

**TOWN OF PERTH
MINUTES
ECONOMIC RECOVERY TASK FORCE
Held: 3:00 PM, Wednesday July 8, 2020
Location: Sunshine Room – 2nd Floor - Perth Town Hall
and by Zoom**

ATTENDED BY:

Ed McPherson, Deputy Mayor	Kari Clarke, BIA Coordinator
Judy Brown, Councillor	Amber Hall, Perth and District Chamber of Commerce
Leona Cameron, Councillor	Michelle Quigg
Martin Hauschild	Shannon Baillon, Director of Community Services
Jennifer Brown	Katherine Jamieson, Heritage Tourism Manager
Tanya Jamieson	Connor Renouf, Economic Development Coordinator
Andrew James	Tracy Bowes, Recording Secretary

ABSENT:

1. FIRST MEETING IN 2020:

1. Call to Order – Clerk, Patrick Silvestro. The meeting was called to order at 3:00 PM with (10) members in attendance.
2. Panel Member Introductions – Shannon Baillon. Each member made their introductions.
3. Election of Chair. The members voted Martin Hauschild as the Chair.

Motion 20-001:

Election of Chair

Moved by Kari Clarke

Seconded by: Deputy Mayor McPherson

Recommendation:

**AS RECOMMENDED BY THE ECONOMIC RECOVERY TASK FORCE, BE IT
RESOLVED THAT THE COMMITTEE APPOINT MARTIN HAUSCHILD AS
THE CHAIR.**

CARRIED – UNANIMOUS

4. Election of Vice Chair. The members voted Amber Hall as the Vice Chair.

Motion 20-002:

Election of Vice Chair

Moved by Kari Clarke

Seconded by: Tanya Jamieson

Recommendation:

AS RECOMMENDED BY THE ECONOMIC RECOVERY TASK FORCE, BE IT RESOLVED THAT THE COMMITTEE APPOINT AMBER HALL AS THE VICE CHAIR.

CARRIED – UNANIMOUS

5. Roles and Responsibilities (Terms of Reference). The Clerk reviewed the Terms of Reference, aspects of the Procedural By-law related to Committees, and the Code of Conduct of Committees

*****At this point in the meeting the Chair dealt with the remainder of the Agenda**

6. Declaration of Interest and General Nature Thereof – None declared
7. Approval of Last Minutes – N/A

2. UNFINISHED BUSINESS:

There being none, the Chair moved on to the next order of business.

*****The Chair deferred Item 3. New Business until after Item 8. Panel/Staff Reports.**

3. NEW BUSINESS:

A discussion took place regarding "what do we want to come out of this committee"

Judy Brown

- Consistent business hours and concrete measures to help the businesses that we can operationalize soon

Michelle Quigg

- We currently have procedures that are reactive, we need to put in place something that goes beyond this – now and in the future

Kari Clarke

- There are staffing issues; some employees are not comfortable coming back to work; marketing restaurants and retail, drawing people to Perth, find a respectful way to encourage consistent business hours

Amber Hall

- Develop a recovery plan with phases and includes health references/tourism/economic recovery, some kind of portal for businesses to

7. RECEIVING CORRESPONDENCE:

There being none, the Chair moved on to the next order of business.

8. PANEL/STAFF REPORTS:

1. Amber Hall – Chamber of Commerce Update
 - Amber Hall discussed the different resources available on the Chamber of Commerce website and Facebook page, including a Checklist for Reopening your Business, a list of PPE Suppliers, and updates at the provincial and federal level
2. Kari Clarke – BIA Update
 - The Perth BIA is working with the provincial BIA re: Digital Mainstreet and applying for grants
 - This grant now covers businesses within 1km of the BIA area
 - Kari discussed shopHERE – which is a program that assists businesses to sell online
 - Kari discussed Future Proof – which helps identify new markets, Kari advised the details have not yet been released
 - Kari confirmed there are 16 patios open downtown
3. Shannon Baillon – Town Update
 - Shannon described the difference between the Chamber of Commerce, the BIA, and the Town
 - Shannon confirmed that Council removed parking fees (free 4 hour parking on street and free parking in the parking lots until the end of the year), signs (sandwich board signs), temporary patios, discussed possibility of street closures, that Kathryn has created an update Tourism Marketing Plan and Connor has created and received input on a Business Survey.

*****Item 3. New Business was dealt with at this point in the Agenda.**

9. DISCUSSION OF ADDITIONAL ITEMS:

Requires Action: Every member to send 3 ideas on how this task force can assist in economic recovery in Perth, by email to sbaillon@perth.ca by 17 Jul 2020. The ideas will be collected and discussed at the next meeting.

Requires Action: Connor to circulate the existing Business Survey to all members

Requires Action: Connor to ensure the business survey includes: 1) a question about what percentage of normal business are they doing now; 2) a question asking them for suggestions on what could be done to help their business; and 3) a

access relevant information

Tanya Jamieson

- Consistency with store hours, help with staffing issues, implement safety in a fun way such as volunteers doing wipe-downs in town

Jennifer Brown

- Office space is going to change in the future; more community spaces – with these changes how can we bring more young people to Perth

Ed McPherson

- One set of hours for everyone or the restaurants do a rotating schedule; want to understand exactly what pressures businesses are facing, look into Valley Heartland's Regional Relief and Recovery Fund (RRRF)

Andrew James

- Parking issues for businesses and what can we do ongoing, how can we get more consistent business hours, how do we still make it a fun experience to visit Perth

Leona Cameron

- Mini-job fair re: service jobs; how to draw people here, some type of theme

Martin Hauschild

- Need to look at what will happen in 12-18 months, we need a survival strategy; concrete ideas we can take to Council

4. DISCLOSURE OF ADDITIONAL ITEMS:

There being none, the Chair moved on to the next order of business.

5. RECEIVING DELEGATIONS:

There being none, the Chair moved on to the next order of business.

6. PRESENTATIONS BY STAFF (OTHERS):

1. Connor Renouf – Update on Current Economic Status.
 - Connor provided a PowerPoint presentation entitled "The Status of Society and Economy in COVID-19"

Requires Action: Connor will provide the committee members with a copy of his presentation and a copy of the feedback received from the initial business impact survey.

question asking how many additional staff positions do they require to get back to full operation.

Requires Action: Shannon to invite Lisa Benoit from Community Employment Service, Algonquin College to discuss assistance they are providing for employers and people seeking work.


Requires Action: Connor to invite Valley Heartland to discuss assistance they provide to businesses.

10. **NEXT MEETING:**

Wednesday, July 22, 2020

11. **ADJOURNMENT:**

- Moved by Ed McPherson that the meeting of July 8, 2020, be adjourned at 4:39 PM.



Martin Hauschild
Chair



Tracy Bowes
Recording Secretary