



Grand Valley Economic Development Committee

Meeting Minutes

November 21, 2024, 7:15 p.m.

Council Chambers, 5 Main Street North, Grand Valley

Members Present: Joanne Stevenson, Chair
Philip Rentsch, Deputy Mayor
James Jonker, Councillor
Laura Goulding

Members Absent: Demetrius Marshall

Staff Present: Donna Tremblay, Secretary
Mark Kluge, Town Planner

1. Call To Order

The meeting was called to order at 7:15 pm.

Committee Member Goulding and Mark Kluge attended virtually.

2. Approval of the Agenda

Moved by: J. Jonker

Seconded by: Philip Rentsch

Resolution Number: 2024-11-01

That the November 21, 2024 Economic Development Committee agenda be approved.

CARRIED

3. Disclosure of Pecuniary Interest

There were no declarations of pecuniary interest.

4. Minutes of Previous Meeting

4.1 September 19, 2024 Economic Development Committee Minutes

Moved by: P. Rentsch

Seconded by: L. Goulding

Resolution Number: 2024-11-02

BE IT RESOLVED THAT the Minutes of the September 19, 2024 meeting be approved, as amended, to include Mark Kluge in the list of attendees.

CARRIED

5. Presentations/Deputations

There were no presentations or deputations.

6. Town Updates

6.1 Verbal Updates

Town Staff provided updates which included:

Official Plan and Zoning By-Law Review Project.

Draft Official Plan and Zoning By-Law documents have been received from the consultants. The projects next steps will include gathering feedback on the drafts through a second survey which will be available until December 15th with final OPA and Zoning By-law documents to be presented to Council in March, 2025 for approval.

New Town Staff

The Town has hired a new Planning/Office Co-Ordinator who will commence employment in early December.

2025 Grand Valley Budget

Grand Valley Council has begun 2025 Budget discussions.

7. Unfinished Business

7.1 Economic Development Promotional Plan

7.1.1 Draft Economic Development Survey - Update

Member Goulding and staff provided a summary of the draft Economic Development Survey and sought the Committee's feedback.

The Committee discussed and provided the following feedback:

Request for additional survey question

- Why are you not shopping at Grand Valley Businesses.
- What would influenced you to shop in Grand Valley.

Relocation of questions 10 and 11 below Question 7.

The Committee discussed launching the survey in January and how best to promote. Staff suggested promotion could include the Town website, various social media platforms and inserting a link or QR code in the next edition of Valley Alive.

7.1.2 Employment M1 Zone Updates

7.1.2.1 Ministry of Municipal Affairs and Housing - 2024 New Provincial Policy Statement - Employment Lands

7.1.2.2 Town of Grand Valley - Draft Updated Zoning By-Law

Mark Kluge, Town Planer provide the Committee with an update on Employment Lands M1 Zone and new Provincial Policy Statements. He advised changes to the current M1 Zone classifications would be considered and addressed by the Town's consultants in their review of the Town's Zoning By-Law.

7.2 New Member Recruitment- Verbal Update

Staff provided an update on new member recruitment, advising, one individual has expressed interest in joining the committee. Staff outlined the next steps which would include: preparation of a Report for the December 10th Council Meeting which would include a recommendation for appointment of the new member and continuation of recruitment efforts to fill vacancies.

8. New Business

8.1 2025 Workplan/Budget - Verbal Discussion

The Committee discussed 2025 Workplan ideas which included development of a Community Guide and using survey data to develop and promote Grand Valley for economic and business development.

8.2 Committee Memo - 2025 EDC Draft Meeting Schedule

The Committee discussed the draft 2025 EDC Meeting Schedule and confirmed the meeting schedule as presented. The Committee requested the secretary provide an email to the members with the list of 2025 meeting dates.

9. Correspondence

9.1 Central Counties Tourism Symposium - Monday, February 10, 2025

The Committee discussed the Central Counties Tourism Symposium. Interested members were requested to contact the committee secretary, who would purchase tickets.

10. Financial Reports

10.1 EDC Expense Report

10.2 EDC Revenue Report

Committee reviewed the presented expense and revenue reports.

Moved by: P. Rentsch
Seconded by: J. Jonker

Resolution Number: 2024-11-03

BE IT RESOLVED THAT the Committee receives the November, 2024 expense and revenue reports.

CARRIED

11. Next Meeting Date - To be Determined

11.1 Agenda Items

The Committee requested the following agenda items:

EDC Survey
New Members

12. Adjournment

Moved by: J. Jonker
Seconded by: P. Rentsch

BE IT RESOLVED THAT the Economic Development Committee meeting be adjourned at 8:07 p.m.

AND FURTHER THAT the next Economic Development Committee meeting be held on Thursday, January 16, 2025 at 7:15 pm.

CARRIED

Joanne Stevenson Chair

Donna Tremblay Secretary