



## Clearview Economic Development Advisory Committee Meeting MINUTES

September 7th, 2021

4:30 p.m.

[Webinar](#)

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

**Staff Present:** CAO, John Ferguson and Administrative Assistant, Jennifer Cain-Percy, Director of Community Services, General Manager Parks, Culture and Recreation, Terry Vachon, and Community Culture and Tourism Coordinator, Amanda Murray.

### Regrets:

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#### 1. Welcome:

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

#### 2. Approval of Agenda

Resolution: Be It Resolved that the Economic Development Advisory Committee hereby approve the Agenda dated September 7th, 2021 as presented. Moved by Bill Roskar, seconded by Kelly Kramer.

Motion Carried.

#### 3. Business arising from the Minutes -none

#### 4. Approval of Minutes

Resolution: Be It Resolved that the Economic Development Advisory Committee hereby approve the minutes dated August 3, 2021 as presented. Moved by Kelly Kramer, seconded by Jennifer White.

Motion Carried.

#### 5. Disclosure of disqualifying interest and the nature thereof

No pecuniary interest was declared.

#### 6. Financial Report

CAO, John Ferguson provided a financial update on the EDAC budget for the committee. Funds spent to date have been on Advertising/Promotions Beautification and the Community improvement plan. John noted there is money for consulting services such as research and feasibility studies. Mayor Measures thanked John for presenting.

## **7. Presentation: How Tourism in Clearview and Economic Development Strategy is intertwined**

Jen White spoke to the importance of Tourism as an economic driver and how to leverage initiatives. Amanda Murray presented slides explaining some initiatives, limitations and opportunities and provided a update on parks, rec and culture. Terry Vachon highlighted the team heavily relies on their partners for guidance, and they have been a tremendous support. Terry thanked Amanda and Jennifer White for the work they have done and their expertise. Amanda provided Discoverclearview.ca, social media information and her contact information with the committee.

The Mayor thanked Amanda, Terry and Jennifer for the presentation. John provided accolades to the work done with the ECO Park Picnic. John spoke to how Clearview has all the ingredients for success such as natural capital, human, social, financial, and manufactured. John suggested a future brainstorm session about social bridging and opportunities. Mayor Measures agreed some time in the future a brainstorm session should take place with this group.

Mayor Measures thanked Deputy Mayor Burton for serving on the Simcoe Economic Development Committee. Deputy Mayor Burton mentioned he reminds the Simcoe group level there is a lot of opportunity in Clearview and how great Clearview is with the 9<sup>th</sup> largest Brewery, largest indoor marijuana facility in North America, largest vinegar manufacturer in Canada. Deputy Mayor Burton expressed his disappointment about not receiving a grant. Bill Roskar noticed with his customers at the B&B, they come for the beach and mountain, but don't know what is going on in Clearview. Deputy Mayor Burton spoke to the identity of Clearview. The committee discussed promotions, visual identity, putting together a mandate on how to craft new marketing avenues for a brainstorm session such as how do we capitalize on a drive thru community. The committee further discussed agritourism, conferences, sports complexed, and hotel opportunity.

## **8. South Georgian Bay Small Business enterprise Centre**

Mayor Measures shared with the committee the South Georgian Bay Small Business enterprise Centre is hosting [Central Ontario Innovation Information Forum](#) on Thursday October 7 at 12:30-4pm

## **9. The 2021 2nd Collingwood [World Summit](#)**

Mayor Measures shared with the committee the 2021 2nd Collingwood [World Summit](#): is tentatively scheduled on October 7<sup>th</sup> & 8th 2021

## **10. New Business:**

Jennifer White discussed the opportunity for a Hotel study accommodation. Mayor Measures put forward a motion on the floor for the committee to exercise the Hotel study for up to \$5,000 dollars. Moved by Barry, seconded by Bill Roskar

Motion Carried.

## **11. Next Meeting – Tuesday October 5th, 2021 at 5:00 p.m.**

## **12. Adjournment**

### **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 6:06p.m.

Motion Carried.

Date Minutes Approved:

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Mayor Doug Measures, Chair

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Jennifer Cain-Percy, Administrative Assistant