

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

ATTENDED BY:

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

ABSENT:

Jennifer Brown, with regrets	Leona Cameron, Councillor
Michele Quigg, with regrets	

THIRD MEETING IN 2021

1. CALL MEETING TO ORDER

Amber Hall chaired the meeting. The meeting was called to order at 9:04 AM with seven (7) 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 Ed McPherson to approve the minutes of February 25, 2021.
CARRIED – UNANIMOUS

4. UNFINISHED BUSINESS

1. Update on Shopify – Connor
 - o Connor presented a PowerPoint presentation entitled “Your Hometown Team”

Action Item:

Connor and Amber to discuss the potential of a partnership between the Town

and Chamber of Commerce regarding a summer student to provide some of the support to businesses that the Shopify team identified.

2. Shop/Dine Here Campaign – Kathryn
 - The focus has been on both retail and restaurants by themes. Social media posts weekly, ads in The Humm and the Perth Courier and on Lake88
3. Weekends in Perth – Kathryn
 - This has been pushed back as we are currently in the red zone; May entertainment has been lined up
4. Rebranding Project - Update – Shannon
 - Discovery exercise with 1dea Design & Media Inc.
 - Shannon reviewed the high level project plan and schedule
 - Shannon advised that a public survey will go out in early April

Motion 21-002 – Rebranding Project – Discovery Exercise – idea Design & Media Inc.

Moved by Ed McPherson

THE ECONOMIC RECOVERY TASK FORCE RECOMMENDS THAT THE REMAINING MEMBERS OF THE COMMITTEE, BEING ANDREW JAMES, MICHELE QUIGG, MARTIN HAUSCHILD, AND JENNIFER BROWN, TAKE PART IN THE REBRANDING DISCOVERY EXERCISE SESSION WITH 1DEA DESIGN AND MEDIA INC.

CARRIED - UNANIMOUS

5. Update on Restaurant and Retail Meetings - Shannon
6. Update on Patio Agreements – Shannon
 - Agreements have been sent out to be signed; the time period is April 1 – October 31, 2021
7. Covered Terraces – Martin

Action Item

Martin to provide physical details of the proposed terraces to Connor and Shannon.

Action Item

Connor and Shannon to develop potential survey questions to be reviewed by the ERTF at the next meeting.

***Martin Hauschild left the meeting at 10:20 AM.

8. Updates from Chamber of Commerce – Amber
 - Amber discussed the virtual Maple Festival; sponsorship has been

successful; the website will be live for a full year; the Foster Street banner will go up next week

- Membership renewals are at 71%

9. Updates from BIA – Kari

- Promoting in-person and online shopping; February was “Show Your Love for Perth”, March is “March Madness” which will include a grant prize, and April will have an Instagram element to it
- Introduce in later spring Stories of Perth; John McKenty will author the stories
- In the fall, there may be a Foodies for Perth; including a Foodie passport
- New business, Concave Galleries, will be located on the 2nd floor of Code’s Mill
- The BIA will make a decision at their meeting next week regarding plastic gift cards

5. **NEW BUSINESS**

1. Delegation – Canadian Federation of Independent Businesses (CFIB) – Invite to a future meeting – Andrew

Motion 21-003 – Economic Recovery Task Force – Invite Canadian Federation of Independent Businesses (CFIB) – April 29, 2021

Moved by Judy Brown

THE ECONOMIC RECOVERY TASK FORCE REQUESTS THAT CONNOR RENOUF, ECONOMIC DEVELOPMENT COORDINATOR, INVITE CANADIAN FEDERATION OF INDEPENDENT BUSINESSES (CFIB) TO THEIR NEXT MEETING HELD ON THURSDAY APRIL 29, 2021.

CARRIED - UNANIMOUS

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)**

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

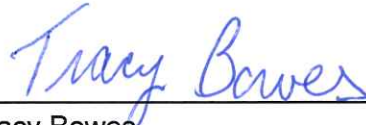
Thursday, April 29, 2021 9:00 AM

13. ADJOURNMENT

- Moved by Councillor Brown, that the meeting of March 25, 2021 be adjourned at 10:47 AM.



Amber Hall
Vice-Chair



Tracy Bowes
Recording Secretary