

The Town of Ingersoll
Economic Development Department
Monthly Report to Council – March 08 to April 12, 2010

April 12, 2010
Report Number D – 067 / 10

Highlights

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 Friday March 26 at 10 am in St Mary's
- SOMA is hosting a Mayor's luncheon Thursday April 15 at 11 am at the Elm Hurst Inn
- Focus over the next few months will be four Trade Shows (New York, Dallas, Germany and Chicago)
- Plans underway to host a meeting for MP's in Ottawa
- Japan and German consultant's monthly reports were received

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!
- Received \$31,000 Oxford Connection Grant for 2010 for ED activities
- Focus over the next few months are trade shows in Montreal, Hamilton, Toronto and Windsor

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 March/April in Ingersoll and Toronto.

Staff continued to meet with **Intech Clean Energy** to move ahead other partnership development in the solar industry. This includes communication with Ontario Power Authority (OPA) and other government agencies and departments etc.

Staff attended the **Canadian German Industry Chamber of Commerce 100th Anniversary Event** (of Canadians/ German trade) held at the University of Toronto on March 26.

Staff fielding requests and attending 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. Moving ahead with a high level Rail Strategy with a Toronto Consultant.

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 was held Wednesday March 31 at 7 pm with 18 people in attendance. 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 met again Thursday April 01 at 9 am at Town Hall. Staff will continue to prepare a draft document for Council review and an additional public meeting for sometime in May.

Please note that the **Power Centre Ingersoll** has been renamed to the **Ingersoll Skills Training Centre**.

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

1. Ingersoll Skills Training Centre construction phase almost complete. An Open House for students / parents is planned for Saturday April 17. Bonnie Ward and Kristy Van Kooten-Bossence have graciously volunteered to welcome prospective students / parents to Ingersoll and provide handout material showcasing Ingersoll with programs and services.
2. Conestoga College has coordinated 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. The next step is to work with the Hydro World to get donations for equipment and materials for the PoweLine Technician Courses.
3. Continue to develop programs and explore options to bring identified needed courses to Ingersoll. This includes renewable energy, transportation and other power related courses.
4. Workshops on Renewable Energy continue 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. Report to be completed by mid April 2010.
7. A VIP Opening Ceremony is being scheduled for June 2010. Date TBD.

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 has been produced by Oxford Media Group. 50,000 copies have been distributed across Ontario at tourism destination points.

Staff worked on **BIA** responsibilities. This included the BIA monthly meeting, budget 2010 and other subcommittee work (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 - **Health Human Resources Retention and Recruitment**. On April 12th to 14th, Becky along with Lisa Gardner from Alexandra Hospital will be attending a training seminar and networking event in Calgary about health care professional recruitment. The conference is supported by Canadian Association of Staff Physician Recruiters (CASPR) and the Human Resources and Retention Committee approved their trip on behalf of the two organizations.

Committee work and meeting dates

SOMA Group – next meeting Thursday April 29 at 10 am in St. Thomas

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 April 13 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 28, 2010

Tourism Ingersoll – next meeting date Monday May 10 from 6 pm to 8 pm at Town Hall.

Community Improvement Plan Steering Committee – next meeting TBD.

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

Manufacturing in Action – next meeting date TBD

Fusion Youth Centre Business Advisory Committee - Wednesday May 05 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 to 2 pm at the Elm Hurst Inn and Country Spa.

Oxford Small Business Support Centre AGM – Monday May 03 at CAW Hall Ingersoll at 12 noon.

3rd Annual German Industry Chamber of Commerce Trade Mission on Solar Energy. Monday April 26 to Thursday April 29, 2010 in Toronto.