

North Perth Economic Development Advisory Committee Meeting Minutes

Date: November 6, 2024
Time: 3:30 pm
Location: North Perth Municipal Building
Committee Room

Members Present Lee Anne Andriessen
Todd Kasenberg
Andrew Coghlin
David Meulenstein
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
Matt Cardiff, North Perth Agricultural Specialist
Clara Leney, Perth County Tourism Officer (Remote)

Others Present Alyssa Kuepfer, BIA Coordinator

Members Absent Alicia McClure

1. Call to Order

Chair Andriessen called the meeting to order at 3:29 pm.

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: Todd Kasenberg **Seconded by:** David Meulenstein

THAT: The agenda be approved.

CARRIED.

4. Declarations of Pecuniary Interest

Tanya Terpstra joined the meeting at 3:30 pm.

There were none.

5. Review and Approval of Previous Meeting Minutes

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

THAT: The minutes of the September 11th, 2024, North Perth Economic Development Advisory Committee meeting be approved.

CARRIED.

6. Correspondence

6.1 Huron Perth Agricultural Science Centre Request

Neil Anstett joined the meeting virtually at 3:32 pm.

Kim Kowch presented a letter from the Huron Perth Agricultural Science Centre requesting \$50,000 to support administrative and development costs in 2025. The committee discussed prior support of \$50,000 provided in 2024. This 1-year operational support will be considered as part of the 2025 North Perth Budget process.

Moved by: David Meulenstein **Seconded by:** Todd Kasenberg

THAT: NPEDAC approves \$50,000 support for the Huron Perth Agricultural Science Centre in 2025 to be considered by North Perth Council as part of 2025 Budget process.

CARRIED.

7. Tourism / Destination Animation

Kim Kowch presented the public art survey results, including new engagement from local youth under aged 24. Key findings included that all

age groups found the top reasons for investment were to beautify public spaces and to tell stories that convey local identity. Murals, gardens, interactive art and light-based art ranked highly across all age groups.

Committee members discussed the return on investment of public art, potentially attracting residents, employers, and retaining youth.

Additional ideas included involving youth and local artists, as well as the importance of location for murals, interactive art, and beautification efforts.

The group discussed developing a framework for the project, touching on partnerships, measuring ROI, maintenance budgeting, and potential public art grants.

Further exploration into the impacts on tourism and youth retention was discussed.

Moved by: Todd Kasenberg **Seconded by:** Dave Meulenstein

THAT: Staff is directed to draft a multi-year implementation plan based on engagement findings and NPEDAC direction, reflecting preferred themes, locations, and art types identified by the community. The plan will explore potential locations and partnerships with local organizations and a process for prioritizing future project decision-making.

CARRIED.

8. Proposed 2025 Meeting Dates

The group reviewed the proposed 2025 meeting schedule. The presented September and January dates were adjusted to January 15, 2025, and September 16, 2025.

Moved by: Neil Anstett **Seconded by:** Tanya Terpstra

THAT: The 2025 Meeting Schedule for NPEDAC be approved, as amended.

CARRIED.

9. North Perth Economic Development Update (Kim Kowch)

The Economic Development Officer presented the Workforce Attraction and Employer digital Portal, designed to support North Perth's talent attraction and place branding efforts for employers. The portal features engaging narratives, practical tools, and valuable resources, equipping local businesses with essential tools to attract top talent and promote long-term success. It was noted that the portal will continue to evolve and adapt to meet employer

needs over time. The Workforce Attraction Employment Branding project will be launched publicly to businesses and organizations in November 2024. A social media campaign will follow in the community to promote the new 'Work In North Perth' webpage and new place branding.

10. Perth County Economic Development Update (Clara Leney)

The Tourism Officer welcomed new County staff and shared details on upcoming events. Promotion efforts continue for WARET (Workforce Attraction & retention Employer Toolkit) and People of Perth County profiles. New tourism advertising opportunities have been arranged with various publications. The Economic Impact and Visitation Data Analysis Project is wrapping up this month, with strong participation from North Perth businesses. Applications for the 2025 Discover More Adventures Signature Experiences are open until November 11th. The PC Connect survey received an excellent response rate, and the steering committee will meet on November 13th to discuss next steps.

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

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

CARRIED.

11. Sector / Citizen Contributions (Chair)

It was noted that a local taxi business announced their closure in Listowel, impacting transportation options in the North Perth area.

12. Adjournment

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

THAT: The NPEDAC adjourns the meeting at 5:10 p.m.

CARRIED.

"Lee Anne Andriessen"

CHAIR

"Grace Murakami"

SECRETARY