

**BOARD OF DIRECTORS MEETING MINUTES**  
 Friday, March 24, 2017 at 12 p.m.  
**WindsorEssex Economic Development Corporation**  
 700 California Ave, Windsor, ON, N9B 2Z2

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<b>Present:</b>	Marty Komsa, Chair	Warden Tom Bain	Mayor Drew Dilkens	Tal Czudner
	Tom O'Brien (by phone)	Peter Quiring	Diane Reko	Kyrsten Solcz
	William Willis			
<b>Regrets:</b>	Terry Rafih	Peter Roth, Treasurer	Rakesh Naidu	
			Chief Operating Officer	
<b>Staff:</b>	Stephen MacKenzie	Lee McGrath	Susan Anzolin	Sabrina DeMarco
	Chief Executive Officer	Director, Business	Executive Director,	Executive Director,
		Retention & Expansion	IBLS	Small Business Centre
	Lana Drouillard Director,	Joe Goncalves		
	Marketing &	Director, Business		
	Communications	Attraction		
<b>Guest:</b>	Nicole Anderson			

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**1. WELCOME**

The meeting was called to order by Chair, Marty Komsa at 12:12 p.m. and quorum was met.

**2. DISCLOSURE OF CONFLICT OF INTEREST**

None

**3. AGENDA**

The Agenda for the meeting of the WindsorEssex Economic Development Corporation (WE EDC) Board of Directors held on Friday, March 24, 2017 was distributed for review.

Motion Moved by William Willis  
 Seconded by Warden Tom Bain

That the Agenda for the March 24, 2017 meeting of the WE EDC Board of Directors be approved. Carried.

**4. MINUTES**

The Minutes for the meeting of the WE EDC Board of Directors held on Friday, February 24, 2017 were distributed for review.

Motion Moved by William Willis  
 Seconded by Warden Tom Bain

That the Minutes from the WE EDC Board of Directors meeting held on Friday, February 24, 2017, and the recommendations therein, be adopted as distributed. Carried.

**5. BOARD OF DIRECTORS REPORTS**

5.1 Chair's Report

No report.

## 5.2 CEO's Report

### a. Monthly Performance Measures and Metrics

The Performance Measures for February 2017 were presented for the Board's information:

#### Business Attraction (BA)

- The BA department is working on 15 new files that include Agri-Business (1), Education (2), Information and Communications Technology (5), Life Sciences (1), and Manufacturing (5) sectors.
- Two files were successfully closed; 5 new jobs were created and \$80,000,000 in investment was reported. The successfully closed files in February included App Nouveau and the investment into Metro in Devonshire Mall. BA presented the group an overview of the economic activity in the region.

#### Business Retention & Expansion (BRE)

- BRE reported \$2,525,000 in total investment (Expansion – public/private) in the month of February. The investment is a successful local company with a combination of provincial and local incentives with 10 jobs to be added.
- There were 51 new jobs reported and 5 expansion files were opened/completed.
- A local company will be announcing new jobs shortly.

#### Small Business Centre (SBC)

- SBC hosted 28 business development sessions and recorded 91 business consultations/assists.
- 951 inquiries were recorded.
- Starter Company Grants totalling \$28,750 were distributed to local entrepreneurs.
- 4 new start-ups and 4 small business expansions were reported as well as 36 new jobs created/facilitated.
- SBC is currently winding down Starter Company. SBC has received the formal confirmation from the Province for Starter Company Plus and Summer Company for the next two years. New this year, an adjustment was made and no longer has an age restriction. This program money is now available to a wider scope of constituents.

#### Marketing & Communications

- 9 advertising campaigns were supported in January.
- 3 events were supported and media relations were provided to BA.
- Canada, followed by the USA continue to be the main source of website visits.
- 1,227 of the 1,827 visitors tracked on the WE EDC website were new.
- Twitter and LinkedIn continue to have the highest impressions.

### b. Top Business Priorities

#### 1. Electricity Costs

The percentage reduction on hydro bills was discussed. A recent ad running on AM800 regarding fair and affordable energy will be distributed to the Board for their information. The local distributor (ENWIN)

controls 20% of the bill. The CEO will confirm the specific reduction percentages at the next Board meeting. Peter Quiring will forward an article written by energy lawyer, Jay Shepherd to be distributed to the Board for their information.

The CEO will continue to provide updates to the Board as new information is received.

## 2. Cap & Trade

This issue is still a challenge. OGVG and the TOGA have requested meetings with the Premier. The groups have met with officials and it is clear they will not be backing off cap and trade.

## 3. Business Immigration and Cross Border Business Travel – Labour Mobility

WE EDC is tracking the Executive Orders coming from the U.S. and the responses. An issue with the medical profession has been resolved temporarily with a 6-month moratorium.

WE EDC's approach is to evaluate each issue based on the economic impact and determine the most appropriate actions to take to represent our region. WE EDC has been brainstorming with Workforce WindsorEssex and other partners to determine an action plan. As an example, potential restrictions on labour mobility could create a nearshoring opportunity for WindsorEssex. The growth of the innovation and technology sector tends to rely on workers from countries that are on the travel ban. Companies in the US still need the talent so there could be opportunity to set up on this side of the border. There has been an uptake in interest from Detroit looking at opportunities. There are common issues on both sides of the border (i.e. the need for talent).

## 4. Skilled trade challenges

WE EDC is working on solutions with partners, St. Clair College and the Manufacturer's and Exporters Association, to address the challenges.

BRE is working on a pilot program to keep international students in the region by creating linkages with students and local companies. Due to legislation in Ontario, students on Visas are not permitted to start a company. Some of these students are going to Alberta where they are permitted to start a company on a student Visa.

## 5. Regulatory environment and Infrastructure Funding

If there are projects that the City and County are pursuing, WE EDC will support. WE EDC will look for opportunities where suggestions can be shared with municipalities based on feedback from local companies.

The CEO noted these issues are constantly being tracked. If any Board member needs information, they are encouraged to reach out to the CEO at any time.

It was reported that there have been good efforts and progress made with the concierge program, and others to streamline the process for new and existing businesses in the City of Windsor. There has been positive feedback about the outstanding and consistent support business receives from the City and County.

### c. Business Attraction

Activities provided for review.

### d. Business Retention and Expansion

Activities provided for review.

- e. Small Business Centre

Activities provided for review.

- f. Institute for Border Logistics & Security (IBLS)

The Executive Director of IBLS continues to leverage resources and work with the Cross-Border Institute and the City of Windsor.

- g. Marketing & Communications

Marketing is very active supporting initiatives in other departments.

Motion Moved by Warden Tom Bain

Seconded by William Willis

That the updates provided in the CEO's report be received as information. Carried.

## **6. ONGOING BUSINESS**

None

## **7. NEW BUSINESS**

None

## **8. NEXT MEETING**

The next meeting of the WE EDC Board of Directors will be held at 12 p.m. on Friday, April 28, 2017 at WE EDC.

## **9. ADJOURNMENT**

Motion Moved by William Willis

Seconded by Warden Tom Bain

That the open session of the WE EDC be adjourned at 12:30 p.m. Carried.