



ECONOMIC DEVELOPMENT COMMITTEE MINUTES May 24, 2023 – 9:30 AM

Present: Darryl Stansfield, Chair
Diana Morris
Lisa Thomson
Janet Horner
Savannah Rogers
Roseann Knechtel, Secretary

1.0 CALL TO ORDER

The Chair called the meeting to order at 9:35 a.m.

2.0 APPROVAL OF THE AGENDA

Moved by Thomson and Seconded by Rogers

THAT the agenda be approved.

CARRIED.

3.0 MINUTES OF THE PREVIOUS MEETING

Moved by Morris and Seconded by Thomson

THAT the minutes of April 19, 2023 are approved.

CARRIED.

4.0 DISCLOSURE OF PECUNIARY INTERESTS – NONE

5.0 ADMINISTRATION

5.1 2023 Business Excellence Award and Recognition

Members discussed the Business Excellence Awards, noting Mulmur finalists Ontario Honey Creations and Pine River Institute. The committee agreed to nominate Mulmur businesses again in 2024.

5.2 2023 Economic Development Breakfast

The Committee reviewed registration numbers and requested the Township re-advertise on social media, through the Dufferin Board of Trade, as well as forward the poster to the committee members from distribution.

5.3 2023 Mulmur Summer Market

Committee members agreed to move forward with supporting markets that are already established for 2023 including those at Maple Grove Market and 2Dirty Aprons. Mulmur will notify the Dufferin Board of Trade of the market events for inclusion in promotional videos and photos.

5.4 International Plowing Match (IPM)

Diana Morris provided an update on the IPM and pricing for display tables vs. retail tables.

5.5 Mulmur Post-Secondary School Grant

Lisa Thomson provided an update on the selection of the two grant recipients. The Township had 5 applicants. Grants will be awarded on June 7, 2023 at the Centre Dufferin District Highschool Community Fair.

The Committee discussed adjusting award criteria for 2024 to include a scoring matrix so that it is not based on academics.

Letters of acknowledgement will be sent to all applicants.

5.6 Other

Members discussed the Explore Dufferin Guide, Central Counties Tourism for marketing materials, and Volunteer Dufferin to attract volunteers for local events.

7.0 ITEMS FOR FUTURE MEETINGS

7.1 EDC Breakfast Recap

7.2 Mulmur Business Directory

7.3 Mulmur Road Trip / Trail

7.4 Mulmur Promotional Videos

8.0 ADJOURNMENT

Moved by Horner and Seconded by Rogers

THAT Council adjourns the meeting at 10:54 a.m. to meet again on June 7, 2023 for the Economic Development Breakfast.