraises to purchase flights for Ukrainians escaping conflict and helps Ukrainians establish themselves for their first-months in Canada. Ukrainian Diaspora Support Canada establish processes to ensure the safety and suitability of housing matches. Huron County Immigration Partnership is working with Ukrainian Diaspora Support Canada to ensure volunteers offering housing are supported, that expectations are set by both parties, and that the process is as safe as possible for all involved.

Organizing community events to celebrate newcomers

Early discussions with people who completed the social connector training are underway to plan activities for Newcomer Welcoming Week, September 9-18. Stay tuned for details.

BUSINESS SUPPORT

Business Consults

During the month of May, Huron County Economic Development consulted with seven new clients, as part of our ongoing business support services.

Small Business Centres Ontario (SBCO) Network Conference

On May 11-12, 2022, two staff members attended the first annual Small Business Centres Ontario (SBCO) Network Conference. Held virtually, the conference brought together managers, business advisors and teams from all 54 Small Business Enterprise Centre (SBEC) locations, as well as industry leaders and partners from across the province. Workshop topics include; Exporting for Small Business, Standing Out in a Cluttered Market, Recognizing and Addressing Microaggressions, Automating Your Small Office, and Identifying Tracking Metrics. The keynote speaker, Chris Dyer, spoke about 'The Future Of Work: Post Covid'.

Starter Company Plus

Programming has begun for the 2022 Spring Starter Company Plus participants. The first of the business basics workshop series, Operations and Plans, was presented by David Cohen. This interactive workshop included a case study and breakout sessions for the fourteen attendees. Each entrepreneur continues to receive one-on-one business coaching and mentoring throughout their learning plans and performance milestones. In August, graduates will have an opportunity to pitch their ideas to the Grant Review Committee, for funding up to \$5000.

Summer Company

Presentations were held at Goderich District Collegiate Institute (GDCI) and St. Anne's Catholic School, to students in the business class. Information about the Starter Company Plus, and Summer Company programs were shared, and students were encouraged to engage in discussions around entrepreneurship, digital marketing and financial planning.

Enrollment for the Summer Company (ages 15-29), closed at the end of May with the maximum six approved applicants, five of whom are participating in the High Skills Major program at St.

Anne's' Catholic School in Goderich. The Summer Company programming runs from June until August, during which time participants will learn how to successfully operate a business, receive mentorship and training, and develop highly valued skills.

Digital Main Street Digital Service Squad

The Huron County Digital Service Squad (DSS) has continued to provide digital support services to small businesses throughout Huron County. We have successfully secured funding for the 4.0 program for two Digital Service Squad Members to continue delivering services to Huron County.

Consultations continued in May, virtually or by phone, to over seventy businesses. Many are seeking support and guidance for their social media marketing plans, in preparation of upcoming summer holidays and special events. The Digital Service Squad help business owners to navigate popular growing trends such as hashtags, Instagram reels and TikTok.

We would also like to congratulate Charlene Wilson, Digital Service Squad Member, on the safe arrival of her baby. In Charlene's absence, Alecia Anderson will be serving Goderich, ACW, Bluewater, North Huron and Morris Tumberry areas. Erika Vandriel will be serving Bluewater, Howick, Huron East and Central Huron.

Huron County Business Retention & Expansion (BR&E) Project

Following a series of community and sector-based roundtables, the Huron County BR&E team have identified gaps based on industry and local knowledge and have developed goals and actions to address these gaps.

Now that goals and actions have been established, it is time to develop a final report to summarize and communicate the project findings. A comprehensive report will outline the project purpose, survey methodology, main survey and sector findings, and resulting goals and actions. Following the development of this report, a strategic planning session will be held with the Huron County Economic Development department, where the BR&E goals and actions will play an integral part in the development of our departmental strategic plan, and individual staff work plans. This action plan will be reevaluated after one year, to allow for adaptation over time.

Women in Business

Hosted by; Community Futures Huron, Huron County Economic Development, Huron County Manufacturing Association, and Wellington Waterloo Community Futures, the [Women in Business](#) online platform provides business related topics of interest to a diverse network of individuals. Opportunities shared through business education, peer-to-peer exchange, networking, and leadership, are intended to support Women in Business and create a space for entrepreneurs to learn, inspire and share.

Join other women in business to discuss and master the skills necessary to be strong and independent business women forging our own success. The Women in Business; Understanding Stress and Mental Health webinar is being held on June 15, 2022 at 12pm. Register [here](#).

MANUFACTURING

Huron Manufacturing Association (HMA) AGM

Huron County Economic Development Department attended the 2022 Huron Manufacturing Association (HMA) AGM event on May 26, 2022 at the REACH Huron Centre in Clinton. Attendees enjoyed a delicious meal and Huron County food and beverage tastings. Staff were able to network with the HMA Board of Directors, the HMA GEARS Team and the HMA members.

Huron Manufacturing Association (HMA) Gears Job Fair

In support of employee attraction, retention and recognition, Huron County Economic Development participated in the Huron Manufacturing Association (HMA) Gears Job Fair, held in Wingham. The next Job Fair will be in Exeter, on June 8, 2022.

COMMENTS:

OTHERS CONSULTED:

All Economic Development Staff

FINANCIAL IMPACTS

Managed within existing budget.

ATTACHMENTS:

Description	Type	Upload Date	File Name
No Attachments Available			