

North Perth Economic Development Advisory Committee Meeting Minutes

Date: September 11, 2024
Time: 3:30 pm
Location: North Perth Municipal Building
Committee Room

Members Present Lee Anne Andriessen
Todd Kasenberg
Andrew Coghlin
Alicia McClure
David Meulensteen
Tanya Terpstra
Neil Anstett (Remote)

Staff Present Kim Kowch, North Perth Economic Development Officer
Grace Murakami, North Perth Economic Development
Coordinator (Recording Secretary)
Jessica McLean, Manager of Strategic Initiatives
Kriss Snell, Chief Administrative Officer
Matt Cardiff, North Perth Agricultural Specialist
Clara Leney, Perth County Tourism Officer

1. Call to Order

Chair Andriessen called the meeting to order at 3:31pm.

2. Land Acknowledgement Statement

“We acknowledge that we are on the traditional land of the Anishnaabe people. We wish to recognize the long history of Indigenous People of Canada and show our respect to them today. We recognize their stewardship of the land; may we all live with respect on this land and live in peace and friendship.”

3. Approve Agenda / Additions to the Agenda

Moved by: Neil Anstett **Seconded by:** Andrew Coghlin

THAT: The agenda be approved.

CARRIED.

4. Declarations of Pecuniary Interest

There were none.

5. Review and Approval of Previous Meeting Minutes

Moved by: Alicia McClure **Seconded by:** Tanya Terpstra

THAT: The minutes of the May 21st, 2024, North Perth Economic Development Advisory Committee meeting be approved.

CARRIED.

6. Correspondence

The group reviewed items 6.1 NPAAAC Minutes and 6.2 Respectful Workplace Policy. It was asked that details from agenda item 9, the Roundtable Discussion, from the NPAAAC Minutes be shared with NPEDAC through a staff update to help inform and guide their initiatives.

Moved by: Andrew Coghlin **Seconded by:** Todd Kasenberg

THAT: The information from items 6.1 NPAAAC Minutes and 6.2 Respectful Workplace Policy be received for information.

CARRIED.

7. Tourism / Destination Animation

The North Perth Economic Development Officer presented the initial results of the North Perth Public Art Survey, there was strong overall engagement, though youth participation was lower than expected. Staff plan to focus on targeted outreach to address this.

Survey responses show strong interest in beautifying public spaces and choosing public art that can inspire and uplift.

The committee discussed the value of passive vs. interactive public art, the importance of creating art that fosters connection across age groups, and successful initiatives from other municipalities.

It was noted that partnerships with local artists and organizations could enhance the project.

The committee recommended including an \$80,000 budget allocation for the 2025 Capital Budget to support the Public Art Project.

Moved by: Alicia McClure **Seconded by:** Todd Kasenberg

THAT: Staff be directed to explore potential partnerships with local organizations as the Public Art project progresses.

AND THAT: Staff include \$80,000 in the 2025 Capital Budget process to be allocated for the North Perth Economic Development Advisory Committee's Public Art Project.

CARRIED.

8. North Perth Economic Development Update (Kim Kowch)

The North Perth Economic Development Officer (EDO) provided updates on several key initiatives, including the successful Character Square grand opening and the status of the Façade Improvement Program (FIP). Other updates covered Driftscape activities, including recent events and the Farm Gate Tour, as well as progress on the Workforce Attraction Branding Project. The EDO also discussed Set7 updates such as the partnership with the North Perth Library for newcomer conversation circles. Additionally, updates were shared on the Agricultural Excellence Strategy and ongoing developments related to the Housing Action Plan and Attainable Housing Initiative.

Moved by: Andrew Coghlin **Seconded by:** David Meulenstein

THAT: The North Perth Economic Development Update be received for information.

CARRIED.

9. Perth County Economic Development Update (Clara Leney)

The Perth County Economic Development update highlighted several key business and tourism initiatives. This included two successful business tours at Listowel Technology Inc. and Between The Lines, as well as updates to the Perth County website, featuring an enhanced business directory. The Perth County Business Retention & Expansion (BR&E) program highlighted thirty-one business features, with nine located in North Perth. The sixteenth Signature Experience at Apple Bottom Orchard in North Perth was also

announced. Other updates included a comprehensive overhaul of the Farm Gate Map, a data analysis project measuring tourism's economic impact, and the Shareworthy Moments initiative. Additionally, the PC Connect transport service update sparked group discussions about the program's future, goals, and operational costs.

Moved by: Andrew Coghlin **Seconded by:** Tanya Terpstra

THAT: The Perth County Economic Development Update be received for information.

CARRIED.

10. Sector / Citizen Contributions (Chair)

Discussion by committee members included the Façade Improvement Program and its impact since the start of the program, as well as Physician recruitment, noting the need for strong local efforts and how community vibrancy can help attract doctors.

11. Adjournment

Moved by: Alicia Mclure **Seconded by:** David Meulenstein

THAT: The NPEDAC adjourns the meeting at 5:07p.m.

CARRIED.

"Lee Anne Andriessen"

CHAIR

"Grace Murakami"

SECRETARY