



**ECONOMIC DEVELOPMENT
COMMITTEE MINUTES
July 7, 2023 – 9:30 AM**

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

Regrets: Diana Morris

1.0 CALL TO ORDER

The Chair called the meeting to order at 9:01 a.m.

2.0 APPROVAL OF THE AGENDA

Moved by Horner and Seconded by Thomson

THAT the agenda be approved.

CARRIED.

3.0 MINUTES OF THE PREVIOUS MEETING

Moved by Thomson and Seconded by Horner

THAT the minutes of May 24, 2023 are approved.

CARRIED.

4.0 DISCLOSURE OF PECUNIARY INTERESTS – NONE

5.0 ADMINISTRATION

5.1 EDC Breakfast recap

Members discussed the past Economic Development Breakfast and expressed happiness with the panel topics. Members reviewed the remaining 2023 budget.

Direction was given to organize a second EDC Breakfast on October 17, 2023 @ 730 a.m. focusing on the Employee Attraction and Retention. Direction was given to staff to book Maple Grove Market for the breakfast.

5.2 International Plowing Match

Members reviewed the costs of display and retail tables. Janet Horner will follow up with the County of Dufferin on the availability and supply of County booth space.

5.3 EDC Promotional Videos

Members discussed the creation of a strategy to share the videos on the Township's website and social media platforms. 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.

Staff will advertise business application/nominations for the following four categories: agriculture, food/dining, recreation and personal services. Member requested staff obtain comparable quotes to ensure cost efficiencies.

5.4 Other

Members discussed purchasing a Dufferin Board of trade membership as part of the 2024 EDC budget.

Members discussed the current business directory on the website, and possible options to reimagine a directory. Members suggested the development of a shop local brochure for inclusion in the new resident welcome package. Direction was given to staff to investigate the analytics to the Mulmur Business Directory.

Discussion occurred on the creation of a Mulmur Business Centre at the Township Administrative Offices, including services such as business mail and meeting spaces. Direction was given to staff to investigate internet capacity, mail delivery and meeting space options for discussion at the next meeting.

7.0 ITEMS FOR FUTURE MEETINGS

7.1 2024 EDC Events – Amazing Race / Egg Hunt

7.2 Mulmur Promotional Videos

7.3 Mulmur Business Centre

7.4 EDC Breakfast

8.0 ADJOURNMENT

Moved by Horner and Seconded by Rogers

THAT Council adjourns the meeting at 10:30 a.m. to meet again on September 12, 2023, or at the call of the chair.