

Tourism and Economic Development Advisory Board Minutes

The Corporation of Norfolk County

May 18, 2022

5:00 p.m.

Council Chambers

Present: Wanda Heimbecker, Chantal Zorad, Jerry O'Connell,
Helene LaRochelle, Michael Bollert, Sara
VanWynsberghe, Amy Martin (Left at 6:47 p.m.)

Absent with Michelle Kloepper
Regrets:

Also Present: Aren Plante, Zvi Lifshiz, Chris Garwood, Brandon
Sloan

1. Call to Order

2. Disclosure of Pecuniary Interest

Chantal Zorad declared possible pecuniary interest to agenda item 7.2. as their employer is a funding partner of the County.

3. Approval of Previous Minutes

**3.1 Tourism and Economic Development Advisory Board Minutes -
March 30, 2022**

Resolution No. 1

Moved By: Jerry O'Connell

Seconded By: Councillor Martin

THAT the March 30, 2022 Tourism and Economic Development Advisory Board minutes be approved as presented.

Carried.

4. Deputations

5. Presentations

5.1 Brett Schuyler Re: Foreign Workers Program and Economic Impact

Brett Schuyler presented and responded to questions of the Board.

Brandon Sloan, General Manager of Community Development, responded to questions of the Board.

Resolution No. 2

Moved By: Michael Bollert

Seconded By: Helene LaRochelle

THAT the presentation provided by Brett Schuyler regarding Foreign Workers Program and Economic Impact be received as information.

Carried.

6. Planning Advisory Committee Business

Resolution No. 3

Moved By: Councillor Martin

Seconded By: Chantal Zorad

THAT the Tourism and Economic Development Advisory Board move into the Planning Advisory Committee.

Carried.

6.1 Brandon Sloan, General Manager of Community Development, Update Re: State of Planning Services in Norfolk County

Brandon Sloan, General Manager of Community Development, presented and responded to questions of the Committee.

Resolution No. 4

Moved By: Jerry O'Connell

Seconded By: Michael Bollert

THAT the presentation provided by Brandon Sloan, General Manager of Community Development, be received as information.

Carried.

Resolution No. 5

Moved By: Jerry O'Connell

Seconded By: Chantal Zorad

THAT the Planning Advisory Committee move into the Tourism and Economic Development Advisory Board.

Carried.

7. General Business and Reports

7.1 Councillor Amy Martin Update Re: Council Resolution No. 10 Year of the Garden

Aren Plante, Committee Coordinator, presented.

Resolution No. 6

Moved By: Chantal Zorad

Seconded By: Sara VanWynsberghe

THAT the update provided by Aren Plante, Committee Coordinator, regarding Council Resolution No. 10 Year of the Garden be received as information.

Carried.

Councillor Martin left the meeting at 6:47 p.m. and did not return.

7.2 Zvi Lifshiz, Director of Strategic Innovation and Economic Development, Update Re: Economic Development Projects

Chantal Zorad refrained from participating or voting on this matter.

Resolution No. 7

Moved By: Helene LaRochelle

Seconded By: Jerry O'Connell

THAT the Board supports staff's recommendation that the County not proceed with the 2022 Project Microphone Program and instead focus on the 2023 launch and funds carryover.

Carried.

Resolution No. 8

Moved By: Sara VanWynsberghe

Seconded By: Michael Bollert

THAT the update provided by Zvi Lifshiz, Director of Strategic Innovation and Economic Development, regarding Economic Development Projects be received as information.

Carried.

8. Correspondence

9. Other Business

10. Closed Session

11. Next Meeting

12. Adjournment

Resolution No. 9

Moved By: Jerry O'Connell

Seconded By: Michael Bollert

THAT the meeting be adjourned at 7:27 p.m.

Carried.