



MUNICIPALITY OF NORTH MIDDLESEX

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING MINUTES

DATE: Thursday, April 10, 2025

TIME: 6:00PM to 8:00PM

LOCATION: Parkhill Council Chambers

CALL TO ORDER: 6:03PM

ROLL CALL:

PRESENT: Vice Chair Councillor Bill Urwin

Deputy Mayor Paul Hodgins

STAFF: CAO Carolyn Tripp

Felicia Krista

Nick Ince

Grace Russell (via zoom)

Gord Moir

Lucas

Mike Courey

Michelle Carroll (secretary)

ABSENT: Brandon Drew

David Dryburgh

Paul Kramer

Brandon Van Osch

2. Approval of Previous Minutes:

MOTION # 4-2025

INCE/HODGINS

CARRIED

3. New Members: Gord Moir

4. a) Economic Develop Update:

On going item, quick review

b) Business Visitation Program:

Highlighted-started, Dive Shop in Ailsa Craig.. Fintastic. Meet with 2 businesses a month, 1 in Parkhill and 1 In Ailsa Craig, build up our directory.

5. Budget Update:

6. CIP Update:

MOTION # 5-2025: To authorize staff to create a Canada Pride package with funds to being used from CIP.

MICHIELSEN/HODGINS

CARRIED

One time grant \$150 per downtown business, Take \$1000. Off of CIP, one time application , try it out, can be easily done, more bang for the buck, staff can put together kits/packages, buy flags and hand them out, owners can be creative for their space, have a QR Code that leads to website.

7. Official Plan Review Update:

\$50,000 was approved for budget, want jobs, what's unique about us, where do we want to see commercial/industrial(under utilized), get our ideas on the table, share vision.

8. Volunteer Recognition Night:

MOTION # 6-2025: EDAC to receive report for information.

INCE/HODGINS

CARRIED

Great idea, catering/dinner might be tough on \$1500 budget, look into Gala style, or a Reception with charcuterie board & wine, Sense of pride, get together, other groups involved, have categories12-15(sports, groups, student, senior) send out invites, plus ones, nomination process, organizations, volunteer breakfast, starting points, all agree, get details ironed out. Historical Society does "Hall of Frame", and it's becoming difficult to run.

9. Open Discussion:

MOTION # 7-2025:

For staff to begin creating Way Finding to include new signage for 2026 Budget.

MOIR/COUREY

CARRIED

Come up with Way Finding strategy, service groups, lacking signage, advertising, branding, whole family of signs(sizes), signs can include: parking, washrooms, build this into budget.

Sewage plant has been cleaned out for future growth, 400 units, treatment of lagoons, baffles (maze) to extend life, in really good condition, went down to the clay, we are growing, base model: for the new sewage plant.. take away bells and whistles.

Program just passed to remove sump pump \$2500, remove valve \$2500, Infiltration, education for people put out on website, Ailsa Craig storm issues, back flow preventers.

Surplus Lands, buying road allowance, can possibly use.

10. Next Meeting: June 19/2025

11. Adjournment:

MOTION #8-2025

Ince/Courey

CARRIED