



Town of Ingersoll – Town Hall

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Name: Economic Development Department

Subject: Staff report – D – 022 / 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 along with Chairs are:

- 1) Business, Retention and Expansion - (Chair - Dave Swatridge) meeting Jan 06 and Jan 27
 - Downtown business revitalization, economic development and economic strategy
 - Establishment of an Economic Development Advisory Committee
- 2) Community Image and Identity - (Chair - Ann Campbell) meeting Jan 23
 - Marketing, promotion and branding of Ingersoll
- 3) Arts / Culture / Heritage / Tourism (Chair - Ted Comiskey and Arts Ingersoll committee) meeting Jan 28
- 4) Recreation / Leisure / Sports including Trails and Seniors (Co-Chairs Wendy Palen and Ruth Lepik) TBA
- 5) Youth (Mark Kaufman Chair and Brenda Hopkins Vice-Chair along with IYAAC) meeting Jan 20
- 6) Health and Environment (Chair Rob Parsons) meeting Jan 23

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. 2009 Trade Shows have been set up. Met with Oxford County EDO's to lay out the 2009 Trade Shows and Oxford County Business Tour Event for June 2009 or September 2009. Oxford County EDO's also met with Mr. Dave MacKenzie MP Oxford on December 17 in Ingersoll to provide input into the upcoming January 27 Federal budget and exchange ideas on the needs of Oxford County.

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.

Meetings with Community College Senior Management Team to continue to explore bringing a community college area campus to Ingersoll. (College Survey online www.ingersoll.ca and in Mayor's Dec. newsletter)

Researching other funding opportunities and writing grants for the Economic Development, CFF, Fusion, IRTC and Arts Ingersoll. (Chart is available upon request)

Other key priorities were BIA (see BIA agenda and minutes emailed out earlier), ReDiscover Downtown Ingersoll, Here in Ingersoll magazine, Heart FM advertizing, website development (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 identified to move project forward.

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

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

Organized Deb Matthews MPP and Ernie Hardeman MP to the OTF Recognition Event December 16, 2008.

Met with OC key stakeholders at Heart FM studios January 07 to discuss a strategy to explore how to keep residents focused on shopping locally with possible taglines “Shop Oxford First” or “MY Oxford *lifestyle and choice*”. Attended with James and Ann Campbell representing Ingersoll.

Committee work – working with following committees:

SOMA Group – Next meeting is Thursday January 28 in Woodstock.

Oxford Connections – (Oxford County EDO’s) – Next meeting in early January 2009.

BR+E Oxford Tourism Project 2008 – Next meeting is Friday January 16, 2009 at 9 am

- This project is moving ahead alongside and working with BR+E Ingersoll 2008 Project.

Ingersoll BIA – Next meeting is Tuesday January 13, 2009 at 7 pm in the JC Herbert Room

- **Re-Discover Downtown Ingersoll** continues to December 31, 2009
- Monthly newsletter beginning January 2009

BR&E Ingersoll 2008 – Final Report being produced, BR+E by-monthly newsletter beginning January 2009

Fusion Business Advisory Committee (YTLC) – Next meeting in January 2009

Arts Ingersoll – Next meeting Wednesday January 28, 2009

Oxford Creative Connections Inc. – Next meeting Tuesday January 13 at 1 pm at Woodstock Little Theatre

Ingersoll Recreation Trails Committee – Next meeting Thursday January 22, 2009 at 7.00 pm at JC Herbert Room.

- “Dinner under the Stars” is being scheduled for June 20, 2009 with the CIB committee
- Public meeting for Trails Master Plan being scheduled

Oxford Trails Council – Next meeting is Monday March 09, 2009

Ingersoll Youth Action / Advisory Committee – Next meeting Tuesday January 20, 2009 from 3 to 5 pm in Council Chambers

Black History Museum committee – Next meeting Thursday January 15, 2009 at 6.30 pm from 6.30 pm to 8.30 pm in the Council Chambers. (this committee will meet the 2nd Thursday of each month)

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

Canterbury Fold Festivals meeting – TBA

Harris Heights Community Accessible Playground project – No future meeting planned

Communities in Bloom meeting – TBA

Ingersoll Winter Lights committee – TBA

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

Monday January 26, 2009 at noon in London Mocha Temple at the Forest City Kiwanis Club luncheon.

Thursday February 05, 2009 at 1.30 pm in Toronto at the Economic Development Council of Ontario Annual Conference. Presentation is titled – ‘Winning Strategies – The Road to Yes’

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

A few goals for 2009

1. Completing the www.investingersoll.ca website with IT department tied to the existing Ingersoll website. This will be a new look with an up to date Economic Development, BIA and Chamber information. Working with Ann Campbell on some ideas how to partner with a bigger community impact.
2. Creation of the Ingersoll Economic Development Advisory Committee to have community input into an Industrial and commercial development strategy. This would include a revised marketing promotion plan with other partners including SOMA and Oxford Connections.
3. Community Improvement Plan (CIP) under Section 28 of the Planning Act for Thames Street areas and the downtown core.
5. Website partnership with Woodstock-Ingersoll and District Real Estate Board.
6. Development of 6 Festivals (Arts - Culture - Heritage) – marketing and promotion.
7. Community Strategic Plan revised by April 2009 and the begin implementation of recommendations.
8. Development of post secondary education opportunities.
9. Publishing a monthly BIA newsletter and a bi-monthly a BR+E newsletter to keep everyone updated.