



# Municipality of West Elgin

## Agenda

### Economic Development Committee

December 9, 2024, 7:00 p.m.  
Facility Tour

Pages

1. **Call to Order**
2. **Adoption of Agenda**  

Recommendation:  
That West Elgin Economic Development Committee hereby adopts the Agenda for the meeting of December 9, 2024 as presented.
3. **Disclosure of Pecuniary Interest**
4. **Minutes** 1  

Recommendation:  
That minutes of the Economic Development meeting on November 25, 2024 be adopted as presented.
5. **Business Arising from Minutes**
6. **Items of Discussion** 5
  - 6.1 **Resignation of Committee Member Shaun Szabo**  

Recommendation:  
That the Economic Development Committee hereby receive the resignation letter from committee member Shaun Szabo; And  
  
That the EDC request the Municipal Clerk to advertise for a replacement member, to join the committee, to be chosen by West Elgin Council.
  - 6.2 **Grant Received from West Elgin Council** 7

Meeting to be held at Natterjack Brewery.

### **6.3 Sub-Committees**

1. Tourism and Recreation
2. Business Retention and Expansion
3. Marketing and Communication

#### **6.3.1 Appointment of Chair(s) for Sub-Committees**

### **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 25, 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**

**Regrets:**  
**Shaun Szabo**  
**Bill Denning**

**1. Call to Order**

Chair Dan Soos called the meeting to order at 7:20 p.m.

**2. Adoption of Agenda**

**Moved:** Mike Russo

**Seconded:** Mike Vanraes

That West Elgin Economic Development Committee hereby adopts the Agenda for the meeting of November 25, 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 November 6, 2024, be adopted as presented.

**Carried**

**5. Business Arising from Minutes**

None.

**6. Items of Discussion**

**6.1 Budget Items**

The following budgetary considerations were sent to Council via email for consideration at the November 28<sup>th</sup> meeting- request totaling \$14,000.

1. **Cultivating Success Events (\$2000):** These workshops and seminars aim to help local businesses grow by offering educational resources, networking opportunities, and tools for success in today's competitive market.
2. **West Elgin Women in Business -Business Showcase (\$2000):** This event celebrates the accomplishments of entrepreneurs and provides them with a platform to showcase their products and services to the community, helping to stimulate both local business engagement and consumer interest.
3. **Branding and Marketing Initiatives (\$5000):** Strengthening our town's brand and marketing presence will increase awareness of our local businesses and attract new visitors and investment to the area, ultimately boosting our economy.
4. **Country Holiday Tour (\$2000):** A festive event to showcase local businesses during the holiday season, drawing visitors and residents alike to our local shops and businesses, promoting community spirit, and boosting economic activity during the critical holiday shopping period.
5. **Blueberry Festival (\$3000):** This new annual event highlights the region's agricultural heritage while providing local businesses with an opportunity to engage with attendees. The festival draws a large crowd and boosts tourism, contributing to the local economy through vendor participation, food sales, and tourism-related activities.

## 6.2 Committee Branding

Mike Russo presented a comprehensive branding suite, including logo, for the EDC along with the slogan “Harvest Opportunity”. Dan presented the tagline “Rooted in Heritage, thriving in new horizons.” There was unanimous adoption of the branding suite and slogan/taglines.

Action items include setting up an [EDC@westelgin.net](mailto:EDC@westelgin.net) email address and social media pages.

**Moved:** Pam Wardell

**Seconded:** Kristina Pringle

That the Economic Development Committee hereby adopt the presented branding suite.

**Carried**

## 6.3 Sub-Committee - Organizational Structure

Mike Russo presented six potential sub-committees and associated committee structures for consideration. After some discussion, it was decided that the committee would:

1. Move forward with 3 of the 6 sub-committees for 2025:
  1. Tourism & Recreation
  2. Business Retention & Expansion
  - Marketing and Communication
1. Adopt the proposed organizational structure and utilize SMART goals and KPIs to guide progress.
2. Initiate conversations with local farmers to determine how the EDC can best support West Elgin Agriculture, saving space for a potential Agriculture/Agri-business sub-committee in the future.

At the next EDC meeting in December, it was decided that we will further discuss and formalize the committee structure and determine committee membership.

**7. Adjournment**

**Moved:** Pam Wardell

**Seconded:** Mike Russo

That the West Elgin Economic Development Committee hereby adjourn at 7:00pm p.m. to meet again on Monday, December 9th, 2024 at Natterjack Brewery, or at the call of the Chair.

**Carried**

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Dan Soos, Chair

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Kristina Pringle, Recording Secretary

**From:** [JayJoe Farms](#)  
**To:** [Terri Towstiuc](#)  
**Cc:** [Bill Denning](#); [Dan Soos](#); [Kristina Pringle](#); [Magda Badura](#); [Mike Russo](#); [Pam Wardell](#); [Ryan Statham](#); [Stacey Zegers](#)  
**Subject:** Re: Next Meeting Agenda - December 9, 2024.  
**Date:** Tuesday, December 3, 2024 12:47:31 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image003.png](#)

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Hi all,

Unfortunately my schedule does not tend to align with the committee meetings. Therefore I regret that I only feel it is right to not leave you guys hanging and resign my position within the Economic Development Committee. Thank you for allowing me to be a part of this committee, and I wish it the greatest success in the future.

Kind regards,

Shaun Szabo

On Tue, Dec 3, 2024, 12:23 p.m. Terri Towstiuc <[ttowstiuc@westelgin.net](mailto:ttowstiuc@westelgin.net)> wrote:

Good Afternoon Economic Development Committee,

I would like to advise that Council approved Councillor Ryan Statham to join the Economic Development Committee, pending adoption of the applicable by-law, to be passed on December 19<sup>th</sup>.

Please send all agenda items to be by 12:00 noon on Thursday, for the December 9<sup>th</sup> agenda – I will be finalizing the agenda on Thursday by end of day, as I am off on Friday, December 6<sup>th</sup>.

Thank you all,

**Terri Towstiuc**

**Clerk**

Municipality of West Elgin

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*My working hours and your working hours may be different. Please do not feel obligated to reply outside your normal working hours.*





# The Municipality of West Elgin

22413 Hoskins Line, Box 490, Rodney Ontario N0L 2C0

At the Regular Meeting of Council, November 28, 2024, Council of the Municipality of West Elgin passed the following resolution:

## **Economic Development Committee, Budget Request**

### **Resolution No. 2024- 451**

**Moved:** Councillor Statham

**Seconded:** Councillor Denning

That West Elgin Council hereby receive the request from the Economic Development Committee for budget consideration: And

That Council approve a contribution of \$14,000 from the 2024 Community Grants, subject to availability.

**Carried**

Sincerely,

Terri Towstiu  
Clerk