



Regular Meeting Minutes
Municipality of Thames Centre
Economic Development Advisory Committee

February 27, 2025, 9:00 A.M.
Municipal Office - Council Chambers
4305 Hamilton Road, Dorchester, ON

Members Present: T. Heeman, Chair/Council Representative
A. McClean, Vice-Chair/Community Representative
J. Baribeau, Community Representative
C. Green, Community Representative (*arrived 9:05 a.m.*)
J. Iglesias, Community Representative
G. Thorel, Community Representative
D. Reiche, Community Representative

Members Absent: S. McMillan, Council Representative

Staff Present: D. Barrick, Chief Administrative Officer
J. Nethercott, Director of Legislative Services/Clerk
A. Storrey, Director of Planning and Development Services
L. Nooren, Senior Planner
M. Ramnanan, Communications Manager
S. Henshaw, Deputy Clerk/Recording Secretary

1. Call To Order

Chair Heeman called the meeting to order at 9:00 a.m.

2. Approval of Agenda

Resolution # EDAC-001-25

Moved by: J. Iglesias

Seconded by: J. Baribeau

THAT the February 27, 2025 Regular Meeting Agenda of the Economic Development Advisory Committee **BE APPROVED** as presented.

Carried.

3. Disclosure Of Pecuniary Interest

There were no disclosures of pecuniary interest.

4. Previous Minutes

Member C. Green joined the meeting at 9:05 a.m.

Resolution # EDAC-002-25

Moved by: J. Iglesias

Seconded by: J. Baribeau

THAT the minutes of the Economic Development Advisory Committee Regular Meeting held on December 12, 2024 **BE RECEIVED**.

Carried.

5. Presentations/Delegations

No items.

6. Reports of Staff

6.1 Next Steps in Possible Business Improvement Area Process

J. Nethercott, Director of Legislative Services/Clerk, presented Report No. C-EDAC-001-2025, regarding Next Steps in Possible Business Improvement Area Process.

The Chair confirmed with the Committee that all members understood the next steps involved in implementing a Business Improvement Area (BIA).

The Committee discussed the challenges of starting a BIA, including defining the business area(s) and finding leaders.

The Committee discussed recent local business engagement events that have been well-attended.

The Committee discussed the benefits of surveying local businesses within Thames Centre about BIA's.

The Committee discussed an alternative option to implementing a BIA, being a Chamber of Commerce. The Committee discussed the benefits of the Chamber model and the benefits of presenting both options to local businesses for consideration.

The Committee discussed the Thames Centre Business Association (TCBA) that had been previously implemented but has since dissolved.

Resolution # EDAC-003-25

Moved by: D. Reiche

Seconded by: A. McClean

THAT Report No. C-EDAC-001-25 **BE RECEIVED** for information; **AND THAT** the Economic Development Advisory Committee **RECOMMEND** that staff bring back a report with more information regarding the implementation process for a Chamber of Commerce for Thames Centre.

Carried.

7. Committee Business

The Committee discussed Middlesex County's recent staff report regarding a proposed Economic Development Corporation for the County.

8. Unfinished Business

8.1 Andrew Gunn Consulting - Potential Mural Project for the Municipality of Thames Centre

The Committee discussed the potential implementation of the mural project, including fundraising and budget allocations.

The Committee discussed the breakdown of the quote from Andrew Gunn Consulting.

CAO Barrick advised that communications regarding this project could take place only after it is potentially approved by Council and after an agreement is potentially formalized with Andrew Gunn Consulting.

Resolution # EDAC-004-25

Moved by: J. Baribeau

Seconded by: J. Iglesias

THAT the Economic Development Advisory Committee **RECOMMENDS** moving forward with implementing a Mural Project with Andrew Gunn Consulting, at a cost of \$22,000 + HST spread out over two (2) years.

Carried.

9. Correspondence

9.1 Thames Centre Council Resolution regarding U.S. Tariffs - February 10, 2025

Chair Heeman noted that this item would be discussed under Agenda Item 10.a. under "New Business".

9.2 Environmental Advisory Committee Resolution - Feasibility of Local Farmers' Market - February 4, 2025

Moved by: R. John

Seconded by: P. Kemp

THAT the Environmental Advisory Committee **RECOMMEND** that the Economic Development Advisory Committee discuss the feasibility of a Local Farmers' Market, to be held in Dorchester or Thorndale, or at both locations.

Carried.

The Committee discussed the benefits of Local Farmers' Markets being held by local businesses, including the agricultural community.

The Committee discussed all the necessary components to running a Local Farmers' Market, including marketing and insurance.

The Committee discussed the Green Town Hall Meetings held in 2024 as hosted by the Environmental Advisory Committee, which included survey results from the public wanting a Local Farmers' Market.

10. New Business

10.1 Thames Centre Council Resolution regarding U.S. Tariffs (Committee Discussion)

Related to Correspondence Agenda Item 8.a.

The Committee discussed the difficulty in discussing this topic, due to all the uncertainties involved.

The Committee discussed the recently posted survey from Middlesex County's Economic Development department.

M. Ramnanan, Communications Manager, advised the survey would be shared in Thames Centre's social media accounts.

The Committee discussed possible positive impacts of the potential tariffs, including the breaking down of interprovincial barriers.

2025 Economic Development Week

Member D. Reiche brought up a new item under Agenda Item 10. New Business to announce that May 11-17, 2025, is "2025 Economic Development Week".

M. Ramnanan, Communications Manager, advised that information about this week would be shared in Thames Centre's social media accounts.

11. Closed Session Item

Resolution # EDAC-005-25

Moved by: D. Reiche

Seconded by: A. McClean

THAT the Economic Development Advisory Committee adjourn to Closed Session at 10:02 a.m. pursuant to Section 239(2)(b) of the *Municipal Act, 2001* in order to consider "(b) personal matters about an identifiable individual, including municipal or local board employees" with respect to committee appointments.

Carried.

12. Rise and Report

Chair Heeman reported that the Economic Development Advisory Committee considered items relating to "(b) personal matters about an identifiable individual, including municipal or local board employees" with respect to committee appointments.

Resolution # EDAC-006-25

Moved by: J. Iglesias

Seconded by: A. McClean

THAT the Economic Development Advisory Committee **RECOMMEND** that Council appoint two (2) community representatives to fill vacancies on the Committee.

Carried.

13. Scheduling of Meetings

Thursday, May 22, 2025 at 9:00 a.m.

Thursday, September 18, 2025 at 9:00 a.m.

Thursday, December 11, 2025 at 9:00 a.m.

14. Adjournment

There being no further business to discuss it was:

Resolution # EDAC-007-25

Moved by: J. Iglesias

Seconded by: J. Baribeau

RESOLVED THAT the meeting **ADJOURN** at 10:16 a.m.

Carried.