

TOWN OF ERIN

Erin Economic Development Committee (EEDC)

Minutes of the Tuesday September 10th, 2024 Meeting, 6:30pm

Town of Erin – Conference Room

Present: Jessica Bailey (Chair), Jackie Robinson (Co-Chair), Chris Bailey (Secretary), Angus Footman, Christian Piche, Ashley Travassos, Councillor Cathy Aylard, Economic Development Officer Marina Mato

Regrets: Valerie Chhokar, Ryan Denniston, Alex Keller, Sarah Prevette

Absent: n/a

1. Call to Order

The meeting was called to order at 6:30pm by Chair Jessica Bailey

2. Approval of the Agenda

Moved by: Jackie Robinson

Seconded by: Angus Footman

3. Adoption of the Minutes from August 13th, 2024

Moved by: Christian Piche

Seconded by: Jackie Robinson

4. Reports & Discussion Topics

4.1 Business Community Announcements & Updates

4.1.1 *Erin Chamber of Commerce:* The Erin Chamber appreciates EEDC's financial support of Window Wonderland. The Chamber's Walk-Through AGM will be held this Thursday. Planning is underway for the Home Show which will be held April 25, 26 & 27, 2025. Registration is anticipated to begin October 1st. Business Seminars will return starting on September 18th with the first topic: Leveraging AI in Your Marketing. A Fall Sidewalk Sale is scheduled for September 21st and the Mayor's Breakfast has been moved to November 19th.

4.1.2 *Construction Liaison Group:* compound site 4 in the Village of Erin is now removed, which will make it easier for the Erin Fair. The next site to be decommissioned is site 2, followed by 1, 5, 6 and then 8. There is no definite timeline for these removals. Shaft 3 is dependent on the linear works to the new subdivision. The final asphalt

work is underway in Hillsburgh. Work along the Trailway is being rescoped and retendered, due to requiring almost double the number of culverts. This part of the project now has an earliest anticipated completion of Spring 2026.

4.2 Council Update

4.2.1 Branding Update: it is critical for the Town to manage their branding, and this process has been very involved. With so many projects coming up requiring a clear brand direction, we need to move quickly. The leaf symbol was shared with the group representing our charming community, agricultural heritage and green sustainable choices. The heart in the middle brings these all together. The Town will be working on communicating and implementing branding over time.

4.3 Economic Development Department – Monthly Brief

4.3.1 Economic Development Strategic Plan: the plan is at the stage of receiving public feedback.

4.3.2 Discover Erin: plans are underway for final modifications to the site. This will include mapping for cell phones. The site will then be transferred over to Town staff to maintain updates.

4.3.3 Welcome Baskets: a stamp map and tourism brochure is included in these baskets for new residents moving into developments. New businesses can be added to the baskets over time.

4.3.4 Community Improvement Plan: the next intake is coming up and discussion was held on how to get the word out. Some simplified informational materials as well as sharing to new businesses will be completed.

4.4 EEDC Strategic Priorities

n/a

5. New Business

n/a

6. Next Meeting Date – Tuesday October 8th at 6:30pm

7. Adjournment - 7:55pm

Moved by: Ashley Travassos

Seconded by: Angus Footman