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Cc: [Cara Finn](#); [James Iglesias](#)
Subject: Thames Centre - Economic Development Committee - Cara Finn - Friday June 21 2024
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Attachments: [image002.png](#)
[image003.png](#)

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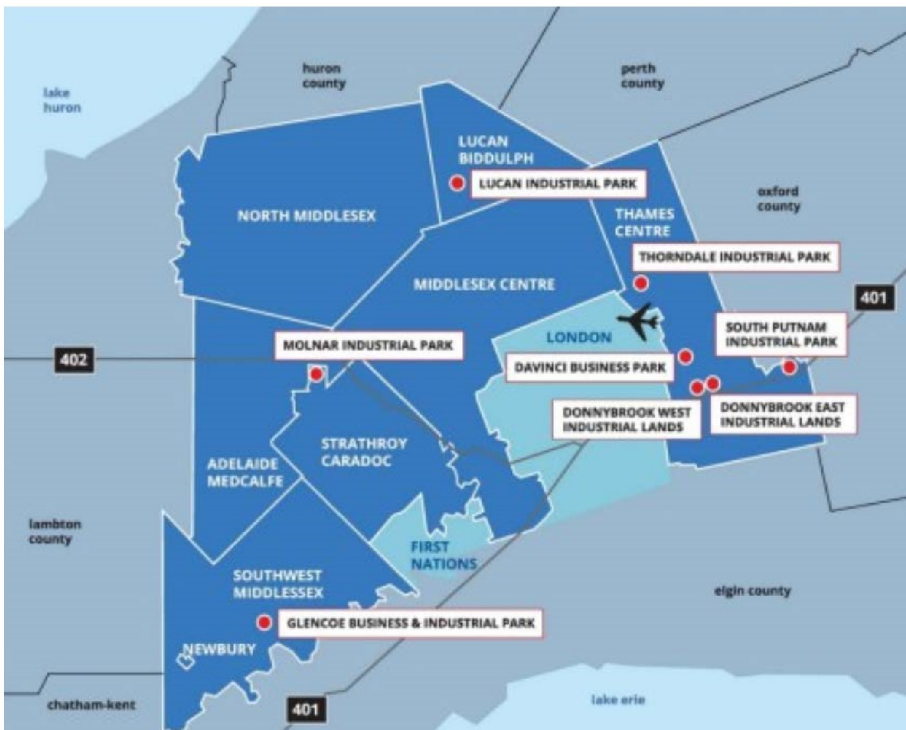
Team

It has been a great learning experience in the past four months – our EDC meetings in February and May – our regular Thames Centre council meeting in May – and yesterday the most excellent presentation by Cara Finn from Middlesex economic development

And getting to know just a little bit our Middlesex and Thames Centre teams – though the multiple intertwined government organizations does make my head spin – people smarter than myself can understand how they all fit and work together

Several items I took away from Cara's presentation – my comments are always intended to add to our conversation – never ever negative always intended to add to our very special community

1. I studied the Middlesex.ca website – well done
2. I signed up for the Middlesex newsletter – I did not know it existed
3. I studied the map for our Middlesex business parks – well done – I then went and looked carefully at our Thorndale Industrial Park – from a marketing perspective it would be great to have a big beautiful sign saying Thorndale Industrial Park – people when are looking for a place to locate they drive around looking and learning – our industrial park is well hidden



4. I studied the map for our Middlesex trails – well done – my own personal goal as a subset of our committee goals is our Thorndale Fanshawe Trail Connector – with a beautiful big sign at both ends well marketed and well promoted



5. Trade Shows versus Outbound Lead Management versus Website Search Engine Optimization (SEO)

For both tourism and business when people we are looking we need to be found. In my own

businesses in the past ten years we have reduced our investment in trade shows and outbound lead calling and we have redirected our marketing funds to our website and search engine optimization – so when people have a need and are looking for a solution (tourists and businesses) they can find us and we can capture their interest and then we can try hard to bring them into our family of clients

Related to this we need to look great. Someone having never studied us online – or someone having found us online and is now interested – is now driving around Thames Centre checking us out – we need to look great – signage for our businesses and attractions – big beautiful murals on our key buildings – big beautiful signage for our industrial parks – and much better signage for our private commercial properties for sale – for example the random signs on the commercial property for sale on the north east corner of Thorndale and Nissouri Roads which is the first thing you see when driving from London absolutely does not reflect the quality of our community and people. When arriving in Thondale from the east along Thondale Road our image is excellent – the big beautiful Thorndale stone sign and firehall.

I very much appreciate the opportunity to learn and to add to our community through our economic development committee. My own reputation in our businesses is that I have opinions (not always right) and ideas (not always good), and every once in awhile the stars align and lasting progress is accomplished.

Enjoy our very hot weather and thank you

James

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