



## Town of Ingersoll – Town Hall

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**Name: Economic Development Department**

**Subject: Staff report – D-034/09**

### Highlights

Community Strategic Plan 2004 – update to 2009 – re-vision and re-alignment – subcommittees continue to meet to work towards a final report to Council for April 2009. The six key areas are:

- 1) Business, Retention and Expansion
  - Downtown business revitalization, economic development and economic strategy
  - Establishment of an Economic Development Advisory Committee (first meeting is set for March 04, 2009 - this will be an organizational meeting to provide a framework for this working committee - more details to follow)
- 2) Community Image and Identity
  - Marketing, promotion and branding of Ingersoll
- 3) Arts / Culture / Heritage / Tourism
- 4) Recreation / Leisure / Sports / Seniors including Trails
- 5) Youth
- 6) Health and Environment

### Kind reminders - other Strategic Plan dates to note and put in your datebook!

Wednesday February 11, 2009 at 7.00 pm at Town Hall in Council Chambers  
Meeting with Chairs and Co-Chairs to review sub-committee(s) status

Wednesday March 04, 2009 at 7.00 pm at Town Hall in Council Chambers  
Meeting with Chairs and Co-Chairs to review final draft

Wednesday March 25, 2009 at 7.00 pm at Town Hall in Council Chambers  
Public Meeting

Monday April 06 or 20, 2009 at 7.00 pm at Town Hall in Council Chambers  
Stephen Lauer - Priority Grow Ltd to present final draft to Council

SOMA – SOMA membership continues ongoing communication with auto industry to stay informed and is moving forward with a diversification strategy looking at other sectors. Future reports are forthcoming. 2009 Trade Shows have been set up. SOMA is planning a FAM / Business Tour with Japanese and German representatives May 11 to 15 to tour the SOMA area.

Met with Oxford County EDO's to lay out the 2009 Trade Shows and Oxford County Business Tour Event set for June 16 (evening) 17 (all day and evening) 2009. Guests will stay at the Elm Hurst and tour Woodstock, Ingersoll and Tillsonburg to see the sites.

Working with Ingersoll Learning Employment Resource Centre and the Elgin Middlesex Oxford Local Training Board and local industry contacts in terms of skills training and education for Ingersoll residents. Also planning a "Manufacturing in Action" day for schools for April 15, 2009. 160 students will tour 10 Ingersoll industries to learn more about manufacturing sector.

Meetings with Community College Senior Management Team to continue to explore bringing a community college area campus to Ingersoll. Conestoga College will begin 2 full time programs at Fusion in April.

Researching other funding opportunities and writing grants for the Economic Development, CFF, Fusion, IRTC and Arts Ingersoll. This includes the Ontario Cultural Attractions Fund and the Ontario Market Investment Fund.

Other key priorities remain the BIA (see BIA agenda and minutes emailed out earlier), ReDiscover Downtown Ingersoll, Here in Ingersoll magazine, Heart FM advertizing, website development ([www.investingersoll.ca](http://www.investingersoll.ca) coming soon), economic development and business section, revising and updating stats and Ingersoll community profile and other research as required.

Fielding requests and ongoing meetings on industrial and commercial land available in Ingersoll. (A list is available on request). Working with engineering, building and planning departments.

Contacting and visiting a few businesses and industries each week to meet and make contact with.

Ongoing communication with MEDT staff from London and Toronto on opportunities and updates.

Black Museum project – working with local historians to put info on Ingersoll website and communication with provincial and federal funders for funding applications. Six key areas indentified to move project forward.

Working on BizPal Ontario website to input Ingersoll business and by-laws etc. Department Heads will meet to finalize the process.

<http://iframe.bizpal-perle.ca/testPage.aspx?pc=35&mc=3532018&mn=Ingersoll&pn=Ontario&lang=en>

Met with Manager of Ingersoll District Chamber of Commerce to continue to develop a working strategy for 2009 and beyond.

Met with Media, Employment Services and EDO's at Heart FM studios to develop a strategy to market and promote employment opportunities in Oxford County.

Met with SWOX Economic Development committee - next meeting is Tuesday March 03, 2009 at 7 pm.

Attended the Economic Developers Council of Ontario 52 Annual Conference in Toronto. Presented a workshop at the conference titled "Winning Strategies of Ingersoll – The Road to Success" promoting our town.

Attended a lunch with a prospective new doctor including a tour of Ingersoll sites etc.

#### **Committee work – working with following committees:**

**SOMA Group** – Next meeting is Wednesday March 05 at 10.30 am in Ingersoll.

- Will be attending the Volkswagen Global Purchasing Knowledge Breakfast Seminar Wednesday February 25 Toronto sponsored by Export Development Canada.

Oxford Connections – (Oxford County EDO's) – ongoing meetings.

**BR+E Oxford Tourism Project 2008** – Next meeting is Wednesday February 18, 2009 at 5 pm at Elm Hurst.

**Ingersoll BIA** – Next meeting is Tuesday March 10, 2009 at 7 pm in the JC Herbert Room.

- **Re-Discover Downtown Ingersoll** continues to December 31, 2009
- BIA newsletter available this month

**BR&E Ingersoll 2008** – Final Report being produced, BR+E newsletter available this month.

**Fusion Business Advisory Committee** (YTLC)

**Arts Ingersoll** – Next meeting Monday February 23, 2009 at 7 pm in the JC Herbert room

**Oxford Creative Connections Inc.** – Next meeting Tuesday February 13 at 1.30 pm at Tillsonburg Station Arts Centre. This meeting is the AGM.

**Ingersoll Recreation Trails Committee** – Next meeting Wednesday February 25, 2009 at 7.00 pm in Council Chambers. This meeting is an Public Meeting and Open House to review the Trails Master Plan

- “Dinner under the Stars” is being scheduled for June 20, 2009 with the CIB committee

**Oxford Trails Council** – Next meeting is Monday March 02, 2009 at 7 pm. This is the AGM.

**Ingersoll Youth Action / Advisory Committee** – Next meeting Tuesday February 17, 2009 from 3 to 5 pm in JC Herbert Room

**Black History Museum committee** – Next meeting Thursday February 19, 2009 at 7.00 pm in the Council Chambers. (this committee will meet the 2<sup>nd</sup> Thursday of each month)

**Ingersoll Festivals meeting** – this initiative will become part of Arts Ingersoll.

**Communities in Bloom meeting** – next meeting Wednesday February 18 at 7.00 pm in the JC Herbert Room

**Canterbury Folk Festival meeting** – TBA

**Ingersoll Winter Lights committee** – TBA

**Harris Heights Community Accessible Playground project** – No future meeting planned

**Ontario Municipal Cultural Planning Partnership meeting** – Next meeting with Gord Hume February 26, 2009 in Woodstock.

**Habitat for Humanity Ingersoll 2009 project** – Meetings being scheduled for January 2009

Upcoming speaking engagements on behalf of the Town of Ingersoll

Thursday February 12, 2009 at 7 pm in Woodstock at the Ontario Genealogical Society monthly meeting speaking on the Black History Museum project.

Monday February 16, 2009 (Heritage Day) – co-presenting with James at the Rural Routes – Rural Roots Conference in Baden.