
Economic Development Advisory Committee Minutes
The Corporation of Norfolk County

July 16, 2025
11:00 a.m.

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

Members Present: Chantal Zorad, Helene LaRoche, Gordon Rollo, Adam Veri

Members Absent: Amie Ferris, Michelle Kloefer, P. Albano

Staff Present: John Regan, S. Gardner, Senior Economic Development Officer, Economic Development, Amy Arbuckle, Economic Development Coordinator, Blaire Sylvester, Public Transportation and Business Development Coordinator, L. Castles, Committee Coordinator

1. Call to Order

Vice Chair Helene calls meeting to order at 11:05 a.m.

2. Approval of the Agenda

Resolution No. 22

Moved By: Chantal Zorad

Seconded By: Adam Veri

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. 23

Moved By: Gordon Rollo

Seconded By: Chantal Zorad

That the minutes of the Economic Development Advisory Committee meeting held on May 21, 2025, be approved as presented.

Carried.

5. Deputations

6. Presentations

7. Matters to be Considered

7.2 Regional Partnership Opportunities

John Regan Director of Economic Development spoke to this matter and responded to questions.

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

The committee noted the following:

- The idea of joining SOMA is promising
- SOMA is expensive overall but can cut costs in other ways
- The idea of a concierge within the Economic Development team would be of great benefit to the community.

Resolution No. 24

Moved By: Adam Veri

Seconded By: Chantal Zorad

That the Regional Partnership Opportunities be received as information.

Carried.

Resolution No. 25

Moved By: Chantal Zorad

Seconded By: Gordon Rollo

That the Economic Development Advisory Committee supports the budget request to join SOMA; and

Further that the Economic Development Advisory Committee supports the proposed idea to hire an additional Economic Development Staff member to create a concierge system.

Carried.

7.1 Rural Economic Development Grant (ROD)

Susan Gardner, Senior Economic Development Officer, spoke to this matter and responded to questions.

The committee noted the following:

- This is not a new grant it has had a name change and now has more money to give out
- This grant has been opened up to small rural businesses with up to 20 employees
- The Economic Development department is going out and letting the community know and the Ministry is also promoting the grant.

Resolution No. 26

Moved By: Adam Veri

Seconded By: Gordon Rollo

That the Rural Economic Development Grant (ROD) be received as information.

Carried.

7.3 Ag Tour- Update

Susan Gardner, Senior Economic Development Officer, spoke to this matter.

The committee noted the following:

- The Ag tour is coming up soon
- The tour is all planned for another great year

Resolution No. 27

Moved By: Adam Veri

Seconded By: Chantal Zorad

That the Ag Tour Update be received as information.

Carried.

7.4 TICP Grant Opportunities

Susan Gardner, Senior Economic Development Officer, spoke to this matter.

Resolution No. 28

Moved By: Chantal Zorad

Seconded By: Adam Veri

That the TICP Grant Opportunities be received as information.

Carried.

7.5 Ride Norfolk Update

Blaire Sylvester, Public Transportation and Business Development Coordinator, spoke to this matter and responded to questions.

John Regan Director of Economic Development, responded to questions.

The committee noted the following:

- The transit master plan has been completed
- The past grants have been beneficial, and the committee is hoping new grants can help the community even more.
- The committee would like to see a fixed route between Simcoe, Delhi and Dover that can provide reliable transportation for the locals who travel for work.
- The current on demand booking system poses some scheduling challenges for community members who rely on Ride Norfolk
- Sad to hear that at this time no ridesharing companies are currently willing to operate within Norfolk County as they could be very beneficial.

Resolution No. 29

Moved By: Adam Veri

Seconded By: Gordon Rollo

That the Ride Norfolk Update be received as information.

Carried.

Resolution No. 30

Moved By: Chantal Zorad

Seconded By: Adam Veri

That the Economic Development Advisory Committee supports writing a letter to support Ride Norfolk for staff to use as part of a grant application.

Carried.

8. Other Business

9. Next Meeting

The next Economic Development Advisory Committee Meeting is scheduled for September 17, 2025, at 11:00a.m.

10. Adjournment

Resolution No. 31

Moved By: Adam Veri

Seconded By: Gordon Rollo

That the meeting be adjourned at 12:30 p.m.

Carried.