MORRIS-TURNBERRY CORE TEAM  
Location - 41342 Morris Road, Council Chambers  
Thursday October 15, 2015  7:00am  

Minutes of the Meeting  

1) Call to order:  
Sheena Baker called the meeting to order at 7:00am.  
All members in attendance for the call to order.  

2) in Attendance:  
Sheena Baker  
Hauke Hauschildt  
Ron Schefter  
Jim Nelemans  
Susanna Reid  
Nancy Michie  
Kim Johnston  

3) Business:  
1. Review material from October 7th training workshop.  
The Core team discussed the handout from the training workshop and the presentation will be emailed to Nancy Michie today.  

2. Review Questions developed for New and Closed Businesses.  
Sheena Baker has sent the list of New and Closed businesses to Connie Goodall at North Huron to see if there are any no overlaps.  
If there are any overlaps in the businesses completing the survey, get the results from North Huron.  
The Core Team discussed what the goal objective was to receive from the Surveys.  
The Core Team is looking for what trends businesses are looking at.  What attracts the businesses to Morris Turnberry and if there is anything the Municipality can do to help new and retain businesses.  The surveys will also indicate why a business has left or closed in Morris Turnberry and what the barriers are to having a business in Morris Turnberry.  
The Core team will explain the survey to the businesses when they visit them and explain and how it will benefit their business.  
The Core team discussed new farms purchased in Morris-Turnberry and how they could gather information on why they chose to farm here.
Businesses to Interview:
Sheena Baker will contact New Concepts, the Wingham Motel, the new owners of R & R Machine and Tool and contact the person who bought equipment from Davidson Well Drilling.
Hauke Hauschildt will contact Eurohome and the new owners of Fireside Café.
Ron Schefter will contact Matt Armstrong at Winterstone Farm
Ron Schefter will complete a survey with regards to him selling his business – R & R Machine and Tool
Kim Johnston will deliver a survey to Charlie’s Place and to Happy Dog Inn
Nancy Michie will contact Dave and Linda Philips with regards to selling the Fireside Café.

The Core team discussed Tourism in Morris Turnberry and that the County looks after Tourism county-wide.

The results from the surveys from the New and Closed businesses will be discussed at October 22, 2015 with the strategic planning committee meeting. Results from the Business surveys will be summarized and emailed to the strategic planning committee members before the October 22\textsuperscript{nd} meeting.

3. Planning for the next Strategic Planning committee Meeting.
The Core team reviewed the draft agenda for Thursday October 22, 2015. Hauke Hauschildt will be away on October 22\textsuperscript{nd} strategic planning committee meeting but will return his surveys before then.
The meeting may go over the 2 hour mark.

1. Working Lunch
The Vision statements will be taped to wall and committee members select preferred options with check marks.

2. Presentations
There will be presentations at the strategic planning committee from Huron Tourism Association, Huron Manufacturing Association and the Wingham and Area Industrial Land Strategy.
The Wingham and Area Industrial Land Strategy will be used for an example for the group activity.

3. Group work
The Strategic Planning Committee will break into groups and work on the goals. The SWOT notes from October 1, 2015 will be given to the committee members.

The Core team developed 6 main goals:
1. Attracting new businesses
2. Support aging population
3. Support growth of cultural activities (i.e. Golf course, trails, market garden, theatre, airport)
4. Explore potential of value added industries (forestry, agricultural)
5. Engaging youth
6. Work with existing businesses to ensure job retention

The Strategic Planning Committee will work on the goals and develop strategies and activities for the goals.
The flip charts will be moved around the tables for the groups to complete the strategies and activities for the goals. The Goals will be identified on flip chart paper around the room and the Committee will check mark which goal they feel is the most important. The goals in the economic development plan for Morris Turnberry will be given to the County of Huron and the County will choose 1 or 2 goals for the initiative.

4. Develop Performance Measures for each goal
The Core Team will prepare the performance measure for each goal.

4. Joint Meeting with Morris-Turnberry, North Huron and Howick Core Teams
The Joint Meeting is proposed for Monday November 9, 2015 at 6pm The Core team discussed the joint meeting with North Huron and Howick. The Wingham Golf and curling club will be tentatively booked for the joint meeting. There will be a lunch served at the meeting with costs shared between the three municipalities. The Core Team meeting on November 5th will be to prepare for the Joint meeting being held on November 9th.

5. Other Business
Susanna Reid will not be able to attend the Core Team training on October 28, 2015. Sheena Baker, Ron Schefer, Jim Nelemans will attend. Susanna Reid and Nancy Michie will draft an Economic Development plan to review with the Core Team on November 5th, 2015.

The Core Team wishes to change the Strategic Planning Committee from Thursday November 12th to Thursday November 26th, 2015 at 6pm, Bluevale Community Hall. The County Economic Development Committee will set the goals for 2016. If the Economic Development plan for Morris Turnberry is done well, the priorities have a better chance to be chosen from the County. The County Economic Development Committee may allocate an Economic Development person to Morris Turnberry and further work could be completed on this project within the Municipality.

4) Next Meeting Date
The next Core Team meeting will be held Thursday November 5, 2015 at 7:00am Jim Nelemans will be unable to attend Thursday November 5, 2015.

5) Adjournment
Moved by Sheena Baker Seconded by Ron Schefter
"That the meeting be adjourned at 8:50am.
Disposition Carried

_________________________________________
Chairperson, Sheena Baker