

## **Agricultural Advisory Board Minutes The Corporation of Norfolk County**

**May 14, 2025  
10:00 a.m.**

**Norfolk County Administration Building  
50 Colborne St. S., Simcoe ON  
Meeting Room B - Upstairs**

Members Present: R. Blake, M. Bollert, J. Schooley, C. Hewitson,  
Councillor M. Columbus

Members Absent with  
Regrets: Shawn McGowan

Staff Present: L. Castles, Committee Coordinator

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### **1. Call to Order**

Chair Jen Schooley called the meeting to order at 10:01 a.m.

### **2. Approval of Agenda**

#### **Resolution No. 14**

**Moved By:** C. Hewitson

**Seconded By:** R. Blake

That the agenda be approved as presented.

**Carried.**

### **3. Disclosure of Pecuniary Interest**

There were no disclosures of pecuniary interest.

**4. Approval of Previous Meeting Minutes**

**Resolution No. 15**

**Moved By:** C. Hewitson

**Seconded By:** R. Blake

That the minutes of the Norfolk Agricultural Advisory Committee meeting held on March 12, 2025, be approved as presented.

**Carried.**

**5. Presentations**

There were no presentations.

**6. Deputations**

There were no deputations.

**Other Business**

**9.3 Agricultural Tour - Update**

Lindsay Kalliokoski, Economic Development Coordinator, provided the update.

The committee noted the following:

- They are happy that 3 of 5 locations have confirmed and hope the other 2 commit soon
- This is a great event, and they are happy to be doing it again with new locations.
- They are happy to hear a better mic and speaker have been acquired for this year

**7. Matters to be Considered**

**7.1 Tourism Ontario Designation Signage (TOD) Update**

Susan Gardner, Senior Economic Development Officer, provided the update and responded to the committee's questions.

The committee noted the following:

- All of the signs have been approved at council and by the Ministry of Transportation (MTO)

- At this time there is no time frame regarding when the new signs will be installed as it is done by the MTO
- The images have also been used in other marketing for Norfolk County on social media

**Resolution No. 16**

**Moved By:** M. Bollert

**Seconded By:** R. Blake

That the Tourism Ontario Designation Signage (TOD) Update be received as information.

**Carried.**

## **7.2 Moving Billboards**

Lindsay Kalliokoski, Economic Development Coordinator, introduced this matter to the committee.

The committee noted the following:

- Great idea and are happy Scotlynn is willing to support Norfolk County Advertising
- Could gather great information on our advertising strategy from the QR code on each trailer
- Are interested to see how far the message will go with the trucks going across Canada and into the U.S.A.

**Resolution No. 17**

**Moved By:** Councillor M. Columbus

**Seconded By:** C. Hewitson

That Moving Billboards be received as information.

**Carried.**

## **7.3 Work Plan Update**

Lindsay Kalliokoski, Economic Development Coordinator, provided the update.

The committee noted the following:

- That there needs to be one master copy of the workplan that is reviewed at every meeting

- The new CIP that has been approved and is available for bunk houses
- Fanshawe College is going ahead with their agricultural program despite the international student restrictions

**Resolution No. 18**

**Moved By:** C. Hewitson

**Seconded By:** R. Blake

That the Work Plan Update be received as information.

**Carried.**

Councillor Columbus left the meeting at 10:42 a.m.

**8. Communications**

**9. Other Business**

**9.1 Breakfast on the Farm**

Chair Jen Schooley, spoke to this matter.

The committee noted the following:

- This is a great opportunity for people within the community
- While this event moves around and, in the past, has only selected dairy farms, it is great that Norfolk County has been selected to show off our local horticulture as well as other types of farms within our community.
- They are hoping local farmers will be willing to volunteer

**9.2 Working group for Agri-Tourism**

Chair Jen Schooley spoke to this matter.

The committee noted the following:

- Having a separate committee will be a great way to hear more agricultural voices in our community
- That the Chamber of Comers should be approached with this idea as they will have great resources

**9.4 Agricultural Stats**

John Regan, Director of Economic Development, spoke to this matter.

The committee noted the following:

- That staff should consider investigating other less obvious farms like those who produce maple syrup
- That any farm that sells over \$7000 worth of produce has to be registered.

**10. Next Meeting**

The next Norfolk Agricultural Advisory Committee meeting is scheduled for July 9th, 2025, at 10:00 a.m.

**11. Adjournment**

**Resolution No. 19**

**Moved By:** M. Bollert

**Seconded By:** C. Hewitson

That the meeting be adjourned at 11:50 a.m.

**Carried.**