

**Minutes of the Board of Directors Meeting**  
**March 30, 2016 8:30 am – 10:00 am**  
**WFCU Credit Union - Boardroom**

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**Present:**

Marty Komsa, Chair	Warden Tom Bain, Vice Chair	Peter Roth, Treasurer (by phone)	Terry Rafih
Shelley Fellows, Past Chair	Mayor Drew Dilkens	Nicole Anderson (by phone)	

**Absent:**

Peter Quiring	William (Bill) Thomas
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**WEEDC:**

Rakesh Naidu, CEO (Interim)	Holly Connelly, Board Liaison	Lana Drouillard, Director of Communications & Marketing
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**CALL TO ORDER**

The meeting was called to order by the Chair, Marty Komsa, at 8:50 am. Quorum was declared. The Chair welcomed guests from CBC and the Windsor Star (BlackBurn Radio joined after the meeting started). The Chair confirmed WEEDC Board meetings have been open to the public in the past and the current Board decided to reintroduce the concept of open meetings. The agenda and minutes from the previous meeting will be posted on the WEEDC website in advance of each meeting.

**DISCLOSURE OF CONFLICT OF INTEREST**

None

**AGENDA**

1. Agenda for the meeting of the WindsorEssex Economic Development Corporation Board of Directors held on Wednesday, March 30, 2016.

Motion Moved by Terry Rafih  
Seconded by Warden Tom Bain

THAT the Agenda for the Wednesday, March 30, 2016 meeting of the WindsorEssex Economic Development Corporation Board of Directors be approved. Carried.

**MINUTES**

1. Minutes of the WindsorEssex Economic Development Corporation Board of Directors Meeting held on Friday, February 12, 2016.

The total cumulative surplus figure reported Finance report was stated incorrectly as \$1 million and should read \$800,000. The minutes will be revised to include the correct figure.

Motion Moved by Shelley Fellows  
Seconded by Mayor Drew Dilkens

THAT the Friday, February 12, 2016 meeting minutes of the WindsorEssex Economic Development Corporation Board of Directors and the recommendations therein be adopted with the amendment noted. Carried.

**BOARD REPORTS**

## 1. Board Chair's Report

### a. Board Action Items

The Chair reviewed the Board's long and short term goals:

The Board will address the permanent CEO position, Objectives and Mandate for the Board and Board Committees, as well as Board's Composition and Structure during the in camera portion of the meeting.

The Purchase of Service Agreement discussions with the City of Windsor and County of Essex are in progress.

WEEDC continues to reach out to like-minded economic development-focused organizations in Windsor-Essex in order to coordinate efforts to better develop, promote and market the region. The Chair has met with the Chairs of WEtech and The Downtown Accelerator. Both groups will be invited to make presentations to the Board.

The Board is working diligently and making good progress to increase the openness and transparency of WEEDC.

### b. Annual General Meeting

The 2015 AGM will be held on June 8, 2016. It was recommended the AGM be held at the Ciociaro Club and the format follow the same format as the 2014 AGM. The Mayor and Warden will be invited to speak. The CEO (Interim) and/or WEEDC management will make the presentation. The AGM will be a non-ticketed event. A notice of interest will be sent out to potential AGM sponsors via the WEEDC website. Terry Rafih noted his interest to sponsor the AGM.

## 2. CEO Report

### a. Operations Update & Current Initiatives

#### Metrics including 2016 targets

The total investment amounts were noted incorrectly as \$2.24 million and \$2.35 million in the metrics report. The total investment amounts will be amended to the correct amounts of \$224 million and \$235 million.

Motion Moved by Shelley Fellows  
Seconded by Nicole Anderson

THAT the Metrics and 2016 targets be approved.

Carried.

#### 1. Business Attraction (BA)

At the end of February 2016, the total number of new business attraction files in the target sectors was 20 and trending significantly ahead of last year. The targeted sectors trending well are agri-business, health and life sciences, ICT, logistics and manufacturing.

**2. Business Retention & Expansion (BRE)**

The BRE outreach to local companies has surpassed the 2015 numbers in the first two months of 2016. The total new jobs (expansion only) are trending higher than last year. The total expansion investment is on track to match or increase what was reported in 2015.

**3. Marketing & Communications**

There has been a significant increase in website traffic in 2016. Social media engagement including total likes and new followers has been on the rise. Total impressions or number of times a post is displayed almost doubled for Facebook and Twitter.

**4. Small Business Centre**

SBC is reporting an increase in assists and business consultations as well as a spike in business development session attendance. Sessions have been moved out of the WEEDC offices to accommodate the increasing number of attendees.

**b. Videos Profiling Sectoral Strengths of Windsor-Essex Region**

The CEO (Interim) presented several sector specific videos including lightweighting, life sciences, agri-business, advance manufacturing and a general Windsor-Essex video promoting business and lifestyle in the Windsor-Essex region. In addition to promoting the videos through social media, the Board requested a list of additional conferences/functions outside of Ontario that WEEDC could attend to promote the Windsor-Essex region. The CEO (Interim) was tasked with determining the capacity needed to follow-up post-conference/function. The CEO (Interim) confirmed more resources are being added to the Business Attraction team to ensure increased capacity.

**c. Director of Business Attraction Recruitment Status**

The new Director of Business Attraction will be in place in April 2016.

**d. Health Innovation as an Economic Driver Event**

In collaboration with WEtech Alliance, WEEDC sponsored and participated in an event bringing together provincial players and over 60 private sector companies, hospitals, Life Science innovators and stakeholders to discuss barriers and mechanisms for success. Participants had an opportunity to pitch their products and services and receive feedback. A roundtable discussion gave the experts and attendees an opportunity to discuss possible next steps in collaboration. The CEO (Interim) highlighted the importance of this sector and shared his vision of developing the Windsor-Essex and Detroit region as a strong cross-border Life Sciences Hub where research and development, clinical trials, medical devices and nutraceuticals can play a vital role in diversifying the region and job creation.

**e. Ontario International Investment Development Representation (IIDR) delegation**

The CEO (Interim) reported on the recent visit from IIDR in early March. The IIDR program supports a contracted in-market investment promotion team based in the US, EU and Asia and is managed by the Lead Generation & Client Account Management Unit within the Ministry of Economic Development, Employment and Infrastructure. The teams actively seeks FDI opportunities for Ontario in the advanced manufacturing, CleanTech, ICT, Business Services, Life Sciences and Tourism sectors. Each year the Ministry brings the team to Ontario for a week-long, action-packed program developed to build on the team's knowledge of the province and help them to better sell Ontario in their home markets. This year the focus was on Southwestern Ontario. Windsor-Essex was the first community selected as part of the IIDR's weeklong tour. Four new clients were established as a direct result of the visit. The group toured the region, focusing on the strengths of different sectors. It was a good opportunity to share information and leverage resources throughout the community.

**f. Cargo Logistics Canada**

WEEDC participated in the Cargo Logistics Show in Montreal along with key stakeholder, Morterm/ETR to promote the Windsor-Essex region as an epicenter of international logistics in North America. New marketing material highlighting the Transportation, Logistics and Warehousing sector was distributed to show attendees. Several other economic development agencies also participated in the show including Halifax, Calgary, Cornwall, OntarioEast, Vaudreuil and Winnipeg. This outreach is part of the strategy to develop the logistics and transportation sector in Windsor-Essex. Additional initiatives to position this region as the go-to destination for this sector will be unveiled in 2016.

**g. South African Consulate General Visit**

The desired outcome from a visit from the South African Consul General was to strengthen relationships between South Africa and Windsor-Essex as well as familiarize the Consul General with Windsor-Essex as a destination for doing business. There was a heavy focus placed on the advanced manufacturing, automotive and agri-business sectors as well as educational partnerships between Windsor-Essex and South African institutions.

**h. The Windsor-Essex Music Strategy Roundtable**

WEEDC hosted a roundtable to discuss music strategy in Windsor-Essex. The objective of the roundtable was to identify and develop opportunities to grow the music industry in the region. CMI has a Bootcamp program that focuses on the education of artist managers and self-managed artists who are required to be more business savvy and are viewed the same as a start-up entrepreneur. CMI announced that through grant funding of \$7000 from the Ministry of Tourism, Culture and Sport they would be able to provide the Windsor-Essex region with a Bootcamp with minimum financial support from WEEDC (under \$2500). The Bootcamp will run from June 25<sup>th</sup>- 26<sup>th</sup> 2016 and will serve as a launch point for a community partner driven “music friendly” strategy based off of the “Mastering a Music City” strategy report produced by Music Canada. The roundtable included representatives from all areas of the music sector including artists, University of Windsor, Arts Council, radio personalities and venue owners who will be integral in using the momentum of this event to create cohesiveness and collaboration across the music sector of Windsor-Essex. There is infrastructure in place in the region for this type of initiative that will connect individual initiatives into something more collaborative. More local community partners including the American Association of Musicians, local recording studio ownership, Bell Media radio, Local festival organizers and Tourism Windsor-Essex will meet during the next roundtable to be held in early April 2016.

**i. India Trade Mission**

The CEO (Interim) participated in the Ontario Trade Mission led by Premier Kathleen Wynne. Several MPP's and Ontario Mayors were also part of the delegation that included Brad Duguid, Minister of Economic Development, Employment and Infrastructure and Mayor Drew Dilkens. The Canadian delegation was one of 20 countries that participated in Auto Expo 2016 organized by ACMA (Automotive Component Manufacturers Association), CII (Confederation of Indian Industry), SIAM (Society of Indian Automobile Manufacturers) in New Delhi. The CEO (Interim) travelled to New Delhi, Amritsar, Chandigarh, Mumbai and Pune, meeting with several companies to discuss joint ventures and investment opportunities in WindsorEssex. The objective of the mission was to identify and assist companies that are interested in expanding operations in North America and specifically in the Windsor-Essex region. The client meetings were pre-arranged in advance of the trip. Mayor Dilkens reported the vast majority of meetings were with quite large companies that are very interested in the Windsor-Essex region and noted the CEO (Interim) represented the region very well.

**Dubai Trade Mission**

The CEO (Interim) attended Gulfood, the world's largest agri-business trade show in Dubai. The purpose of the trip was to explore business opportunities for Windsor-Essex companies and bring new investment into the region. The CEO (Interim) met with companies from the Middle East and Asia to discuss joint ventures and investment opportunities. Local company, Inner Seasonings Inc. also participated, exhibited and launched their products into the UAE markets at the conference. The CEO (Interim) provided support to this company by facilitating meetings and introductions to distributors and retailers. The CEO (Interim) was also invited to be a guest speaker at an Invest in Ontario event in Dubai. The event was organized by OMAFRA and Canadian Consulate in UAE. Several medium and large companies from Asia and GCC countries were invited to attend the event and learn more about investment opportunities. The CEO highlighted the advantages of the Windsor-Essex region and its strengths in Agri-business sector. Two of the companies that attended the event have conveyed a strong interest in Windsor-Essex and discussions are currently underway to bring them to the region. The CEO (Interim) also met with Canadian Chamber of Commerce in Dubai in order to enhance the businesses relationship between the two organizations. Investment into Canada from UAE has exceeded \$30 Billion.

**j. Job Creation Overview**

WEEDC is tracking growth and expansion in Windsor-Essex in the media. The total number of jobs reported from September 2015 to March 2016 is 2,534. The total number of jobs created by WEEDC clients was 829. A package of media clippings featuring growth and expansion news and was provided to the Board for review.

Motion Moved by Peter Roth  
Seconded by Warden Tom Bain

THAT the CEO (Interim) report be received as information.

Carried.

**NEW BUSINESS**

**1. Robotics Competition**

Shelley Fellows highlighted the upcoming student robotics competition (under 18) at the St. Denis Centre on April 9<sup>th</sup>-10<sup>th</sup> noting it is an impressive event and encouraged the members of the Board to attend.

**IN CAMERA**

The meeting moved in camera.

**ADJOURNMENT**

Motion Moved by Terry Rafih  
Seconded by Mayor Dilkens

THAT the meeting be adjourned.

Carried.

**NEXT MEETING**

The next meeting of the WindsorEssex Economic Development Corporation will be held Friday, April 22, 2016 at 12:00 p.m. at the WFCU Credit Union.

**CONCLUSION OF MEETING**