

**The Town of Ingersoll
Economic Development Department
Monthly Report to Council – March 2010**

March 08, 2010
Report Number D – 055 / 10

Highlights – February 2010

Ingersoll Community Strategic Plan 2009 - 2014 Re-Vision and Re-Alignment. Six Sub-committees are continuing to meet to move actions forward. The Community Image and Identity Sub-committee will be working on their actions in terms of branding etc. over the next few months.

Southwest Ontario Marketing Alliance (SOMA)

- Monthly meeting held Wednesday February 24 at noon in Ingersoll.
- Attended the RETECH Solar Trade Show in Washington DC – February 02 to 06, 2010.
- SOMA received the '**Renewable Energy and Energy Conservation Marketing Strategy**' draft plan (dated February 2010) from the Consultant. 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 Renewable and Alternative Energy Sector. This will focus on what can be done to position our area as a place to invest as the Green Energy and Economy Act 2009 continues to unfold.

Oxford County EDO's (Oxford Connections Group)

- Meetings ongoing
- FAM Tour will be planned for September 07/08 2010
- New marketing and promotional material being produced – a new Oxford look!

Partnership development continues with steering committee (ERTH Corporation, Conestoga College, Town Staff) in developing a **Town of Ingersoll Renewable and Alternative Energy Strategy** to be coordinated with the Green Energy and Economy Act 2009. This includes monthly meetings with local industry, developers and power/energy companies to look at options and opportunities. Several meetings were held in February in Ingersoll and Toronto.

Continued to meet with **Intech GmbH & Co. KG**, a German distributor of photovoltaic plants, and located in Germany and France. As mentioned last month they are excited to announce that they are expanding to open an office in Ingersoll, Ontario, Canada in March 08, 2010 to be called Intech Clean Energy.

Attended the **Canadian German Industry Chamber of Commerce** Renewable Energy Conference (with Dr. Hans Vollmer from Intech Clean Energy and James Timlin) on February 18, 2010.

The **Ingersoll Community Improvement Plan (CIP)** steering committee met with Oxford County Planning Department and Ministry of Municipal Affairs and Housing staff to lay out a plan to develop a Town of Ingersoll CIP. A Public meeting will be held Wednesday March 31 at 7 pm. The purpose of this meeting is to invite the public and business to a facilitated session for input into the development of the CIP. The CIP steering committee will meet again Thursday April 01 at 9 am at Town Hall.

Facilitated a meeting with President of Conestoga College and President of CAMI with Mayor, Deputy Mayor and other senior staff.

Meetings continue with **Conestoga College** on a variety of fronts:

1. Development of the Power Centre Ingersoll Campus and construction phase along with other staff.
2. Conestoga College is coordinating with the Southwestern Association Hydro Board (EDA's) partnership with the Town of Ingersoll, EUSA and area local power authorities to establish a Consortium (LAC) for the Power Line Technician Course and other courses to be named at a later date. This meeting was held in Windsor on March 02, 2010.
3. Continue to develop programs and explore options to bring identified needed courses to Ingersoll.
4. Workshops began on January 30 and will run to March 16, 2010 on Renewable Energy at the Elm Hurst Inn and Country Spa. (See www.ingersoll.ca and click on the Conestoga logo for more details.)
5. Plans 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 are in pause mode for a few months. These meetings will resume in April or May. Also included to offer dual-credits where high school students can also be offered to take college courses while attending IDCI.
6. Development of the Conestoga College / Ingersoll Business - Marketing Plan and the EUSA business – cluster development plan. (Funding has been approved \$21,300 along with CAF funding from Conestoga College. Ongoing meetings scheduled with business consultants with community etc.). Report to be completed by late March 2010.

Field requests and ongoing meetings with **developers and real estate agents** on industrial / commercial land and buildings available in Ingersoll. (An updated 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.

Tourism Ingersoll Committee continues to meet monthly. The purpose of this committee is to develop a coordinated strategy cross departments with staff, Chamber of Commerce, Arts Ingersoll and BIA. An Ingersoll Tourism Guide is being produced by Oxford Media Group to be available in March 2010. Funding was preliminary approved to produce 50,000 copies to distribute across Ontario at tourism destination points.

Staff worked on **BIA** responsibilities. This included the BIA AGM and monthly meeting, budget 2010 and other subcommittee (i.e. Ribfest preparations and Wedding Retailers Subcommittee). Also included with working with media releases, radio and print media and Rogers TV Inside Oxford.

Becky completed funding applications for **Health Human Resources Retention and Recruitment** Task Force for new displays and marketing and promotion material. Funding was approved. Becky attending meetings and getting prepared for Dr. Recruitment Job Fairs.

Committee work and meeting dates

SOMA Group – next meeting Friday March 26 at 10 am in St Mary’s.

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

Ingersoll Community Strategic Plan 2009 – 2014 – 6 Sub-Committee Groups ongoing meetings.

Ingersoll BIA – next meeting Tuesday March 09, 2009 at 7 pm at Town Hall

- Harvest Festival 2010 – next meeting?
- Ingersoll Wedding Retailers promotion – ongoing
- Rib Fest 2010 – plans under way for a themed event “Margaretville” – June 2010

Ingersoll Economic Development Advisory Committee - next meeting is scheduled for April 2010

Tourism Ingersoll – next meeting date Monday March 15 at 7 pm at Town Hall.

Community Improvement Plan Steering Committee – next meeting Friday April 01 at 9 am at Town Hall.

TVDSB / Conestoga / Ingersoll / OSMD – next meeting date TBD

Manufacturing in Action – next meeting date TBD

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

Oxford Creative Connections - Regular meeting’s second Tuesday each month at 1.00 pm

Oxford Trails Council – Regular meeting’s first Monday each month at 1.00 pm.

Ingersoll District Chamber of Commerce – monthly networking breakfast at the Elm Hurst at 7.30 am the third Thursday of each month and Board meeting third Tuesday of each month at 12 noon.

Becky - Health Human Resources Retention and Recruitment Task Force – next meeting date TBD.

Up Coming Events

SOMA Board meeting with Mayors – Thursday April 15, 2010 at 11 am at the Elm Hurst

Ingersoll Community Improvement Plan Public meeting – Wednesday March 31 at 7 pm at Town Hall.