



## Town of Ingersoll – Town Hall

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**Name: Economic Development Department**

**Subject: Staff report – D-044-09**

### Highlights

Ongoing meetings with Stephen Lauer with the 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 was held March 04, 2009 - this was 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! (some dates have changed)**

**Wednesday March 19, 2009** at 7.00 pm at Town Hall in Council Chambers  
Meeting with Chairs and Co-Chairs to review final draft

**Thursday March 26, 2009** at 7.00 pm at Town Hall in Council Chambers  
Public Meeting

**Tuesday April 14, 2009** at 7.00 pm at Town Hall in Council Chambers  
Stephen Lauer - Priority Grow Ltd to present final draft to Council

Southwest Ontario Marketing Alliance (SOMA) met Wednesday March 04 - membership continues ongoing communication with auto industry to stay informed and is moving forward with a diversification strategy looking at other sectors. Future development 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.

Southwest Economic Alliance (SWEA) held a SWEA Sector Workshop Tuesday March 03 in London. Mayor Paul Holbrough attended the manufacturing workshop, James attended Economic Development, Bill attended the Knowledge Industry and Ann Campbell attended the Chamber of Commerce workshops. Report forthcoming.

Oxford County EDO's will attend 4 trade Shows in 2009 and will host the 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.

Attended the Auto Parts Manufacturing Association (APMA) VW Suppliers Forum in Toronto on Wednesday Feb 25, 2009.

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. (TOPS 2008 report to be released Tuesday March 24, 2009 in London at 9 am)

The Town of Ingersoll and the Ingersoll District Chamber of Commerce are hosting a “**Manufacturing in Action**” day for schools for **April 22, 2009**. 160 students will tour 10 Ingersoll industries to learn more about the manufacturing sector and trends and opportunities.

Meet every second Thursday with Manager of Ingersoll District Chamber of Commerce to continue to develop a working and communications strategy for 2009 and beyond. (Attended Chamber monthly breakfast February 17 and the Biz After 5 on February 19)

Meetings with Community College Senior Management Team continue to explore bringing a community college area campus to Ingersoll. Conestoga College will begin 2 full time programs at Fusion in April and one in September 2009. This along with other short term wins. (i.e. Actions Centres, Corporate Training and Partnership Development with the TVDSB for evening use of IDCI)

Researching other funding opportunities and writing grants for the Economic Development, CFF, Fusion, IRTC and Arts Ingersoll. This includes the Ontario Cultural Attractions Fund (Phase One submitted) 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, Hawk 103 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. As a result of James’ visit to Ottawa with Heritage Canada and in partnership with Door Open Oxford – a Black History exhibit is being set for Saturday May 23, 2009 at the Museum. (More details to follow)

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>

Community Employment Services (Woodstock), EDO’s, Heart FM, Rogers TV have developed a strategy to market and promote employment opportunities in Oxford County. (Attachment will be handed out at Council)

Here In Ingersoll Spring Issue 2009 completed.

Continuing research on Community Improvement Plans for Ingersoll through Section 28 Planning Act.

### **Committee work**

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

**Oxford Connections** – (Oxford County EDO’s) – ongoing meetings.

**BR+E Oxford Tourism Project 2008** – Project complete. Report will go to County Council in May or June.

Actions will be to form a working committee which will include EDO's to coordinate things like signage etc.

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

- Harvest Fest meeting March 18 at 7 pm at Crabby Joe's
- Rib Fest meeting March ? at ?
- Working committee being formed for a Wedding Day promotion!
- Canterbury Folk Festival meeting – TBA

**BR&E Ingersoll 2008** – Final Report will be available about April 01, 2009

**Thames Centre Business Advisory Committee** – Next meeting Wednesday March 04 at 8.30 am at Fusion.

**SWOX Economic Development Advisory Committee** – Next meeting held Tuesday March 03, 2009

**Arts Ingersoll** – Next meeting March 25, 2009 at 7 pm in the JC Herbert room

**Oxford Creative Connections Inc.** – Next meeting March ??

**Thames Centre Management Team** – Next Meeting Wednesday March 11 at 9 am JC Herbert Room.

**Ingersoll Recreation Trails Committee** – Next meeting Thursday March 26 at 7.00 pm JC Herbert Room.

- Public Meeting and Open House to review the Trails Master Plan was held February 25, 2009
- “Dinner under the Stars” is being scheduled for June 20, 2009 with the CIB committee

**Oxford Trails Council** – Next meeting is Monday March 30, 2009 at 7 pm in Thamesford.

**Ingersoll Youth Action / Advisory Committee** – Next meeting Tuesday March 24, 2009 from 3 to 5 pm in JC Herbert Room

**Black History Museum committee** – Next meeting Thursday March 12, 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 March 11 at 6.30 pm in the JC Herbert Room

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

**Habitat for Humanity Ingersoll 2009 project** –

Speaking engagements on behalf of the Town of Ingersoll

Thursday February 12 at 12 noon to the Ingersoll Rotary Club on the Black History Museum project.

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

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