

TOWN OF PERTH
MINUTES
ECONOMIC RECOVERY TASK FORCE
Held: 9:00 AM, Thursday February 25, 2021
Location: Virtual Zoom Meeting

ATTENDED BY:

Judy Brown, Councillor	Shannon Baillon, Director of Community Services
Ed McPherson, Deputy Mayor	Kathryn Jamieson, Heritage Tourism Manager
Kari Clarke, BIA Coordinator	Connor Renouf, Economic Development Coordinator
Amber Hall, Perth and District Chamber of Commerce	Tracy Bowes, Recording Secretary
Michele Quigg	
Tanya Jamieson	

ABSENT:

Jennifer Brown with regrets	Andrew James
Martin Hauschild	Leona Cameron, Councillor

SECOND MEETING IN 2021

1. CALL MEETING TO ORDER

Amber Hall chaired the meeting. The meeting was called to order at 9:11 AM with six (6) members in attendance. Tracy Bowes 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 Tanya Jamieson to approve the minutes of January 28, 2021.
CARRIED – UNANIMOUS

*****Presentations by Staff (Others) were dealt with at this point in the Agenda.**

4. UNFINISHED BUSINESS

1. Update on Shopify – Connor
 - The Economic Development Coordinator provided an update on the progress of businesses usage of the Shopify team in Perth.

2. Terraces and Patios extending onto sidewalks and streets for 2021 – identify the items that are covered under CIP Funding – Connor
 - The items covered under CIP are materials to build a patio, 33% funding for a permanent structure
3. Shop/Dine Here Campaign – Kathryn
4. Perth Tourism Website
5. Weekends in Perth
 - Weekends in Perth resumes April 3, 2021 (Easter, Farmer's Market, music)
 - Crystal Palace – Valentine's Day, Easter, St. Patrick's Day, photography exhibits
 - Campaigns – Great Taste of Ontario (paid marketing held off)
 - Gift Guide website, Shop Here, Dine Here
6. Rebranding Project – Shannon
 - The successful bidder was 1dea Design and Media
 - Shannon discussed Economic Recovery Task Force being a stakeholder, along with Council, BIA and Chamber of Commerce.

Motion 21-001 – Rebranding Project – Economic Recovery Task Force – Stakeholder

Moved by Deputy Mayor McPherson

THE ECONOMIC RECOVERY TASK FORCE RECOMMENDS THAT THE ECONOMIC RECOVERY TASK FORCE BE INCLUDED AS A STAKEHOLDER FOR THE REBRANDING PROJECT FOR THE TOWN OF PERTH.

CARRIED - UNANIMOUS

7. Retail Supports – to investigate what fees are waived – Shannon
 - Fees have been waived until April, 2021
 - A report to Council will recommend extending waived fees until October, 2021
8. Covered Terraces – Martin
 - It was generally agreed that this item would be placed on the next Agenda so that Martin could speak to it.
9. Updates from Chamber of Commerce – Amber
 - Festival of the Maples – a virtual festival
 - Received funding from ODO

- Working with Lanark & District Maple Syrup Producers Association
- Promoting maple producers, Artizen market, demos, scavenger hunts
- Visitor Guide is being proofed now and will be published in the near future.
- AGM is March 31, 2021

10. Updates from BIA – Kari

- There is a campaign for March – “March Madness” – similar campaign to February’s “Show your Love for Perth”
- Shopping and Dining Guide map – at the BIA’s expense
- Stewart Park Festival – discussions taking place about smaller concerts vs. postponing the festival until later in the summer

5. **NEW BUSINESS**

1. Healthy Communities Grant - Shannon

- The Healthy Communities grant has been approved by Council.
 - The grant is to request funds for additional outdoor recreation in Perthmore under the “Creating Safe and Vibrant Public Spaces”. Perthmore has one tiny park which is owned by the Town, without any outdoor play space. If they receive the funding they will install a picnic shelter and swings
 - There will be a second intake in June and the Town of Perth will be applying to both intakes.

6. **DISCLOSURE OF ADDITIONAL ITEMS**

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

7. **RECEIVING DELEGATIONS**

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

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

Shopify – Isabeau Korylak – Update

- 48 e-commerce coaching calls
- 33 participates in Voices of Downtown

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

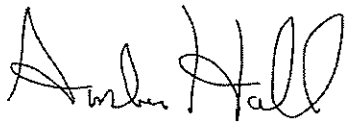
There being none, the Chair moved on to the next order of business.

12. NEXT MEETING

Thursday, March 25, 2021 9:00 AM

13. ADJOURNMENT

- Moved by Councillor Brown, that the meeting of February 25, 2021 be adjourned at 10:21 AM.



Amber Hall
Vice-Chair



Tracy Bowes
Recording Secretary