



**MUNICIPALITY OF SOUTH WEST MIDDLESEX
COMMITTEE MINUTES**

MONDAY, SEPTEMBER 14, 2020 3:00 PM
Virtual Meeting

COMMITTEE MINUTES

SOUTHWEST MIDDLESEX COMMITTEE MINUTES

The Municipality of Southwest Middlesex Economic Development Committee met virtually in Regular Session on September 14, 2020 at 3:00 p.m.

MEMBERS PRESENT:

Allan Mayhew (Chair presiding), Doug Bartlett, Harold Carruthers (3:23 p.m. arrival), Christa Cowell, Rick Cowell, Dennis Harmsworth, Mark McGill, Phil Moddle, Mike Sholdice

REGRETS:

Hilary Janemi, John Kendall, Erin Waller-Burnett

STAFF PRESENT:

Secretary/Economic Development & Communications Officer – Sheila McCahon

ALSO PRESENT:

Members of the public and press

1. CALL TO ORDER

Chairperson Mayhew calls the meeting to order at 3:01 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.

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.

None declared.

3. DELEGATIONS AND PRESENTATIONS

None

4. CONSENT AGENDA

1. Economic Development Meeting Minutes – February 3, 2020
2. Economic Development Strategic Plan Update
3. Verbal Report on Planning Activities
4. Verbal Report on County of Middlesex Economic Development Activities – Director of Economic Development - Cara Finn

#2020-004

Moved by M. McGill

Seconded by D. Bartlett

THAT the council for the Municipality of Southwest Middlesex receives Consent MINUTES Items 5.1 through 5.4 as information, including the February 3, 2020 meeting minutes.

Carried

5. STAFF REPORTS

- a. 2020 Branding Questionnaire Results

#2020-005

Moved by M. Sholdice

Seconded by C. Cowell

THAT the SWM Economic Development committee recommends that council consider a partial (logo with or without brand message and brand policy) or full branding exercise (logo, message, brand strategy including marketing plan) and that the public be invited to submit their ideas with prizes to be considered by council.

Carried

- b. Tourism Inventory

#2020-006

Moved by D. Harmsworth

Seconded by M. Sholdice

THAT the Economic Development Committee recommends to the Southwest Middlesex council that the tourism assets of Southwest Middlesex be packaged into experiences and promote them through various means and mechanisms within the Municipality and through Middlesex County Tourism.

Carried

6. NEW BUSINESS

- High Speed Internet was discussed by the committee. Fibre optic line coming from Mt. Brydges may require additional work – assistance may be available through the Ontario Government/Middlesex County if needed.
- Signage for the Elm Children’s Centre was discussed

Moved by: D. Bartlett

Seconded by: R. Cowell

THAT it be recommended to council that a sign be installed at the Elm Children’s Centre announcing the venture to the public.

Carried

7. FUTURE MEETINGS (subject to change)

- December 7, 2020

8. ADJOURNMENT

The Chairperson adjourned the meeting at 4:14 p.m.

Mayor

Secretary