

**TOWN OF PERTH
MINUTES
ECONOMIC RECOVERY TASK FORCE
Held: 9:00 AM, Thursday January 28, 2021
Location: Virtual Zoom Meeting**

ATTENDED BY:

Judy Brown, Councillor	Andrew James
Leona Cameron, Councillor	
Kari Clarke, BIA Coordinator	Shannon Baillon, Director of Community Services
Amber Hall, Perth and District Chamber of Commerce	Kathryn Jamieson, Heritage Tourism Manager
Tanya Jamieson	Connor Renouf, Economic Development Coordinator
Ed McPherson, Deputy Mayor	Allison Gaudaur, Recording Secretary

ABSENT:

Jennifer Brown with regrets	Michele Quigg with regrets
Martin Hauschild with regrets	

FIRST MEETING IN 2021

1. CALL MEETING TO ORDER

Amber Hall chaired the meeting. The meeting was called to order at 9:05 AM with seven (7) members in attendance. Allison Gaudaur as Recording Secretary.

2. DECLARATION OF INTEREST AND GENERAL NATURE THEREOF

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

3. APPROVAL OF LAST MINUTES

Moved by Kari Clarke to approve the minutes of November 26, 2020.
CARRIED – UNANIMOUS

4. UNFINISHED BUSINESS

1. Update on Shopify Team in Perth – Connor

The Economic Development Coordinator provided an update on the progress of businesses usage of the Shopify team in Perth.

- Shopify is working with the BIA doing videos and features
 - Shopify is working on an online Gift Guide website for businesses in the Town of Perth
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2. Restaurant and Retail Meetings – Connor
The Economic Development Coordinator reviewed the highlights of the restaurant and retail meetings with the committee. Communication remains the focus throughout this pandemic. The businesses appreciate the municipal support.
3. Shop/Dine Here Campaign – Kathryn
The Heritage Tourism Manager indicated that there is a big push during the next few months with social media campaigns to shop local paired with the BIA. Businesses are tagged with what the business offers.
4. Tourism Website– Kathryn
The Heritage Tourism Manager provided a preview of the new Tourism landing page that is in progress showing consistency with the Town of Perth website.
5. Gift Guide Continuation and Website– Kathryn
Shopify has created a year round Perth Shopping Guide to link to businesses in Perth. Businesses need to contact Perth Tourism to indicate which products they want on the website.
6. Rebranding Project – Shannon
The bid process closed 27 January and currently choosing a successful bidder.
7. Updates from Chamber of Commerce – Amber
Visitor Guide is being proofed now and will be published in the near future. Workshops are being offered to help businesses and those workshops offered to date have been well attended.
8. Updates from BIA – Kari
The BIA Coordinator provided an update to the committee.
There have been regular updates on the BIA website including links to free webinars.
Voices of Downtown Perth have been well received.
There is a campaign for February - "Show your Love for Perth" with four (4) winners/week of a \$50 BIA gift certificate from 1 – 28 February.

5. NEW BUSINESS

1. CFIB, Bank of Canada and related economic outlook - Martin, Connor

The Economic Development Coordinator indicated the CFIB data is based on their membership and may not reflect entrepreneurship and other sectors of the economy.

There was a steep decline in 2020, followed by a steep increase.

Expect to see quarterly growth increase throughout the year.

<http://www.eolc.info/en/working-groups-and-projects/covid-19-economic-modelling.aspx>

2. Terraces and Patios extending onto sidewalks and streets for 2021 – Martin, Shannon

- a) Permitting – Setting up the same system as last year
- b) Waiving Fees – In progress
- c) Safety – unknown issue but may be related to parking spaces
- d) Design Standards
- e) Funding Support – CIP supports

Action Point: Identify the items that are covered under CIP funding.

Provide a FAQ sheet to share with BIA businesses.

3. Covered Terraces. Is there any interest in these? - Martin

Deferred to next meeting.

4. Retail Supports – Martin

- a) Designated Sidewalk Sales from April - October. One Weekend per month? Two?

May – August BIA is considering doing a campaign based on what COVID protocols are required at that time

Action Point: Director of Community Services to investigate what fees are waived.

5. Feedback on progress in getting more businesses online – Martin

More businesses have come online.

6. 2nd Phase Scenarios discussion – Martin

Awaiting clarification of State of Emergency and Stay at Home orders from the Provincial Government

6. **DISCLOSURE OF ADDITIONAL ITEMS**

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

7. **RECEIVING DELEGATIONS**

8. **PRESENTATIONS BY STAFF (OTHERS)**

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

9. RECEIVING CORRESPONDENCE AND OTHER COMMUNICATIONS

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

10. PANEL/STAFF REPORTS

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

11. DISCUSSION OF ADDITIONAL ITEMS


Funding support options discussed.

12. NEXT MEETING

Thursday February 25, 2021 9:00 AM

13. ADJOURNMENT

- Moved by Leona Cameron, that the meeting of January 28, 2021 be adjourned at 10:29 AM.



Amber Hall
Vice-Chair



Allison Gaudaur
Recording Secretary