



**MUNICIPALITY OF SOUTH WEST MIDDLESEX
COMMITTEE MINUTES**

MONDAY, DECEMBER 7, 2020 1:30 PM

Via. Electronic Participation

COMMITTEE MINUTES

SOUTHWEST MIDDLESEX COMMITTEE MINUTES

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

MEMBERS PRESENT:

Allan Mayhew (Chair presiding), Doug Bartlett, Christa Cowell, Rick Cowell, Dennis Harmsworth, Mark McGill, Mike Sholdice

REGRETS:

Harold Carruthers, Hilary Janemi, John Kendall, Phil Moddle, Erin Waller-Burnett

STAFF PRESENT:

CAO/Clerk - Jill Bellchamber-Glazier, 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 1:31 p.m.

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 were declared**

3. ADDITIONS TO THE AGENDA

#2020- 007

Moved by D. Bartlett

Seconded by D. Harmsworth

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

Carried

4. DELEGATIONS AND PRESENTATIONS

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

- Presentation on the branding process and its benefits

Cara Finn – Middlesex County Director of Economic Development

- County of Middlesex update
- Demographic Report – Middlesex County

5. CONSENT AGENDA

- a. Minutes of September 14, 2020
- b. Canadian Federation of Small Business – October 2020 COVID-19 Survey Results
- c. Watson & Associates – Development Charges 101: The Basics

#2020-008

Moved by C. Cowell

Seconded by D. Harmsworth

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.

Carried

6. STAFF REPORTS

a. Economic Development Strategic Plan Update

#2020-009

Moved by M. Sholdice

Seconded by D. Bartlett

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

Carried

b. Economic Development & Communications Update

#2020-010

Moved by M. McGill

Seconded by D. Harmsworth

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

Carried

7. CORRESPONDENCE AND PETITIONS

- Notices of Motion – Dennis Harmsworth

#2020-

Moved by D. Harmsworth

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.

Motion lost

8. 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.

9. ADJOURNMENT

The Chairperson adjourned the meeting at 3:29 p.m.

Mayor

Secretary