

Township of Howick Economic Development Committee Minutes
Tuesday, March 14, 2017 at 5:30 pm

Present: Chair Randy Scott
Robert Clarkson
Doug Harding
Linda Henhoeffler
Shelley Miller-Cameron
Rosemary Rognvaldson
Art Versteeg
Recording Secretary Carol Watson

1. Call to Order

Chair Scott called the Township of Howick Economic Development Committee meeting to order at 5:30 pm.

2. Acceptance of Agenda

Moved by Shelley Miller-Cameron; Seconded by Robert Clarkson:
Be it resolved that the Township of Howick Economic Development Committee approve the agenda as presented. Carried. ED Resolution No. 1/17

3. Declaration of Pecuniary Interest

There were no declarations of pecuniary interest stated by any member of the Howick Economic Development Committee.

4. Delegation

University of Guelph Planning Students Miriam Bart, Jessica He, Alex Petric and Nick Sully were unable to attend to present their report on revitalization in Fordwich, Gorrie and Wroxeter. The Committee reviewed and discussed the report and agreed that the report included ideas for improvement in the tri-villages but also some inaccuracies. The Committee discussed signage around Howick and the relationship between Fordwich, Gorrie and Wroxeter.

The Committee agreed that Howick must invest more money for signage and suggested that some of the improvement ideas could be completed by Howick Road Department employees. They also suggested that the report be posted on Howick's website for public comments and copies be shared with the tri-villages Boards and Committees.

Member Rosemary Rognvaldson presented a Village "Downtown" Improvement Challenge as a way to encourage each village to create the "Best Looking" downtown.

Moved by Linda Henhoeffler; Seconded by Shelley Miller-Cameron:
Be it resolved that the Economic Development Committee recommends to Council to make use of Huron County's Economic Development Committee's \$10,000 grant for 2018 be used to implement a Village Improvement Plan as suggested in the report by the Rural Planning and Development Project Group. Carried. ED Resolution No. 2/17

The Committee discussed possible rebranding Howick as a place to retire and establishing more opportunities at the waterway trail running through the tri-villages. The report also commented on a lack of local businesses for drivers passing through and for local residents to shop/eat local.

5. Business Arising

Staff advised that there had been a miscommunication in regards to the voiceover for the Howick lifestyle video but it would happen in the next couple of weeks.

6. New Business

The Committee discussed correspondence received from Huron County regarding the 100th International Plowing Match and Rural Expo. All municipalities will receive a dedicated 10'X14' uniform space that will be provided by the County of Huron. Each display will be in the shape of a barn and will have highlighted areas in 4 spots. The Committee choose 4 highlight ideas. The inside of the barn will have room for personalization and brochures. The Committee directed staff to contact Howick businesses and ask if they would like to promote their business in the Howick barn. The Committee agreed that Clerk Watson would be the main contact; Howick would staff the site with 3 people every day and hold a daily draw for a prize (tree). The Committee agreed to purchase some giveaway items and directed staff to submit a name to highlight a Farming Family in Howick.

An invitation to regional forum "Accessibility: Honouring the Past, Showcasing the Present and Inspiring the Future" received from the Accessibility Directorate of Ontario was noted and filed.

A report to Howick Economic Development Committee-2017-01 updating on the University of Guelph student project, Facebook Marketing workshop held February 1, 2017 and approved position description for the Economic Development/Administration Assistant summer job was presented.

7. Adjournment

**Moved by Art Versteeg; Seconded by Doug Harding:
Be it resolved that the Economic Development Committee meeting now stands adjourn at 6:50 pm to meet again on May 30, 2017 at 5:30 pm. Carried. ED
Resolution No. 3/17**

Chair Randy Scott

Recording Secretary