



**MUNICIPALITY OF SOUTH WEST MIDDLESEX
COMMITTEE AGENDA**

MONDAY, DECEMBER 7, 2020 1:30 PM

Via. Electronic Participation

COMMITTEE AGENDA

SOUTHWEST MIDDLESEX COMMITTEE AGENDA

The Municipality of Southwest Middlesex Economic Development Committee will meet in Regular Session on December 7, 2020 at 1:30 p.m.

MEMBERS PRESENT:

Allan Mayhew (Chair presiding), Doug Bartlett, Harold Carruthers, Christa Cowell, Rick Cowell, Dennis Harmsworth, Hilary Janemi, John Kendall, Mark McGill, Phil Moddle, Mike Sholdice, Erin Waller-Burnett

REGRETS:

STAFF PRESENT:

CAO/Clerk - Jill Bellchamber-Glazier, Facilities & Recreation Supervisor – Alex Yardy, Director of Operations – Greg Storms, Economic Development and Communications Officer - Sheila McCahon.

ALSO PRESENT:

Neil Johnson – FleishmanHillard Highroad, Cara Finn – Middlesex County

1. CALL TO ORDER

Chairperson Mayhew calls the meeting to order at _____ p.m.

Today's meeting is being held as a virtual meeting due to the declared emergency. In order to keep everyone safe, we are taking this measure to help stop the spread of COVID-19.

Although this is a virtual meeting, we will attempt to record, stream live and publish in accordance with council's Electronic Recording of Meetings Policy.

Due to the pandemic and the requirement for social distancing, to keep you safe, we are not able to allow public to attend this meeting. Normally by attending an open public meeting of the Municipality of Southwest Middlesex you are consenting to your image, voice and/or comments being recorded and published.

Anyone who is invited to speak may be recorded and their voice, image and/or comments will form part of the live stream and recording.

The chair and/or the clerk have the discretion and authority at any time to direct the termination or interruption of live streaming. Such direction will only be given in exceptional circumstances where deemed relevant. Circumstances may include instances where the content of debate is considered misleading, defamatory or potentially inappropriate to be published.

Attendees are advised that they may be subject to legal action if their actions result in inappropriate and/or unacceptable behaviour and/or comments.

Today's meeting may be streamed live as well as recorded and published on the Southwest Middlesex YouTube channel & website.

Thank you.

2. DISCLOSURE OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

The Municipal Conflict of Interest Act requires any member of Council declaring a pecuniary interest and the general nature thereof, where the interest of a member of Council has not been disclosed by reason of the member's absence from the meeting, to disclose the interest at the first open meeting attended by the member of Council and otherwise comply with the Act.

<u>Name</u>	<u>Item</u>	<u>Nature</u>
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Conflict of Interest Reporting Form

- **Councillor** [02 00 C CONFLICT OF INTEREST REPORTING FORM 2018 Councillor](#)
- **Deputy Mayor** [02 00 DM CONFLICT OF INTEREST REPORTING FORM 2018 Deputy Mayor](#)
- **Mayor** [02 00 M CONFLICT OF INTEREST REPORTING FORM 2018 Mayor](#)

3. ADDITIONS TO THE AGENDA

#2020-

Moved by _____

Seconded by _____

THAT the Regular Agenda of the Economic Development Committee dated December 7, 2020 be accepted as presented.

4. DELEGATIONS AND PRESENTATIONS

Neil Johnson – Executive Creative Director & Partner, FleishmanHillard Highroad - 1:30 p.m.

- Expert information on branding

Cara Finn – Middlesex County Director of Economic Development

- County of Middlesex update
- Demographic Report – Middlesex County

[04 02a Ec Dev Update Council Presentation](#)

[04 02b Demographic Report of Middlesex 2020](#)

5. CONSENT AGENDA

- a. Minutes of September 14, 2020

[05 a 2020 09 14 Minutes EcDev Committee](#)

- b. Canadian Federation of Small Business – October 2020 COVID-19 Survey Results

[05 b CFIB 2020-10-28 COVID-19 survey 22 key results](#)

- c. Watson & Associates – Development Charges 101: The Basics

[05 c SWM and Adelaide Metcalfe DC 101 Nov18 2020](#)

#2020-

Moved by _____

Seconded by _____

THAT the economic development committee for the Municipality of Southwest Middlesex receive Consent Agenda Item 5.a. to 5.c. as information, and approve the September 14, 2020 economic development meeting minutes.

6. STAFF REPORTS

a. Economic Development Strategic Plan Update

[06 a 2020 12 07 Economic Development Strategic Plan Update](#)

[Southwest Middlesex Economic Development Strategy - FINAL](#)

#2020-

Moved by _____

Seconded by _____

THAT the Economic Development Strategic Plan reports dated December 7, 2020 is received.

b. Economic Development & Communications Update

[06 b Pt 1 Economic Development & Communications Department Update](#)

- o Video – available at meeting
- o Social Media Reports
 - Facebook
 - [06 b Pt 3a SocMed facebook overview 2020-06-01 to 2020-11-30](#)
 - Twitter
 - [06 b Pt 3b SocMed twitter overview 2020-06-01 to 2020-11-30](#)
 - LinkedIn
 - [06 b Pt 3c SocMed LinkedIn Report](#)
- o CIP Information
 - [06 b Pt 4 SWM CIP Website Text 20201030](#)

#2020-

Moved by _____

Seconded by _____

THAT the Economic Development & Communications Department update dated December 7, 2020 is received.

7. CORRESPONDENCE AND PETITIONS

- Notices of Motion – Dennis Harmsworth

#2020-

Moved by _____

Seconded by _____

WHEREAS Southwest Middlesex Council adopted an Economic Development Plan in 2019; and

WHEREAS the first of four themes included as strategic actions to implement the economic priorities relates to improving the ‘first impression’ of Southwest Middlesex; and

WHEREAS one of the actions relates to continuing to enforce property standards across the municipality on a complaint-based system, as is currently in place; and

WHEREAS a proactive approach related to property standards enforcement has been used in other neighbouring communities;

NOW THEREFORE BE IT RESOLVED THAT the Economic Development Committee for Southwest Middlesex request council consider directing municipal taxpayer funds towards proactive property standards for Spring 2021 for by-law enforcement to review the built-up areas of the community for tidy yard and property standards by-law infractions and take steps to initiate compliance with the by-laws.

#2020-

Moved by _____

Seconded by _____

WHEREAS Southwest Middlesex Council adopted an Economic Development Plan in 2019; and

WHEREAS the first of four themes included as strategic actions to implement the economic priorities relates to improving the ‘first impression’ of Southwest Middlesex; and

WHEREAS one of the actions relates to continuing to developing a beautification and revitalization program with an implementation plan and municipal resources to support the program; and

WHEREAS the Economic Development Committee is of the opinion that additional resources could include subsidizing a Clean Up Day that allows residents to have large items waste removed for no cost to the individual resident and supported through general revenue; and

NOW THEREFORE BE IT RESOLVED THAT the Economic Development Committee for Southwest Middlesex request council consider directing municipal taxpayer funds in order to implement an annual Clean-up Day.

8. NEW BUSINESS

- Items removed from Consent Agenda to be dealt with separately
- Addendum Items
- Other Business

9. FUTURE MEETINGS (subject to change)

- March 4, 2021 – 1:30 p.m.
- June 3, 2021 – 1:30 p.m.
- September 2, 2021 – 1:30 p.m.
- December 2, 2021 – 1:30 p.m.

10. ADJOURNMENT

The Chairperson adjourned the meeting at _____p.m.