Minutes of the Meeting

1) Susanna Reid welcomed everyone in attendance at 6:00pm. A Light lunch was served.

2) in Attendance:
   Jamie Heffer
   Dorothy Kelly
   Jim Nelemans
   Sharen Zinn
   Ron Schefter
   Susanna Reid
   Steven Fortier
   Matt Armstrong
   Dianne Campbell
   Maurice Douma
   Tim Martin
   John Schwartzentruber
   Arnold Wiegersma
   Nancy Michie
   Kim Johnston

   Absent
   Paul Gowing
   Isaac Martin
   Elam B. Martin

3) Report from the October 22nd meeting
   Susanna Reid asked if there were any errors or omissions to the minutes of the October 22, 2015.
   There were no errors or omissions to the minutes of October 22, 2015.

4) Report of the Joint Meeting with North Huron and Howick for Core Teams
   A draft copy of Morris-Turnberry’s strategic plan has been sent to the Township of North Huron and the Township of Howick.
   Sheena Baker explained to the Strategic Planning Committee why the Joint Core Team meeting was held – to prioritize goals for the County of Huron’s strategic plan.
   Sheena Baker said there would be few municipalities that will meet the plan’s deadline.
5) **Review the draft Morris-Turnberry Strategic Plan:**

Susanna Reid said the draft strategic plan will go to the Morris-Turnberry Council on Tuesday December 1, 2015.

Matt Armstrong asked if the Joint Core Teams shared the same goals. Susanna Reid said yes they did but the Township of North Huron and Howick do not have their plans in draft yet. Sheena Baker explained how the goals were chosen. The timeline is 5 years with the County of Huron.

Susanna Reid reviewed the information provided for each goal – Strategic Directions and Actions; Responsibilities; Timeline; Resource availability; Performance measures. The strategic plan’s performance measures will be finalized after Morris-Turnberry receives direction from the County of Huron.

Sheena Baker explained the need for an Economic Development officer.

The Strategic Planning Committee broke into groups and each group was assigned a goal to review and make comments.

**Comments from Review of Goals:**

Page 6 – Change Section 6.0 to 5.0
Page 6 – Change the dates of Timeline – Midterm will be ‘2016 to 2018’ and Long term will be ‘prior to 2020’.

**Goal #5.1: Encourage Business Development and Entrepreneurship**

**Strategic Direction – Market Development Ready Land**

**Action:** Prepare “Property Information Sheets” for each property – **include Hydro, Water and Sewer information**

**Strategic Direction – Identify service gaps/opportunities within existing business community – insert ‘support’ before the word services.**

**Strategic Direction – Support Home based Businesses**

**Action:** Prepare information packages for home based businesses, compiling requirements and regulations applying to home based businesses – ie. **Zoning, Broadband**

**Outputs – How to start a Home based business**

**Increase access to high speed internet.**

**Goal #5.2: Support Growth of Cultural Activities**

**Strategic Direction – Promote and support recreational activities**

**Timeline – Support G2G Rail Trail could be ‘Short Term’**

**Strategic Direction – Promote area as Alice Munro’s birthplace**

**Responsibilities - Add Huron County Museums**

**Strategic Direction – Encourage the Development of Bed and Breakfasts**

**Timeline – Short Term**

**Goal #5.3: Support Continuous Skill Development in Workforce**

**Strategic Direction – Develop a collaborative approach to promote employment opportunities within and outside Huron County**

**Timeline – Mid term**

**Resources Available and/or Required – Resources Required**

**Performance Measures – Annual Feedback from Employers**

**Strategic Direction – Offer regular seminars for employers – Delete this direction, the committee feels this is a duplicated direction.**
Matt Armstrong asked what goals were not included in the strategic plan. 
Sheena Baker reviewed the goals. 
Matt Armstrong asked about the goal regarding Job Retention. 
The committee feels that Job Retention should be incorporated into an existing goal.

**Goal#5.4: Enhance Quality of Life**
Strategic Direction – Assess the type of retirement care and needs required for the current population – add ‘retirement living’ after retirement care. 
Responsibilities – **Add Business community and Builders and Investors.** 
Strategic Direction – Promote recreational, social clubs and service network opportunities throughout Morris-Turnberry 
Action – Promote Wingham Golf and Curling Club – **Add 4-H Clubs** 
Responsibilities – **Add North Huron and Wingham Golf and Curling Club**

Merv Baker asked what the next steps will be with the strategic plan. 
Susanna Reid explained the Communication plan in Morris-Turnberry’s strategic plan. 
Arnold Wiegersma said he was happy with the performance measure column. He is happy his comment was heard at the start of the process. 
Jim Nelemans asked about sharing an Economic Development officer and ways to measure how much time is shared between municipalities. 
Sheena Baker said that there is still an option of having the Core Team work with the municipality and monitor the accountability of the Shared Economic Development officer.

6) **EDSP Celebration – December 17, 2015 7pm:**
Susanna Reid went around the table and asked each committee member if they would be attending the EDSP Celebration. 
Committee members attending Celebration: 
  - Ron Schefter 
  - Dorothy Kelly 
  - Jim Nelemans 
  - Sharen Zinn 
  - Tim Martin 
  - Susanna Reid 
  - Nancy Michie 
  - Kim Johnston

Sheena Baker informed the committee that after a year, the Core team will present back to the strategic planning committee on what the outcomes have been and what goals have been completed. 
Merv Baker asked that notification be given whether the strategic plan from Morris-Turnberry was successful or not.

Susanna Reid explained to the Committee that the Strategic Direction- Market Development Ready Land under Goal 5.1 will be proceeding.
7) **Thank you to the committee members**
   Nancy Michie thanked the Strategic Planning Committee for all of their work.
   Paul Gowing sent his regrets on not being able to attend tonight’s meeting.
   Jamie Heffer thanked everyone for coming and handed out a Certificate of Appreciation to all committee members.
   A picture was taken with all Committee members in attendance. This picture will be placed in the Morris Turnberry Strategic Plan.

8) **Adjournment**
   The Strategic Planning Committee meeting ended at 8:05pm

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Chairperson, Susanna Reid