



Municipality of West Elgin

Agenda

Economic Development Committee

November 25, 2024, 7:00 p.m.

Council Chambers

160 Main Street

West Lorne

Pages

1. **Call to Order**

2. **Adoption of Agenda**

Recommendation:

That West Elgin Economic Development Committee hereby adopts the Agenda for the meeting of November 25, 2024 as presented.

3. **Disclosure of Pecuniary Interest**

4. **Minutes**

1

Recommendation:

That minutes of the Economic Development meeting on November 6, 2024, be adopted as presented.

5. **Business Arising from Minutes**

6. **Items of Discussion**

6.1 **Budget Items**

1. \$2000 joint EDC cultivating success events
2. \$2000 to assist women in business (business showcase event)
3. \$5000 for business feature online
4. Open Discussion - Other ideas for budgets

6.2 Committee Branding 4

6.3 Sub-Committee - Organizational Structure 11

7. Adjournment

Recommendation:

That the West Elgin Economic Development Committee hereby adjourn at _____ p.m. to meet again on _____ or at the call of the Chair.



Municipality of West Elgin

Minutes

Economic Development Committee

November 6, 2024, 7:00 p.m.

Council Chambers

160 Main Street

West Lorne

Present: Stacey Zegers
Mike Russo
Mike Vanraes
Dan Soos
Kristina Pringle
Pam Wardell
Bill Denning

Regrets: Shaun Szabo

Staff Present: Terri Towstiuc

1. Call to Order

Vice-Chair Dan Soos called the meeting to order at 7:00 p.m.

2. Adoption of Agenda

Moved: Mike Vanraes

Seconded: Mike Russo

That West Elgin Economic Development Committee hereby adopts the agenda for November 6, 2024, as presented.

Carried

3. Disclosure of Pecuniary Interest

No disclosures

4. Minutes

Moved: Mike Russo

Seconded: Mike Vanraes

That minutes of the Economic Development meeting on May 1, 2024 be adopted as presented.

Carried

5. Business Arising from Minutes

None.

6. Items of Discussion

6.1 August 1, 2024 Special Council Meeting

Moved: Kristina Pringle

Seconded: Mike Russo

That the Economic Development Committee create a social media presence for the committee, including a logo, tagline and business package for West Elgin business promotion.

Carried

6.2 September 25 Business after 5 Event - Southwold

Dan Soos provided a recap of the Business after 5 event that took place on September 25, 2024, Municipality of Southwold. The EDC agreed that they would like to host a similar event, with the intent to approach Simon Innovations, to be the host location.

6.3 Roots & Revival Festival Recap

Dan Soos provided a recap of the Roots and Revival event, which took place over ten (10) days, in the municipality. While the EDC concurred that they were not provided with sufficient updates and details on the event, it was a well-received community event. The EDC would like to find a central location for the Sound System that was acquired from the grant funding, to allow other groups to use the equipment.

6.4 Budget Discussion to present to West Elgin Council

Moved: Stacey Zegers

Seconded: Mike Vanraes

That the Economic Development Committee defer budget discussions until next meeting, and that the members all bring forth budgetary items to present to West Elgin Council.

Carried

6.5 Nominations for Chair and Vice Chair

Moved: Mike Russo
Seconded: Mike Vanraes

That Dan Soos be nominated as Chair for the West Elgin Economic Development Committee.

Carried

Moved: Dan Soos
Seconded: Mike Russo

That Pamela Wardell be nominated as Vice-Chair for the Economic Development Committee.

Carried

6.6 Appointment for Secretary for Minute Taking

Moved: Dan Soos
Seconded: Mike Russo

That Kristina Pringle be nominated as Secretary for the West Elgin Economic Development Committee.

Carried

7. Adjournment

Moved: Pam Wardell
Seconded: Mike Vanraes

That the West Elgin Economic Development Committee hereby adjourn at 8:15 p.m. to meet again on Monday, November 25, 2024 at 7:00pm, West Elgin Council Chambers, or at the call of the Chair.

Carried

Dan Soos, Vice-Chair

Terri Towstiuć, Recording Secretary

WEST ELGIN EDC
**BRAND
DECK**

2024/2025





WEST ELGIN

ECONOMIC DEVELOPMENT

FULL



BADGE



WEST ELGIN
ECONOMIC DEVELOPMENT

STACKED



PROFILE



COLOUR



#ffde59



#4f852c



#2c572a

FONT

HEADLINE

LEAGUE SPARTAN

SUBTITLE

RUSSO ONE

PARAGRAPH

NOURD



COLOUR VARIATION

SLOGAN #1

SLOGAN #2



**HARVEST
OPP  RTUNITY**

**HARVEST
 PPORTUNITY**

GENERAL BRANDING



WEEDC LOCAL BUSINESS AWARD EMBLEM (FUTURE USE)



WEST ELGIN EDC SUB- COMMITTEE PROPOSAL

2024/2025



Overview

01

Purpose

- WE Official Plan
- Committee Overview

02

Subcommittees

- Types of Subcommittees
- Organizational charts

03

Goals & KPI's

- KPI's & SMART Goals
- KPI Examples



WHY ECONOMIC DEVELOPMENT MATTERS.

IMPACT # 1

Strengthening the local economy supports businesses, residents, and quality of life.

IMPACT # 2

Aligns & supports the goals of the 2023 WE Official Plan: “*growth, sustainability, and community improvement.*”



PROPOSED SUBCOMMITTEES

AGRICULTURE & AGRI- BUSINESS

Promote value-added agriculture, agri-tourism, and innovation to support local farmers and businesses.

MARKETING & COMMUNICATION

Create a strong West Elgin brand to promote the community to businesses, residents, and visitors.

TOURISM & RECREATION

Enhance West Elgin's tourism potential through natural and cultural heritage promotion and new tourism initiatives.

INFASTRUCTURE & INVESTMENT**

Support Municipal efforts to attract investment to employment lands.

BUISNESS RETENTION & EXPANSION

Support existing businesses with resources, networking, and streamlined municipal processes.

WORKFORCE DEVELOPMENT**

Align workforce skills with business needs through training, partnerships, and youth engagement.



**** Future opportunity to be developed as a long term goal.**

ORGANIZATIONAL STRUCTURE (EDC)

CHAIRMAN & VICE CHAIRMAN OF EDC

Lead meetings represents the committee in public engagements, and ensures alignment with municipal goals.



SECRETARY/TREASURER

Manages meeting minutes, correspondence, and budget tracking.



GENERAL MEMBERS & SUBCOMMITTEES

Represent various sectors (e.g., agriculture, business, tourism) and provide input.



ORGANIZATIONAL STRUCTURE - SUB-COMMITTEE

CHAIRPERSON

Oversees subcommittee activities and serves as the primary liaison with the EDC.



VICE-CHAIRPERSON

Supports the Chairperson and ensures progress on subcommittee goals.



MEMBERS

Volunteer or appointed members with expertise or interest in the specific focus area.



ADOPTION OF **S.M.A.R.T** GOALS AND **K.P.I.'s.**

S.M.A.R.T.

Specific, Measurable, Achievable, Relevant,
Time-Bound.

K.P.I.

Key Performance Indicators



BR+E SUB- COMMITTEE

S.M.A.R.T GOAL

Conduct **20** business interviews by March 2025 to identify and address **5** common challenges impacting local businesses.

ANNUAL KPI

- Percentage of surveyed businesses reporting improved satisfaction with municipal support.
- Number of businesses retained or expanded year-over-year.
- Attendance at business networking events or workshops.



MARKETING & COMMS SUB- COMMITTEE

S.M.A.R.T GOAL

Launch a monthly social media spotlight campaign for local businesses by **March 2025**.

ANNUAL KPI

- Increase in website traffic and social media followers.
- Number of community or business stories shared per month.
- Engagement metrics for marketing campaigns (clicks, shares, etc.).



TOURISM & REC SUB- COMMITTEE

S.M.A.R.T GOAL

Develop and launch a "Discover West Elgin" tourism campaign by **June 2025**, reaching at least 1,000 engagements on social media.

ANNUAL KPI

- Increase in annual visitor numbers (e.g., at events, parks, and attractions).
- Social media engagement metrics (likes, shares, comments on tourism posts).
- Number of new tourism initiatives launched per year.



presented by:



WEST ELGIN
ECONOMIC DEVELOPMENT