

**Minutes of the Board of Directors  
Monday, October 31, 2016 at 12 p.m.  
WindsorEssex Economic Development Corporation**

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| <b>Present:</b>       | Marty Komsa, Chair<br>Warden Tom Bain<br>Diane Reko                               | Peter Roth, Treasurer<br>Tal Czudner<br>Peter Quiring (by phone)             | Mayor Drew Dilkens<br>Tom O'Brien  |
| <b>Regrets:</b>       | William Willis  | Nicole Anderson  | Terry Rafih  |
| <b>Staff:</b>         | Stephen MacKenzie, CEO<br>Lee McGrath, Director<br>Business Retention & Expansion | Rakesh Naidu, COO<br>Lana Drouillard, Director<br>Marketing & Communications | Holly Connelly, Executive Liaison<br>Sabrina DeMarco, Executive<br>Director, Small Business Centre |
| <b>Staff Regrets:</b> | Joe Goncalves, Director<br>Business Attraction                                    |  |  |
| <b>Media:</b>         | Roseann Danese, Windsor Star  |  |  |

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**1. WELCOME**

The meeting was called to order by Chair, Marty Komsa, at 12:05 p.m. quorum was met.

**2. DISCLOSURE OF CONFLICT OF INTEREST**

None

**3. AGENDA**

Agenda for the meeting of the WindsorEssex Economic Development Corporation Board of Directors held on Monday, October 31, 2016.

Motion Moved by Warden Tom Bain  
Seconded by Tal Czudner

THAT the Agenda for the Monday, October 31, 2016 meeting of the WindsorEssex Economic Development Corporation Board of Directors be approved. Carried.

**4. MINUTES**

Minutes from the WindsorEssex Economic Development Corporation Board of Directors meeting held on Monday, September 26, 2016.

Motion Moved by Peter Roth  
Seconded by Tom O'Brien

THAT the minutes from the WindsorEssex Economic Development Corporation Board of Directors meeting held on Monday, September 26, 2016 and the recommendations therein, be adopted as distributed. Carried.

**5. BOARD OF DIRECTORS REPORTS**

1. Chair's Report

The Chair's report will be provided in camera.

## 2. CEO Report

### a. Monthly Performance Measures

The Performance Measures for September 2016 were presented and reviewed:

- Business Attraction (BA):
  - BA Director, Joe Goncalves will be returning from a Trade mission in Europe.
  - 30 files were added in September from various sources including FDI events in Toronto, Manufacturing Trade Show in Chicago and lead generation consultants. If any Board action is required, the CEO will bring forward to the Board.
  
- Business Retention & Expansion (BRE):
  - BRE assistance is broken down into business assists, match-making, expansions and ombudsman assists
  - Four events/workshops were held in September with a combined attendance of 103.
  - BRE reports 28 corporate calls/plant tours
  - 20 new jobs through expansion were reported
  - New investment is expected to be reported at the next meeting.
  - BRE is hosting two upcoming events:
    - November 2 - Life Sciences Educational Seminar
    - November 29 – Emerging Technologies in Automation, Internet of Things
  - BRE will be launching a new website; Connect-Innovate-Develop. This region will be the first to launch a tool that will connect companies in WindsorEssex to companies (through the BuyWindsorEssex website) that are looking for solutions or proposing innovative solutions. There is an extensive social media campaign to promote. A briefing document for the Board is expected in advance of the event.

*12:12 Mayor Dilkens joined the meeting*

- Marketing & Communications:
  - The website analytics and social media campaigns were reviewed. The top visiting country is Canada by far and Ontario in particular. The team will explore opportunities to generate interest and inquiries from other parts of Canada as well.
  - New visitors to the website increased by 199
  - There has been an increase in social media followers on both Facebook and Twitter

*12:15 Peter Quiring joined the meeting by phone*

- Small Business Centre:
  - Very busy in September with consultations and visits
  - 24 new jobs were created/facilitated in September and 5 small business expansions were reported.
  - \$62,250 was the total investment facilitated in September
  - SBC website analytics are reviewed in addition to the main website
  - All social media and website traffic increased in September

The CEO encouraged the Board to reach out at any time if they have any questions.

### b. Quarterly Report

The 3<sup>rd</sup> Quarterly report was included for the Board's information. The report was sent out to all stakeholders in the community. It was suggested that the distribution could increase. The CEO suggested a media strategy may be put in place to announce the report.

#### c. Top Business Priorities

The priority issues being reported for are as follows:

- Electricity Costs
- Essex County Electricity Transmission and Supply – Infrastructure Project
- Natural Gas Supply
- Cap & Trade
- Regulatory Environment

The following items are also being tracked:

- Infrastructure Funding for Municipalities

The CEO has had a few questions from stakeholders about this issue in October.

- Business Immigration and Cross Border Labour Mobility
- Skilled Trades Demands and Challenges

#### d. Union Gas Update

Following the last Board meeting, the CEO and COO met with Wayne Passmore, P.Eng., Economic Development Manager and Sean Collier, District Manager, Windsor/Chatham from Union Gas who provided an update on the issue. They reported that Union Gas is in a solid growth mode. The capacity concern was addressed (that capacity might be taken up right away). The project would address the demand for gas for the next 4-5 years and emphasized additional upgrades would be undertaken as needed. Approval from the Ontario Energy Board (OEB) is still pending. The Warden reported there is limited gas available in Lakeshore and not enough gas for any minor/major development.

Administration was directed to continue to treat this issue as a priority for the next few months, maintain the item on the agenda, and continue discussing and applying some pressure on decision makers. Staff will attend an event hosted by Union Gas on November 24<sup>th</sup> and will raise additional questions addressed at the Board meeting.

The following items were included for the Boards information:

#### e. Business Attraction (BA)

#### f. Business Retention and Expansion (BRE)

#### g. Marketing & Communications

A Perspective marketing piece to promote the region was sent out in the Globe and Mail and received positive feedback. All municipalities in the region participated.

#### h. Small Business Centre (SBC)

The Small Business Expo was a successful event hosted by SBC. The Warden and Mayor were thanked for attending. A positive increase in business to business (B2B) activity at this year's event was reported.

The CEO reported that the process of filling an open Youth Entrepreneurship position is ongoing. Over 100 resumes were submitted. The SBC Executive Director and HR consultant have conducted interviews and a candidate will be selected shortly.

Motion Moved by Diane Reko  
Seconded by Tom O'Brien

THAT the updates provided in the CEO's Report be received as information. Carried.

The Chair noted that the Board has an opportunity to request additional information or identify items to discuss at the strategic planning session on January 11, 2016. Senior management will be asked to attend the strategic planning session. A facilitator will not be hired for the meeting and worksheets will be sent out in advance.

## 6. ONGOING BUSINESS

None

## 7. NEW BUSINESS

None

## 8. NEXT MEETING

The next meeting of the WindsorEssex Economic Development Corporation will be held on December 1, 2016 at the WindsorEssex Economic Development Corporation.

## 9. ADJOURNMENT

The meeting moved In Camera at 12:47 p.m.

Motion Moved by Tal Czudner  
Seconded by Warden Tom Bain

THAT the open session of the WindsorEssex Economic Development Corporation be adjourned. Carried.