



CLEARVIEW

Clearview Economic Development Advisory Committee

MINUTES

Feb 1st, 2022

4:30 p.m.

[Webinar](#)

Members Present: Mayor Doug Measures (Chair), Deputy Mayor Barry Burton, Bill Roskar, Jennifer White, Kelly Kramer, Judith Crawford.

Staff Present: CAO, John Ferguson and Administrative Assistant, Jennifer Cain-Percy and Community Culture and Tourism Coordinator, Amanda Murray

Regrets: Heather Harding

1. Welcome

Chair, Mayor Measures welcomed members and called the meeting to order at 4:33p.m.

2. Approval of Agenda

Resolution: Be It Resolved that the Economic Development Advisory Committee hereby approve the agenda dated February 1st, 2022 as presented. Moved by Deputy Mayor Barry Burton, seconded by Bill Roskar.

Motion Carried

3. Declaration of disqualifying interests and general nature thereof

No pecuniary interest was declared.

4. Approval of Minutes – November 2, 2021

Recommendation:

Resolution: Be It Resolved that the Economic Development Advisory Committee hereby approve the minutes dated November 2, 2021 as presented. Moved by Jennifer White, seconded by Bill Roskar.

Motion Carried

5. Business arising from the Minutes

John discussed criteria and how functions are separated related to economic development in recreation and how they tie in to make this an attractive place. The committee talked about servicing of land. The committee talked about Clearview locations and the surrounding area and the coming casino to Wasaga

beach and traditional B&Bs, and Air B&Bs, zoning, event centres agricultural land and the type of clientele coming to Clearview, specifically the Creemore area. John suggested we could look at a consultant down the road, but we should do the planning first and zoom is not ideal we need to have a platform in person. March/April is the goal date when we can meet the in-community centre. The Tentative date of March 23rd was selected to get feedback from the Clearview team.

6. Financial Report – The budget is in a new year

7. New Business –

- Community Culture and Tourism Coordinator, Amanda provided an update on the Clearview Spring Rec Guide distribution area, South Georgian Bay tourism, Simcoe County and the Ontario travel centre and provided some statistics. The committee talked about geocaching and other technology advertising for search engine optimization, QR Codes and signs for up-to-date information. Jennifer White might have some tactics to assist with this.
- Mayor Measures shared the GNE is moving a head unless something changes from the provincial directive, very positive news.
- Mayor Measures spoke to the importance of Joint Municipal Physician Recruitment and Retention Committee presented at the Regional CEO's meeting.
- Mayor Measures shared as an FYI for Eligible businesses required to close or reduce capacity due to the current public health measures put in place to blunt the spread of the Omicron variant of COVID-19 can [apply](#) for the new [Ontario Business Costs Rebate Program](#).
- Deputy Mayor Barry Burton provided an update on the Simcoe County Economic Development initiatives - [Western Ontario Workforce Caucus](#), [Exploring Exporting](#), [#ITSTARTS](#), [Business Event Calendar](#)
- The committee discussed substantial signage for Stayner as the gateway. Historical downtown, and possible slogans that could be presented by the Chamber, clean up old signage. Township is hiring Summer Students; we should keep that in mind for EDAC.

8. Kelly shared that the Clearview Chamber is having an Annual International Women's Day on March 6th amazing business women from Clearview <https://www.clearviewchamber.com/event-details/clearview-womens-day>. Bill provided an update Kinsmen Club has some coming events such as duck races, golf tournament and sausage and cider in July. Next Meeting March 1st, 2022

9. Resolution:

Moved by Bill Roskar, seconded by Deputy Mayor Barry Burton, Be It Resolved that the Clearview Economic Development Advisory Committee meeting be adjourned at 5:50p.m.

Motion Carried.

10. Next Meeting March 1st, 2022

Date Minutes Approved:

Mayor Doug Measures, Chair

Jennifer Cain-Percy, Administrative Assistant