



Working together with our community

Council-In-Committee Agenda
The Corporation of Norfolk County

Wednesday March 17, 2021

5 p.m.

Microsoft Teams

Present: Wanda Heimbucker, Michelle Kloepfer, Laura Gibson, Michael Bollert, Sara VanWynsberghe, Alexis Fernandez-Oliveira, Chantal Zorad, Jerry O'Connell, Cindy Vanderstar, Antoinette Wells, Helene LaRochelle, Antoniette Wells, Nick Kinkel

Absent with regrets: Chris Garwood, Kristine Carey

Also attending: Chris Van Paassen, Jacob Robinson, Zvi Lifshiz

Ceremonial Activities (Item 1)

Approval of Agenda/Changes to the Agenda (Item 2)

A) Celebrate Ontario (Cindy)

Cindy received an email from the province in recent days detailing alternative ways to host and plan events. Michelle shared the information with the group.

Accepted as information.

Disclosure of Pecuniary Interest (Item 3)

Presentations (Item 4)

A) Nick Kinkel (6 p.m.)

Re: OMAFRA's CED 101/201 Materials

Nick Kinkel provided a presentation on Community Economic Development 101, what it is, how it came about, when it generally takes place and how it has made a positive impact, and answered questions from the board. **Accepted as information.**

Approval of Meeting Minutes (Item 5)

A) TEDAB Minutes – Feb. 24, 2021

The TEDAB meeting minutes of Feb. 24, 2020, having been circulated and no errors or omissions noted, were declared as adopted.

Communications (Item 6)

A) News Release (Wanda/Michelle/Cindy)

Wanda updated the committee on the project regarding economic development, its background and goals and welcomed comments from various board members. Zvi added his thoughts on the project and where it should go, also how and why the recent announcement was made regarding the new tourism brand strategy. Michelle and Helene chatted with members regarding the recent county branding strategy unveiling. Councillor Van Paassen added some of his suggestions including short videos featuring group members offering messages of support. The group hopes to address communication protocols, the department's process and timelines and vulnerabilities identified to ensure county news reveals all perspectives.

A small group of members are comfortable being in front of the camera – Cindy, Wanda, Jerry, Michelle, Helene. **Accepted as information.**

B) Skills Assessment Update

Jacob provided the group with an update on the compiling of assessments and reminded the group to complete the document if they haven't already. Jacob will compile the responses when all have been submitted. **Accepted as information.**

C) New Marketing and Brand Report (Zvi)

Zvi provided an update on the new strategy, what happens now and took questions from the Board. **Accepted as information.**

D) Norfolk County Economic Recovery Plan (Zvi)

Zvi provided an update on the NC Economic Recovery Plan and took questions from the Board. **Accepted as information.**

Other Business (Item 7)

A) Vaccine Rollout

Michelle points out that next week Norfolk County is moving to Phase II of vaccine rollout, ages 60-79 and other venerable citizens and residents are

quite pleased with the Health Unit's vaccine strategy. **Accepted as Information.**

B) The Board hopes to increase public awareness regarding Bids and Tenders to allow local businesses the ability to easier participate. **Accepted as Information.**

Adjournment (Item 8) – 7:20 p.m.

Next Meeting (Item 9) – April 21, 5p.m.

Contact Information

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