

Economic Development Advisory Committee Minutes

The Corporation of Norfolk County

May 21, 2025

11:00 a.m.

Norfolk County Administration Building

50 Colborne St. S., Simcoe ON

Meeting Room B - Upstairs

Members Present: Michelle Kloepper, Helene LaRochelle, Gordon Rollo, Adam Veri

Members Absent:

Amie Ferris, Chantal Zorad, P. Albano

Staff Present:

S. Gardner, Senior Economic Development Officer, Economic Development, L. Castles, Committee Coordinator, L. Kalliokoski, Economic Development Coordinator, B. Sylvester, Public Transportation and Business Development Coordinator

1. Call to Order

Vice Chair Helene calls meeting to order at 11:11a.m.

2. Approval of the Agenda

Resolution No. 14

Moved By: Gordon Rollo

Seconded By: Michelle Kloepper

That the agenda be approved as presented.

Carried.

3. Disclosure of Pecuniary Interest

There were no disclosures of pecuniary interest.

4. Approval of Previous Minutes

Resolution No. 15

Moved By: Michelle Kloepper

Seconded By: Gordon Rollo

That the minutes of the Economic Development Advisory Committee meeting held on March 19, 2025, be approved as presented.

Carried.

5. Deputations

6. Presentations

7. Matters to be Considered

7.1 Workplan - Update

Lindsay Kalliokoski, Economic Development Coordinator, presented the update and responded to questions.

Susan Gardener, Senior Economic Development Officer, responded to questions.

The committee noted the following:

- They would like to have an updated workplan at each meeting to see the progress made.
- Scotlynn Transportation and Norfolk County have 12 trucks or moving billboards total promoting Norfolk County across North America.

Resolution No. 16

Moved By: Michelle Kloepper

Seconded By: Adam Veri

That the update be received as information.

Carried.

7.2 Transit Master Plan - Update

Blaire Sylvester, Public Transportation and Business Development Coordinator, presented the update and responded to questions.

The committee noted the following:

- It is unfortunate that more remote like Port Rowan have no real transit options, no taxi, ride sharing and would like to see more options considered for these communities going forward.
- The lighthouse community strategy and planet youth are creating resources for local youth and would like to work with staff to create hub locations for pickup and drop off.
- That the current time restraints make Ride Norfolk a difficult option for some people.

Resolution No. 17

Moved By: Adam Veri

Seconded By: Gordon Rollo

That the update be received as information.

Carried.

7.3 Business Retention and Expansion (BRE) Results - Update

Lindsay Kalliokoski, Economic Development Coordinator, presented the update.

Resolution No. 18

Moved By: Adam Veri

Seconded By: Gordon Rollo

That the update be received as information.

Carried.

7.4 Continued work with Tariffs

Susan Gardener, Senior Economic Development Officer, presented the update and responded to questions.

The committee noted the following:

- So far staff have received positive responses from most locals
- The community is supportive and happy with what the county has been doing to help during tariffs

- It is understood that this is not a county problem, but a national issue

Resolution No. 19

Moved By: Michelle Kloepper

Seconded By: Adam Veri

That the update be received as information.

Carried.

7.5 Agricultural Tour - Update

Lindsay Kalliokoski, Economic Development Coordinator, presented the update.

Resolution No. 20

Moved By: Adam Veri

Seconded By: Gordon Rollo

That the update be received as information.

Carried.

8. Other Business

9. Next Meeting

The next Economic Development Advisory Committee meeting is scheduled for June 18th, 2025, at 11:00 a.m.

10. Adjournment

Resolution No. 21

Moved By: Adam Veri

Seconded By: Gordon Rollo

That the meeting be adjourned at 12:04 p.m.

Carried.