



Town of Ingersoll – Town Hall

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Name: Economic Development Department

Subject: Staff report – D-149/09

Highlights

Ingersoll Community Strategic Plan 2009 - 2014 Re-Vision and Re-Alignment. Sub-committees have begun to meet through September 2009 and will continue to meet into the autumn season to move actions forward. Meetings are being posted on the Ingersoll website.

Southwest Ontario Marketing Alliance (SOMA)

- Monthly meeting held Monday September 21, 2009 at 10 am in St. Thomas
- Received monthly reports from Mr. Yamaguchi and Dr. Kempt. Both consultants are working with a diversification strategy. Companies have been contacted in terms of alternative energy, bio medical and food processing. More information is forthcoming.
- Ingersoll staff have met with the German Chamber separately and also a legal firm from Toronto who works directly with German companies. A strategy, action list and meeting schedule have been developed to attract German business partnerships.
- SOMA is planning to attend two more trade shows in 2009 – Worldwide Food Expo (WWFE) October 28 to November 01 in Chicago and South East Manufacturing Association (SEMA) November 03 to 06 in Nevada.
- Mayor Holbrough attended the SWEA Conference September 17 / 18 in Chatham.
- SOMA hired a Consultant to develop a Food Processing Sector Strategy and Marketing Plan. The purpose of the plan is to provide SOMA with the data required to make an effective marketing pitch to potential investors and it will also serve as a guide for SOMA's immediate actions for marketing the Region (including Ingersoll) in the Food Processing Sector. The completion date for the Report is October 09, 2009. Ingersoll staff has met with the consultant to share their comments and concerns.
- SOMA has partnered with other organizations and hosted an event titled "Surviving in the Global Automotive Supply Chain" on Thursday October 01, 2009 in London. (See www.ledc.com/automotive). Over 120 attended including representatives from CAMI and others.

Oxford County EDO's (Oxford Connections)

- EDO's will attend Canadian Manufacturing Trade Show (CMTS) October 19 to 22 in Toronto.
- EDO's scheduled to make an updated presentation to Oxford County Council as a result of the June 2009 FAM Tour and the Oxford Work Force Labour Study 2009 / 2010.
- EDO's meeting with Mr. Dave Mackenzie MP Oxford on Tuesday October 13

Continued to work with Ingersoll Learning Employment Resource Centre (ILREC) and the Elgin Middlesex Oxford Local Training Board (EMOLTB) and local industry contacts in terms of skills training and education for Ingersoll residents.

Oxford County EDO's and other community partners continue to meet once a month to develop an Oxford County local work force strategy. The goals are 1. To collectively create a policy framework and a community infrastructure that support improvements in both the quantity and quality of the labour supply pool. 2. Ensuring that Oxford County including Ingersoll has the workforce it needs to achieve its economic development goals.

Fielding requests and ongoing meetings with developers and real estate agents on industrial / 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 and other Ministries on opportunities and updates. Met with OMAFRA staff August 12 and Ministry of Culture staff August 19. (A complete list of names is available on request).

Meetings continue with Conestoga College:

1. Development of the Power Centre Ingersoll Campus.
2. Continue to develop programs and explore options to bring identified needed courses to Ingersoll.
3. Continue to meet with TVDSB, Conestoga College, Fusion Youth Centre and Oxford Technical Training Centre to offer programs after high school hours in partnership with local business and industry. Also to offer dual-credits where high school students can also be offered to take college courses while attending IDCI.
4. Development of the Conestoga College / Ingersoll Business Plan. (meetings scheduled with business consultants Glen Loo / Stephen Lauer / John Linton)

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. Attend the monthly Chamber Networking Breakfast the second Tuesday of each month and other Chamber scheduled events.

Continuing research on Community Improvement Plan process for Ingersoll through Section 28 Planning Act. Targeting to bring a Report to Council. This is being done in conjunction with the OMAFRA Main Street Grant.

BIA responsibilities (see BIA agenda and minutes emailed out earlier)

Researching other funding opportunities and writing grants for the Economic Development, CFF, Fusion, IRTC and Arts Ingersoll etc. This includes Ontario Market Investment Fund, Sand Plains Community Development Fund and others. Waiting for word on the Main Street Ontario Grant application and the CFF Trillium application. More CAF funding grants being released October 06.

Oxford Creative Connections – Next meeting scheduled Tuesday October 13 in Ingersoll. This committee has developed a Draft County Cultural Strategic Plan 2010 to 2015 (with one main purpose to create opportunities for economic growth in the culture, knowledge and creative based economy). A draft copy is available upon request. Cultural Strategic Plan Roundtable was held Wednesday September 30 - 10 am to 3 pm in Woodstock.

Pleased to welcome Ms. Rebecca Breedon to the Economic Development Department Team.

Tourism Ingersoll Committee established and met again on September 23. The purpose of this committee is to develop a coordinated strategy cross departments with staff and with Chamber of Commerce, Arts Ingersoll and BIA. Minutes of meetings available upon request.

Met with Inter-Church Christmas Hamper Committee to look at a new site for 2009. A site will be needed for about 4000 sq ft ground floor preference from November 20 to December 17, 2009

Ingersoll Economic Development Advisory Committee – held Wednesday September 23, 2009 at 1.00 pm at Town Hall - 18 in attendance. Minutes will be emailed out by October 15.

Attended the following events:

OMAFRA “The Futures Game” – Economic Development
Thursday September 10, 2009 - 1 pm to 4 pm at OMAFRA Conference Centre Guelph

OEMC Conference (Economic Municipal Conference)
September 16 to 19, 2009 in Kingston

CanWEA (Alternative Energy) Conference – Dale and Lessmann LLP
Tuesday September 22 in Toronto

Canadian German Chamber of Industry and Commerce networking events
Friday September 25 at 6.30 pm in Toronto
Friday October 16 at 6.30 pm in Toronto

Ingersoll District Chamber of Commerce – 3RD Annual Shared BIZ AFTER 5
Thursday September 29, 2009 - 5 pm to 8 pm at Elm Hurst Inn
Town of Ingersoll and Conestoga College each hosted display tables

Boundary Adjustment meeting Tuesday September 29 at 7 pm at the CAW Hall

Major committee work and meeting dates

SOMA Group – next meeting November 10 at 10 am in Woodstock.

Oxford Connections – (Oxford County EDO's) – ongoing meetings. Meeting with Mr. Dave Mackenzie MP Oxford
Tuesday October 13 at 10.30 am.

Ingersoll BIA – Tuesday October 13, 2009 at 7 pm in the JC Herbert Room.

- Harvest Fest – debrief meeting held Thursday September 17 – next meeting Harvest Festival 2010 meeting is Wednesday November 18, 2009 at 7 pm.
- Ingersoll Wedding Retailers promotion – Tuesday October 13 at 6 pm at Town Hall
- Canterbury Folk Festival – debrief meeting held Thursday September 17 at 7.00 pm
- ITOPA attending next Board meeting Tuesday October 13 at 8.30 pm

Ingersoll Economic Development Advisory Committee – Next meeting is scheduled for January 2010.

SWOX Economic Development Advisory Committee – next meeting?

Tourism Ingersoll – Tuesday October 26 – 10 am to 12 noon JCH.

TVDSB / Conestoga / Ingersoll / OTTC – Thursday October 29 – 2.30 pm at IDC1

Manufacturing in Action – Wednesday October 21 at 9 am in the JCH

Fusion Youth Centre Business Advisory Committee - Wednesday October 07 at 8 am at Fusion

Oxford Creative Connections

Regular meeting Tuesday October 13, 2009 – 1.00 pm in Ingersoll
Cultural Strategic Plan Launch – Friday November 13 – 6 pm to 7 pm Craigowan Golf Course Woodstock

Up Coming Events

Economic Developers Council Ontario (EDCO) Tourism Investment Program
Thursday October 22 all day event in Chatham