



County of Huron
Economic Development Board
Wednesday, January 13, 2021 at 5:00 PM
VIRTUAL MEETING

This meeting is taking place virtually. Please click or copy the link below to join the webinar: <https://zoom.us/j/92757180370?pwd=UnQrK2pla2MrcitVdHU3b1YzWFNEZz09> Password: 348886

1. Chair John Marshall 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 January 13, 2021 be approved as presented.

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

4. Minutes of Previous Meeting:

4.1. December 9, 2020 Minutes

RECOMMENDED MOTION:

THAT:

The minutes of the Huron County Economic Development Board meeting of December 9, 2020 be adopted as circulated.

5. Presentations/Delegations:

6. Opening Comments and Updates from the Chair:

7. Board Member Issues:

8. Correspondence: None.

9. New Business and/or Unfinished Business:

9.1. Economic Development Department December 2020 Update (presented by Cody Joudry)

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report by Reanne Clark, Office Administrator, dated January 13, 2021, titled Economic Development Department December 2020 Update, as presented for information.

9.2. Huron Fund Update (presented by John Marshall and Cody Joudry)

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receive the report by John Marshall, Chair and Cody Joudry, Director of Economic Development dated January 13, 2021 titled Huron Fund Update as presented for information.

9.3. Workforce and Housing Working Group Terms of Reference (presented by Cody Joudry)

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report by Cody Joudry, Director of Economic Development, dated January 13, 2021, titled Workforce and Housing Working Group Terms of Reference, as presented for information;

AND FURTHER THAT:

The Huron County Economic Development Board approve the Workforce and Housing Working Group Terms of Reference as presented.

9.4. Data and Key Performance Indicators Working Group Terms of Reference (presented by Cody Joudry)

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report by Cody Joudry, Director of Economic Development, dated January 13, 2021, titled Data and Key Performance Indicators Working Group Terms of Reference, as presented for information;

AND FURTHER THAT:

The Huron County Economic Development Board approve the Data and Key Performance Indicators Working Group Terms of Reference as presented.

9.5. Tourism Working Group Terms of Reference (presented by Cody Joudry)

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report by Cody Joudry, Director of Economic Development, dated January 13, 2021, titled Tourism Working Group Terms of Reference, as presented for information;

AND FURTHER THAT:

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

10. Financial Statements:

10.1. Financial Statements (presented by Lisa Harvey)

The financial statements for the month ending November 30, 2020 will be reviewed.

Revenue

Expenditures

County Contribution

Department	YTD Actual	YTD Budget	YTD Actual	YTD Budget	YTD Actual	YTD Budget
EcDev Board	\$0	\$0	\$6,912	\$66,913	\$6,912	\$66,913
Economic Development	\$221,817	\$329,857	\$1,101,647	\$1,407,913	\$879,830	\$1,078,056

RECOMMENDED MOTION:

THAT:

The financial statements for the month ending November 30, 2020 be received.

11. Closed to the Public Session:

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board do now go into a Closed to the Public Session at _____ under Section 239 of the Municipal Act, 2001 as amended, to discuss an item that relates to:

AND FURTHER THAT:

_____ remain in attendance.

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board rise from the Closed to the Public Session at

- Reporting Out

12. Future Meeting Topics:

13. Next Meeting:

The next meeting of the Huron County Economic Development Board will be a virtual meeting on Wednesday, February 10, 2021 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: 1/13/2021
SUBJECT:

RECOMMENDATION:

RECOMMENDED MOTION:

THAT:

The minutes of the Huron County Economic Development Board meeting of December 9, 2020 be adopted as circulated.

BACKGROUND:

COMMENTS:

OTHERS CONSULTED:

FINANCIAL IMPACTS

ATTACHMENTS:

	Description	Type	Upload Date	File Name
▯	2020-12-09 Ec Dev Minutes	Minutes	1/4/2021	2020-12-09_Ec_Dev_Minutes.pdf

County of Huron
ECONOMIC DEVELOPMENT BOARD MEETING MINUTES

Wednesday, December 9, 2020 at 5:00 PM

Due to Huron County's COVID Response Plan, this meeting took place virtually.

The Economic Development Board met virtually on December 9, 2020. Members of the Board present were: Brad Chandler, Jim Ginn, Liz Ihrig, Leanne Kavanagh, John Kiser (joined at 5:07 PM), Bernie MacLellan, John Marshall, Glen McNeil, Jason Oud, Tim Prior and Martin Vanderloo. Members of the Board absent were: none. Staff present: Chief Administrative Officer Meighan Wark, Director of Economic Development Cody Joudry and Clerk Susan Cronin.

1. **Warden McNeil called the Economic Development Board meeting to order at 5:01 PM:**
2. **Election of the Chair and Vice-Chair of the Economic Development Board for 2021 and Approve Agenda:**

2.1 **Election of the Chair and Vice-Chair:**

Warden McNeil requested a Motion to nominate a Chair for the Huron County Economic Development Board for 2021.

MOTION:

Moved by: Member MacLellan and Seconded by: Member Ginn

THAT:

John Marshall be nominated as the Chair of the Huron County Economic Development Board for 2021.

CARRIED

Warden McNeil turned the Huron County Economic Development Board meeting over to Chair Marshall.

Chair Marshall requested a Motion to nominate a Vice-Chair for the Huron County Economic Development Board for 2021.

MOTION:

Moved by: Member Vanderloo and Seconded by: Member MacLellan

THAT:

Brad Chandler be nominated as the Vice-Chair for the Huron County Economic Development Board for 2021.

CARRIED

2.2 **Approval of Agenda:**

MOTION:

Moved by: Member MacLellan and Seconded by: Member Ginn

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ECONOMIC DEVELOPMENT MINUTES
Thursday, December 9, 2020
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THAT:

The Economic Development Board agenda for December 9, 2020 be approved as presented.
CARRIED

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

There were no declarations stated.

4. Minutes of Previous Meeting:

MOTION:

Moved by: Member Ihrig and Seconded by: Member Chandler

THAT:

The minutes of the Economic Development Board meeting of November 18, 2020 be adopted as circulated.

CARRIED

5. Presentations/Delegations: None.

6. Opening Comments and Updates from the Chair:

Chair Marshall engaged each member in a discussion of how they individually see 2021. Members reviewed thoughts on the bigger picture and challenges and opportunities in their business, municipality and Huron County.

7. Board Member Issues: Included above.

8. Correspondence: None.

9. New Business and / or Unfinished Business:

9.1. Economic Development Department November 2020 Update (presented by Cody Joudry)

MOTION:

Moved by: Member Kiser and Seconded by: Member Ginn

THAT:

The Huron County Economic Development Board receives the report by Reanne Clark, Office Administrator, dated December 9, 2020, titled Economic Development Department November 2020 Update, as presented for information.

CARRIED

9.2. Huron County Immigration Partnership Anti-racism Initiatives (presented by Kristin Crane)

MOTION:

Moved by: Member Kavanagh and Seconded by: Member Prior

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ECONOMIC DEVELOPMENT MINUTES
Thursday, December 9, 2020
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THAT:

The Huron County Economic Development Board receives the report from Kristin Crane, Immigration Partnership Coordinator, dated December 9, 2020, titled Huron County Immigration Partnership Anti-racism Initiatives, as presented for information.

CARRIED

9.3. County Fund Working Group December 2020 Update (presented by John Marshall)

MOTION:

Moved by: Member Prior and Seconded by: Member Ginn

THAT:

The Huron County Economic Development Board receives the report from John Marshall, Chair of the Board and Chair of the County Fund Working Group, dated December 9, 2020, titled County Fund Working Group December 2020 Update, as presented for information.

CARRIED

10. Financial Statements:

10.1. Financial Statements: (presented by Lisa Harvey)

The Financial Statements for the month ending October 31, 2020 were reviewed.

MOTION:

Moved by: Member Chandler and Seconded by: Member Ginn

THAT:

The financial statements for the month ending October 31, 2020 be received.

CARRIED

11. Closed to the Public Session: None.

12. Future Meeting Topics:

- Members are to send all requested future meeting topics to Chair Marshall.

13. Next Meeting:

The next meeting of the Economic Development Board will be a virtual meeting, on Wednesday, January 13, 2021 at 5:00 PM.

14. Adjournment:

MOTION:

Moved by: Member Prior and Seconded By: Member Kavanagh

THAT:

The Economic Development Board meeting adjourn at 6:46 PM.

CARRIED

CORPORATION OF THE COUNTY OF HURON

Administration

TO: Chair and Board Members
FROM: Reanne Clark, Office Administrator
DATE: 1/13/2021
SUBJECT:

RECOMMENDATION:

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report by Reanne Clark, Office Administrator, dated January 13, 2021, titled Economic Development Department December 2020 Update, as presented for information.

BACKGROUND:

December 2020 Update

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

NEW STAFF MEMBER

New Economic Development Officer

Natasha Gaudio Harrison joins us from MDB Insight, a national economic development consultancy where she managed a variety of economic and workforce development projects from coast to coast. She loves working collaboratively and connecting the dots across sectors, regions, and disciplines. She has her Masters in Environmental Studies with a specialization in Business and the Environment, and she is working toward her Ec.D. Designation from the Economic Developers Association of Canada.

Her economic development career has taken her all over, and she has lived in multiple regions within Ontario – including the Northwest, Kingston, Toronto, and now Ontario's West Coast in Huron County. She is excited to explore the area, find all the hiking trails, eat all the local food, and make new friends (when safe to do so!) In her spare time, she enjoys outdoor activities like canoeing and cross-country skiing, and she sings in a folk-punk band.

Natasha will be leading workforce and land development for our department. Please warmly welcome Natasha to our team and you can reach her at ngaudioharrison@huroncounty.ca or 519-440-1463.

ENTREPRENEURSHIP & BUSINESS

Business Consults

Throughout November, Huron County Economic Development conducted 55 virtual one-on-one business consultations with local entrepreneurs and assisted with two new businesses starting and one existing business expansion, resulting in the creation of three new jobs.

Starter Company Plus

The Fall 2020 intake for Starter Company Plus is officially underway. There are 21 businesses enrolled in the program that will provide support for developing a business plan, access to training on all aspects of running a small business, ongoing support for running your business, and the potential to receive a \$5,000 grant. Virtual pitches will be made in February, and winners announced in March 2021.

Digital Main Street – Digital Transformation Grants

The \$2,500 Digital Main Street Transformation Grant program funds for 2020 have been exhausted. These grants are aimed at helping small Main Street businesses improve their use of digital technologies to promote and run their businesses. We have had 107 businesses apply and 57 receive grant funding to date (many are still pending), resulting in a minimum of \$142,000 grant dollars received in Huron County.

Digital Main Street – Digital Service Squad (DSS)

The Huron County Digital Service Squad are actively working to promote their services to small businesses across Huron County. Throughout December, the three-person team has personally reached out and followed up with almost 600 businesses regarding Digital Main Street program opportunities. We have seen over 225 participants from Huron County engaged in the Digital Main Street 2.0 program.

The DSS team will be available to provide one-on-one support until mid-February 2021. Huron County Economic Development, in partnership with all nine municipalities and the business organizations within them, have received a \$90,000 grant from Digital Main Street Ontario for a Digital Service Squad to help small businesses in the region use digital technologies to adapt to a rapidly changing environment.

Business Workshops & Events

In December, we continued to increase our webinar offerings with business basics, digital marketing and other workshops to round out the year. During the month of December, we had 177 participants in our workshops.

Upcoming workshops in January include:

- January 6 | "CRA - CEWS (Canada Emergency Wage Subsidy) Info Session"
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Home Childcare Development Program

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Website Updates

Following the lockdown announcement to commence Dec 26, 2020, Huron County Economic Development made necessary updates to the COVID-19 resources page on the website. Updates include converting PDF how-to documents into accessible webpages, Online Business Resources, Government & Financial Support for Businesses, Government & Financial Support for Individuals, a Local PPE Supplier List, and webinars links. This webpage is also referenced in our communications that go out to the business community. <https://www.huroncounty.ca/economic-development/our-services/business-services-support/supports-related-to-the-covid-19-pandemic/>

BizMap

Huron County Economic Development along with the Huron County GIS team, developed a one-page instruction guide on how businesses can add and edit their listing on the Huron County BizMap. After the lockdown announcement there was an interest from our BIAs, Chambers and Municipal EcDev Partners to have access to this information for their businesses. The document and information was promptly communicated to 1900 contacts, which includes BIAs, Chambers, Municipal EcDev Partners and the business community.

AGRICULTURE

New Agricultural Products

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Five clear business opportunities have been identified that would be well suited to Huron County: hemp (CDB production), maple syrup production, hazelnuts, vineyards, and a small-scale abattoir. We will be holding producer meetings to discuss the hemp opportunity in January and February of 2021. Contact Alex Ripley, Agriculture and Manufacturing Economic Development Officer to obtain further information about these opportunities at aripley@huroncounty.ca or 519-525-5175.

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a creative solution for this problem!

Two AgPrizes were awarded in September, and we enjoyed presentations from both sets of winners at the Ag Ec Dev and Planning Forum in November. Contact Alex Ripley at aripley@huroncounty.ca if you have a problem on the farm that demands a creative solution.

TOURISM

Huron County Wish Book

The Huron County Wish Book campaign successfully wrapped up at the end of December. The campaign had 82 social media posts over a six-week period, a reach of 68,460 people, 2,111 engagements and almost 2,500 people using the Wish Book. The department received positive feedback from the community and were able to give away \$615 in local gift cards to support the shop local message. The Huron County Wish Book was developed by Huron County Economic Development in partnership with the Bayfield Chamber of Commerce, Blyth BIA, Central Huron BIA, Community Futures Huron, Goderich BIA, Huron County Chamber of Commerce Seaforth BIA, Municipality of Bluewater, South Huron Chamber of Commerce, Town of Goderich, Wingham BIA and the Zurich District Chamber of Commerce.

Huron Hygge

A Danish word hygge (pronounced hue-gah or hoo-guh) denotes a quality of coziness, contentment and well-being. Whether we realize it or not, Huron County has been practicing the hygge lifestyle for years! Whether hunkering down in the coziness next to a fire, or getting outside to take in the magic of a fresh, fallen snow, Ontario's West Coast is a great place to be during some of the darkest days of the year. This winter, take part in activities, programs and services designed to enjoy while embracing your hygge. From virtual classes and online concerts, to self-guided tours and winter light displays, find the warmth and ease of hygge in Huron. <https://www.ontarioswestcoast.ca/huronhygge/>

Tourism Summit

The first Ontario's West Coast Tourism Summit takes place virtually on January 11 & 12, 2021.

January 11 (1:30 – 4:00 PM)

William Bakker of *Destination Think* will provide a keynote on tourism market trends with a focus on the tourism landscape, pre-COVID, and post-COVID. Hear about destinations that are re-imagining themselves post-COVID towards a goal of re-building, with both the economy and environment in mind. Our presenter partner for day one is Community Futures Huron.

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Each of the days will include interactive breakout sessions, as well as updates from Huron County Economic Development and Regional Tourism Organization 4 (RTO4).

Registration is free. Additional information and to register for the Tourism Summit visit <https://www.eventbrite.ca/e/ontarios-west-coast-tourism-summit-2021-registration-131516462279?aff=ebdssbonlinesearch>

Panel Series

The Panel Series, Humanizing our Differences will be released mid-January 2021. It will include interactive workshops from leading experts on a variety of topics. The Panel Series could not have happened without the volunteered time and dedication of some amazing people! First, we wanted to give a huge thank you to Roz Elliot for having such a powerful vision and producing the project and our wonderful panelists who shared their thoughts and experiences with us, putting together this beautiful piece. Extended gratitude goes to the following: Gemma Mendez-Smith, Nevien Ibrahim, John Grace, Leanne Kavanaugh, Ted Doherty, Kendrew Jacobs, Matthew Dawkins, Hoda Al-Obaidi, Patsy Day, Kate Ballagh-Steeper, Aruba, Mahmud, Sarah Shafiq, Miriam Klassen, Rana Telfah, Leroy Hibbert, and Awil Abdullahi.

Working Group

A regional working group of Immigration Partnerships has begun creating a Discrimination Survey for racialized peoples in Huron and Perth County. The purpose of the survey is to better understand how racism manifests in the community and what strategies can be employed to combat racism today and in the future. If anyone is interested in taking part of the design during this stage of the survey, reach out to Kristin Crane at kcrane@huroncounty.ca or 519-525-5947.

Huron County Immigration Partnership Council Meeting

During the last Huron County Immigration Partnership Council meeting, a presentation by Leah Hamilton called *The Impact of COVID-19 on Public Attitudes towards Immigrants* was shared. The presentation emphasized the need to have more accurate and transparent data to explain why the illness rates for immigrants and newcomers are disproportionately higher. There needs to be that educational component in order to eliminate fear of those who are 'different.'

Paul Nichol also introduced the Rural Employment Initiative, aimed towards dealing with the ongoing and chronic job vacancies in Huron County. There has been an expressed interest in looking to re-launch a rural employment initiative 2.0 and see if we could get results this time around.

The Western Ontario's Employer's Webinar Panel

The Western Ontario's Employer's Webinar Panel called *The Newcomer Talent for Future Success* is now available. The webinar discusses best practices for Newcomer recruitment and retention, benefits of diversity in the workplace, and discusses how employers have been navigating conversations on unconscious bias, race and inclusion. Register here to receive a copy of the webinar recording:

<https://register.gotowebinar.com/register/8187885381168445455?source=newsletter>

COMMENTS:

OTHERS CONSULTED:

All Economic Development Staff

FINANCIAL IMPACTS

Managed within existing budget.

ATTACHMENTS:

	Description	Type	Upload Date	File Name
▣	Economic Development Department December 2020 Update	Correspondence	12/24/2020	HC_Ec_Dev_Update - _December_2020.pdf



Huron County Economic Development

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Huron Hygge

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IMMIGRATION PARTNERSHIP

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The Panel Series, Humanizing our Differences will be released mid-January 2021. It will include interactive workshops from leading experts on a variety of topics. The Panel Series could not have happened without the volunteered time and dedication of some amazing people! First, we wanted to give a huge thank you to Roz Elliot for having such a powerful vision and producing the project and our wonderful panelists who shared their thoughts and experiences with us, putting together this beautiful piece. Extended gratitude goes to the following: Gemma Mendez-Smith, Nevien Ibrahim, John Grace, Leanne Kavanaugh, Ted Doherty, Kendrew Jacobs, Matthew Dawkins, Hoda Al-Obaidi, Patsy Day, Kate Ballagh-Steeper, Aruba, Mahmud, Sarah Shafiq, Miriam Klassen, Rana Telfah, Leroy Hibbert, and Awil Abdullahi.



Working Group

A regional working group of Immigration Partnerships has begun creating a Discrimination Survey for racialized peoples in Huron and Perth County. The purpose of the survey is to better understand how racism manifests in the community and what strategies can be employed to combat racism today and in the future. If anyone is interested in taking part of the design during this stage of the survey, reach out to Kristin Crane at kcrane@huroncounty.ca or 519-525-5947.

Huron County Immigration Partnership Council Meeting

During the last Huron County Immigration Partnership Council meeting, a presentation by Leah Hamilton called *The Impact of COVID-19 on Public Attitudes towards Immigrants* was shared. The presentation emphasized the need to have more accurate and transparent data to explain why the illness rates for immigrants and newcomers are disproportionately higher. There needs to be that educational component in order to eliminate fear of those who are 'different.'

Paul Nichol also introduced the Rural Employment Initiative, aimed towards dealing with the ongoing and chronic job vacancies in Huron County. There has been an expressed interest in looking to re-launch a rural employment initiative 2.0 and see if we could get results this time around.

The Western Ontario's Employer's Webinar Panel

The Western Ontario's Employer's Webinar Panel called *The Newcomer Talent for Future Success* is now available. The webinar discusses best practices for Newcomer recruitment and retention, benefits of diversity in the workplace, and discusses how employers have been navigating conversations on unconscious bias, race and inclusion. Register here to receive a copy of the webinar recording:

<https://register.gotowebinar.com/register/8187885381168445455?source=newsletter>

CORPORATION OF THE COUNTY OF HURON

Administration

TO: Chair and Members of the Board
FROM: John Marshall, Chair and Cody Joudry, Director of Economic Development
DATE: 1/13/2021
SUBJECT:

RECOMMENDATION:

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receive the report by John Marshall, Chair and Cody Joudry, Director of Economic Development dated January 13, 2021 titled Huron Fund Update as presented for information.

BACKGROUND:

HURON FUND UPDATE by Chair Marshall and Director Joudry regarding the following:

- 1) Completed Business structure
- 2) Agreement with Community Futures
- 3) Huron Fund Committee structure and participants
- 4) Presentation to County Council

COMMENTS:

This is a verbal update and discussion for guidance on next steps.

OTHERS CONSULTED:

FINANCIAL IMPACTS

None at this time.

ATTACHMENTS:

Description	Type	Upload Date	File Name
No Attachments Available			

CORPORATION OF THE COUNTY OF HURON

Administration

TO: Chair and Board Members
FROM: Cody Joudry, Director of Economic Development
DATE: 1/13/2021
SUBJECT:

RECOMMENDATION:

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report by Cody Joudry, Director of Economic Development, dated January 13, 2021, titled *Workforce and Housing Working Group Terms of Reference*, as presented for information;

AND FURTHER THAT:

The Huron County Economic Development Board approve the *Workforce and Housing Working Group Terms of Reference* as presented.

BACKGROUND:

The following are the proposed terms of reference for the *Workforce and Housing Working Group*.

Official Name

The official name of this working group is: *Workforce and Housing Working Group*.

Members

The following is the membership of the Group:

- John Marshall, HCEDB Chair
- Brad Chandler, HCEDB Vice Chair
- Bernie MacLellan, County Councillor, HCEDB Member
- John Kiser, HCEDB Member
- Cody Joudry, Director of Economic Development
- Natasha Gaudio-Harrison, Economic Development Officer

Any member of HCEDB or EcDev is able to submit comments through Committee members.

Guests of partner organizations may be invited to attend one or multiple meetings by consensus (of the Group).

The membership of the Group can be changed by consensus of the Group's existing membership or by motion of the HCEDB.

Terms of Membership

The Group is expected to complete its work by August 2021. As such all terms would end then. If the Group has not completed the work by that date a motion will be brought to the HCEDB to recommend changes to the terms.

Formation Details

The Group has been formed with a mix of staff and Board members. It's understood the initial group will develop a process and enroll further working group members.

Goals

The goal of this Group is to recommend to the Board goals a new workforce strategy would be required to achieve.

Meetings

The first Group meeting will be organized by EcDev staff in late January 2021. During that first meeting a coordinator role will be selected to organize meetings and gather work developed and send the members relevant information.

Following the first meeting the coordinator will call future meetings. The coordinator will do his or her best to navigate individual schedules. Members will be given at least 10 days' notice of a meeting of the Group.

Role of Members

Each member is expected to contribute work towards the goal. This will include: researching information and bring back written summaries; providing written opinions based on experience or knowledge; writing sections of the draft strategy; or collecting and documenting input from stakeholders.

The Coordinator role will be a person selected from the membership. If not Coordinator is identified the role will fall to an EcDev staff member.

Deliverables

The deliverables for this Group are:

1. Develop 3 to 4 SMART goals (specific, measurable, attainable, realistic, and time-based) that a new workforce strategy and action plan would be required to achieve.

Jurisdiction

Individual members, in the capacity as a member of this Group, do not have any specific authority. This includes access to resources, information, or authority to represent HCEDB or EcDev or Huron County at large.

Resources

The HCEDB and EcDev has not dedicated specific resources to the Group beyond its individual members and the resources they have access to and are able to commit to the work of the Group.

Governance

Decisions are made by consensus whenever possible. If consensus cannot be reached or issues mitigated the dissenting member(s) are able to submit a minority report to be presented with the draft strategy to the HCEDB.

There is no quorum for this working group. The members present are the members able to move the Group's work forward at that time.

The coordinator is responsible for providing a brief update report to each of the HCEDB meetings.

Communications

The Group will meet regularly in-person as much as possible. Follow-up work and additional dialogue related to the Group's work will take place by email to all Members.

COMMENTS:

OTHERS CONSULTED:

FINANCIAL IMPACTS

N/A

ATTACHMENTS:

Description	Type	Upload Date	File Name
No Attachments Available			

CORPORATION OF THE COUNTY OF HURON

Administration

TO: Chair and Board Members
FROM: Cody Joudry, Director of Economic Development
DATE: 1/13/2021
SUBJECT:

RECOMMENDATION:

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report by Cody Joudry, Director of Economic Development, dated January 13, 2021, titled Data and Key Performance Indicators Working Group Terms of Reference, as presented for information;

AND FURTHER THAT:

The Huron County Economic Development Board approve the Data and Key Performance Indicators Working Group Terms of Reference as presented.

BACKGROUND:

The following are the proposed terms of reference for the Data and Key Performance Indicators Work Group.

Official Name

The official name of this working group is: *Data & KPI Working Group*.

Members

The following is the membership of the Group:

- Glen McNeil, Warden, Huron County, and HCEDB Board Member
- Jim Ginn, Past Warden, Huron County, and HCEDB Board Member
- Bernie MacLellan, County Councillor, and HCEDB Board Member
- John Marshall, HCEDB Chair
- Tim Prior, HCEDB Vice Chair
- Meighan Wark, Chief Administration Officer
- Cody Joudry, Director of Economic Development
- Alex Ripley, Economic Development Officer

Any member of HCEDB or EcDev is encouraged to forward comments through Committee members.

Guests of partner organizations may be invited to attend one or multiple meetings by consensus

(of the Group).

The membership of the Group can be changed by consensus of the Group's existing membership or by motion of the HCEDB.

Terms of Membership

The Group is expected to complete its work by September 2021. As such all terms would end then. If the Group has not completed the work by that date a motion will be brought to the HCEDB to recommend changes to the terms.

Formation Details

The Group has been formed with a mix of staff, Council members, and Board members to development an understanding of data needs of the Board and Council to inform decision making.

Goals

The goal of this Group is to recommend to the Board for their consideration, a list of information needs of the Board and Council to:

- Inform decision making by both bodies; and
- Evaluate the Huron County Economic Development Department.

Meetings

The first Group meeting will be organized by EcDev staff in late January 2021. During that first meeting a coordinator role will be selected to organize meetings and gather work developed and send the members relevant information.

Following the first meeting the coordinator will call future meetings. The coordinator will do his or her best to navigate individual schedules. Members will be given at least 10 days' notice of a meeting of the Group.

Role of Members

Each member is expected to contribute work towards the goal. This will include: researching information and bring back written summaries; providing written opinions based on experience or knowledge; writing sections of the draft strategy; or collecting and documenting input from stakeholders.

The Coordinator role will be a person selected from the membership. If not Coordinator is identified the role will fall to an EcDev staff member.

Deliverables

The Group's deliverables are a list of recommendations to the Board on:

- (1) A list of information needs and update frequency the Board requires to inform it's decision making processes;
- (2) A list of information needs and update frequency County Council requires to inform it's decision making processes related policies that impact business and economic development;
- (3) An evaluation process for the Economic Development Department.

Jurisdiction

Individual members, in the capacity as a member of this Group, do not have any specific authority. This includes access to resources, information, or authority to represent HCEDB or EcDev or Huron County at large.

Resources

The HCEDB and EcDev has not dedicated specific resources to the Group beyond its individual members and the resources they have access to and are able to commit to the work of the Group.

Governance

Decisions are made by consensus whenever possible. If consensus cannot be reached or issues mitigated the dissenting member(s) are able to submit a minority report to be presented with the draft strategy to the HCEDB.

There is no quorum for this working group. The members present are the members able to move the Group's work forward at that time.

The coordinator is responsible for providing a brief update report to each of the HCEDB meetings.

Communications

The Group will meet regularly in-person as much as possible. Follow-up work and additional dialogue related to the Group's work will take place by email to all Members.

COMMENTS:**OTHERS CONSULTED:****FINANCIAL IMPACTS**

N/A

ATTACHMENTS:

Description	Type	Upload Date	File Name
No Attachments Available			

CORPORATION OF THE COUNTY OF HURON

Administration

TO: Chair and Board Members
FROM: Cody Joudry, Director of Economic Development
DATE: 1/13/2021
SUBJECT:

RECOMMENDATION:

RECOMMENDED MOTION:

THAT:

The Huron County Economic Development Board receives the report by Cody Joudry, Director of Economic Development, dated January 13, 2021, titled Tourism Working Group Terms of Reference, as presented for information;

AND FURTHER THAT:

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

BACKGROUND:

The following are the proposed terms of reference for the Tourism Work Group.

Official Name

The official name of this working group is: *Tourism Working Group*.

Members

The following is the membership of the Group:

- Glen McNeil, Huron County Warden
- John Grace, County Councillor
- Meighan Wark, Chief Administrative Officer
- John Marshall, HCEDB Chair
- Liz Ihrig, HCEDB Member
- Leanne Kavanagh, HCEDB Member
- Cody Joudry, Director of Economic Development
- Rick Sickinger, Tourism Development Officer
- Patrick Donnelly, Entrepreneur and Business Coach

Any member of HCEDB or EcDev is able to attend meetings and participate in the discussion.

Guests of partner organizations may be invited to attend one or multiple meetings by consensus (of the Group).

The membership of the Group can be changed by consensus of the Group's existing membership or by motion of the HCEDB.

Terms of Membership

The Group is expected to complete its work by November 2021. As such all terms would end then. If the Group has not completed the work by that date a motion will be brought to the HCEDB to recommend changes to the terms.

Formation Details

The Group has been formed with a mix of staff and Board members. It's understood the initial group will develop a process and enroll further working group members.

Goals

Tourism is a broad-level sector, which can be broken down into five key sub-sectors within Huron County:

1. Accommodations;
2. Food and Beverage Services;
3. Arts, Culture, and Entertainment;
4. Recreation, Sports, and Outdoor Spaces; and
5. Travel and Transportation Services.

The goal of this Group is to recommend to the Board, following the 2021 tourism season, areas of work, by subsector, the EcDev Department will focus their efforts on.

Meetings

The first Group meeting will be organized by EcDev staff in late January 2021. During that first meeting a coordinator role will be selected to organize meetings and gather work developed and send the members relevant information.

Following the first meeting the coordinator will call future meetings. The coordinator will do his or her best to navigate individual schedules. Members will be given at least 10 days' notice of a meeting of the Group.

Role of Members

Each member is expected to contribute work towards the goal. This will include: researching information and bring back written summaries; providing written opinions based on experience or knowledge; writing sections of the draft strategy; or collecting and documenting input from stakeholders.

The Coordinator role will be a person selected from the membership. If not Coordinator is identified the role will fall to an EcDev staff member.

Deliverables

The deliverables for this Group are:

1. Two key types of supports for each sub-sector needed by existing tourism related businesses that will support growth within the tourism industry in Huron County;
2. Two key opportunities for growth and/or improvement within each sub-sector; and

3. Two key markets that marketing campaigns should focus on.

Jurisdiction

Individual members, in the capacity as a member of this Group, do not have any specific authority. This includes access to resources, information, or authority to represent HCEDB or EcDev or Huron County at large.

Resources

The HCEDB and EcDev has not dedicated specific resources to the Group beyond its individual members and the resources they have access to and are able to commit to the work of the Group.

Governance

Decisions are made by consensus whenever possible. If consensus cannot be reached or issues mitigated the dissenting member(s) are able to submit a minority report to be presented with the draft strategy to the HCEDB.

There is no quorum for this working group. The members present are the members able to move the Group's work forward at that time.

The coordinator is responsible for providing a brief update report to each of the HCEDB meetings.

Communications

The Group will meet regularly in-person as much as possible. Follow-up work and additional dialogue related to the Group's work will take place by email to all Members.

COMMENTS:

OTHERS CONSULTED:

FINANCIAL IMPACTS

ATTACHMENTS:

Description	Type	Upload Date	File Name
No Attachments Available			

CORPORATION OF THE COUNTY OF HURON

Administration

TO: Chair and members of the Economic Development Board

FROM: Lisa Harvey, Junior Accountant

DATE: 1/13/2021

SUBJECT: The financial statements for the month ending November 30, 2020 will be reviewed.

Department	Revenue		Expenditures		County Contribution	
	YTD Actual	YTD Budget	YTD Actual	YTD Budget	YTD Actual	YTD Budget
EcDev Board	\$0	\$0	\$6,912	\$66,913	\$6,912	\$66,913
Economic Development	\$221,817	\$329,857	\$1,101,647	\$1,407,913	\$879,830	\$1,078,056

RECOMMENDATION:

RECOMMENDED MOTION:

THAT:

The financial statements for the month ending November 30, 2020 be received.

BACKGROUND:

COMMENTS:

OTHERS CONSULTED:

FINANCIAL IMPACTS

ATTACHMENTS:

Description	Type	Upload Date	File Name
▯ Financial Statements	Budget	12/22/2020	11-NOV_Council_EcDev_Board.pdf



County of Huron
Economic Development Board
For the Eleven Months Ending Monday, November 30, 2020

	Current Annual Budget	Current Budget To Date	Current Actual To Date	Variance from Budget
REVENUE				
<hr/> <hr/>				
EXPENDITURES				
Councillor's Remuneration	\$7,500	\$6,875	\$5,819	\$1,056
Statutory Benefits			211	(211)
Total Salaries/Wages/Benefits	7,500	6,875	6,030	845
<hr/> <hr/>				
Conventions/Conferences	10,000	9,163		9,163
Travel/Meals	5,500	5,038	882	4,156
Total Operational	15,500	14,201	882	13,319
<hr/> <hr/>				
Program Supplies & Costs	50,000	45,837		45,837
Total Program	50,000	45,837		45,837
<hr/> <hr/>				
TOTAL EXPENDITURES	\$73,000	\$66,913	\$6,912	\$60,001
<hr/> <hr/>				
LEVY REQUIREMENT	\$73,000	\$66,913	\$6,912	\$60,001
<hr/> <hr/>				



County of Huron
Economic Development
For the Eleven Months Ending Monday, November 30, 2020

	Current Annual Budget	Current Budget To Date	Current Actual To Date	Variance from Budget
REVENUE				
Provincial Operating Grants	\$94,900	\$86,988	\$12,539	\$74,449
Provincial Project Grants	96,000	88,000	79,014	8,986
Federal Project Grants	148,946	136,532	91,624	44,908
Third Party Recoveries	20,000	18,337	38,640	(20,303)
TOTAL REVENUE	<u>\$359,846</u>	<u>\$329,857</u>	<u>\$221,817</u>	<u>\$108,040</u>
EXPENDITURES				
Salaries - Full Time	507,185	462,327	437,595	24,732
Salaries - Part Time	118,763	108,260	133,661	(25,401)
Statutory Benefits	48,680	44,371	43,942	429
Extended Benefits	46,887	42,999	35,443	7,556
OMERS	51,574	47,012	45,824	1,188
Total Salaries/Wages/Benefits	<u>773,089</u>	<u>704,969</u>	<u>696,465</u>	<u>8,504</u>
Equipment Rentals/Leases	2,592	2,376	1,639	737
Equipment Repairs & Maint.	500	462		462
Equipment Replacement New	500	462		462
Total Equipment	<u>3,592</u>	<u>3,300</u>	<u>1,639</u>	<u>1,661</u>
Audit	2,000	1,826	1,833	(7)
Consulting/Professional Fees	114,910	105,336	65,717	39,619
Insurance	2,400	2,200	2,200	
Intra County Purchases			4,297	(4,297)
Legal Fees	5,000	4,587		4,587
Maintenance Contracts	4,539	4,158	623	3,535
Printing (External)	20,000	18,337	7,249	11,088
Total Purchased Service	<u>148,849</u>	<u>136,444</u>	<u>81,919</u>	<u>54,525</u>
Advertising	39,800	36,487	58,135	(21,648)
Associations/Memberships	2,400	2,200	1,756	444
Bank Charges			25	(25)
Conventions/Conferences	9,500	8,712	6,048	2,664
Internet	750	693	531	162
Miscellaneous Admin.	3,000	2,750	3,160	(410)
Office Expense	7,100	6,501	4,185	2,316
Postage/Courier	5,000	4,587	9,968	(5,381)
Publications & Subscriptions	8,200	7,513	9,581	(2,068)
Rent	30,528	27,984	27,984	
Staff Training	9,450	8,668	1,748	6,920
Telecommunications	6,000	5,500	5,870	(370)
Travel/Meals	33,846	31,031	6,287	24,744
Depreciation Expense	27,821	25,498	20,857	4,641
Total Operational	<u>183,395</u>	<u>168,124</u>	<u>156,135</u>	<u>11,989</u>
Special Events	51,465	47,179	1,364	45,815
County Events	13,750	12,606	2,783	9,823
Miscellaneous Program	15,000	13,750	15,263	(1,513)
Program Supplies & Costs	346,769	317,867	144,946	172,921
Promotion/Public Relations	4,000	3,674	1,133	2,541
Total Program	<u>430,984</u>	<u>395,076</u>	<u>165,489</u>	<u>229,587</u>



County of Huron
Economic Development
For the Eleven Months Ending Monday, November 30, 2020

	<u>Current Annual Budget</u>	<u>Current Budget To Date</u>	<u>Current Actual To Date</u>	<u>Variance from Budget</u>
TOTAL EXPENDITURES	<u>\$1,539,909</u>	<u>\$1,407,913</u>	<u>\$1,101,647</u>	<u>\$306,266</u>
LEVY REQUIREMENT	<u>\$1,180,063</u>	<u>\$1,078,056</u>	<u>\$879,830</u>	<u>\$198,226</u>