MUNICIPALITY OF MORRIS-TURNBERRY
STRATEGIC PLANNING COMMITTEE
BLUEVALE COMMUNITY HALL
32 Clyde Street, Bluevale
Thursday October 1, 2015  6:00pm

Minutes of the Meeting

1) Sheena Baker welcomed everyone in attendance at 6:15pm. A Light lunch was served.

2) **in Attendance:**
   Jamie Heffer
   Dorothy Kelly
   Jim Nelemans
   Sharen Zinn
   Sheena Baker
   Hauke Hauschildt
   Ron Schefter
   Susanna Reid
   Steven Fortier
   Matt Armstrong
   Merv Baker
   Dianne Campbell
   Maurice Douma
   Isaac Martin
   Tim Martin
   John Schwartzentruber
   Arnold Wiegersma
   Kim Johnston

   Absent
   Paul Gowing
   Nancy Michie
   Elam B. Martin
   Kerri Schuettel

   The Core Team introduced themselves.
The Strategic Planning Committee introduced themselves

3) **Agenda**
   Susanna Reid thanked everyone for attending.

   Sheena Baker passed out the agenda to everyone in attendance – the agenda was emailed to everyone prior to the meeting.
4) **Presentation:**

Susanna Reid began the presentation and explained the strategic planning process.

The Strategic Planning Committee reviewed the following options for a vision statement:

1. To be a diverse, vibrant community that provides economic opportunities for all sectors of the community.

2. Morris Turnberry is a welcoming place for families, businesses and recreation. It is truly a good place to start fresh and a great safe place to live.

3. Morris Turnberry is an open and welcoming, vibrant community that offers a rural lifestyle for people for all ages. We strive to cooperate with our neighboring communities to create a positive environment for everyone.

4. Morris Turnberry is an economic engine of our area where people learn, work, easily start and grow a business, capitalize on ideas and live within a safe diverse, vibrant and sustainable community, regardless of age.

5. To develop our lands and businesses within the community while building on our existing infrastructure, natural environment, and farming, communities to create a positive place for investors, youth and elderly to thrive and grow.

6. Morris Turnberry is a vibrant, diverse rural economy built on hard work and years of good land stewardship. We are a welcoming, collaborative community that works together to foster a sustainable economy.

5) **Overview of Core Team Training on September 16:**

- Review of Success and Challenges from efforts to date for all of the lower-tier teams
- Regional Economic Analysis training from two OMAFRA Economic Development Specialists
- Question from Strategic Planning Committee regarding how to measure economic progress was provided to OMAFRA facilitators, and will be addressed later in the progress
- FYI: There will be a Community Economic Development 101 workshop for all the lower-tier Councils on September 29

Susanna Reid presented an overview of the Core Team training on September 16, 2015 – Foundations for Regional Economic Analysis

6) **Leading Industry Sectors in Morris-Turnberry:**

Susanna Reid continued the presentation.

- Data provided at OMAFRA workshop
- Summary from Huron Manufacturing Directory

Susanna Reid explained the date from the workshop that was pulled from the Bluevale Postal code.

Susanna Reid reviewed the data from OMAFRA workshop vs. Morris Turnberry Business Directory

Susanna Reid suggested bringing the statistics to the next strategic planning committee meeting.
Jim Nelemans explained further that the Wingham and Brussels postal codes were not included in the OMAFRA workshop stats. Ron Schefter explained that from the planning prospect of the County of Huron they will receive all the stats and will be picked up through the County statistics. Eg. number of Farms Susanna Reid reviewed the snapshot of Morris Turnberry bookmark, which was given to all in attendance.

7) **2012 Morris Turnberry Business Expansion and Retention Plan**
Susanna Reid continued the presentation due to Kerri Schuettel being unable to attend.

Susanna Reid reviewed the following from the report:
- Business Climate,
- Barriers to Business,
- Future Plans,
- Business Collaboration,
- Sales,
- Workforce Development,
- Community and Economic Development,
- Assistance from Local Government
- Community Advantages,
- Community Disadvantages, and
- BR & E report recommendations.

Jim Nelemans asked for clarification regarding the website development assistance. Sheena Baker stated that it was to assist businesses with developing their own website. Jim Nelemans stated that it did not mean for it to be connected to the Municipal website. Hauke Hauschildt asked what has happened since the report was completed in 2012. Sheena Baker said the report is going to be a large part of research material for the strategic planning committee.

8) **Discussion regarding Industry Trends in Morris Turnberry**
- How does this information compare with your understanding of leading industries in Morris-Turnberry
- Are there any further thoughts regarding Morris-Turnberry Strengths, Weaknesses, Opportunities and Threats,
- Does the Strategic Planning Committee require any other information?

Sheena Baker presented the Industry Trends in Morris Turnberry.

Group Activity – Pick 3 of the Industries in Morris Turnberry and complete the SWOT analysis for those industries

John Schwartzentruber arrived at the meeting at 7:00pm.

The Groups presented the SWOT analysis for the Industries. Industries discussed:
- Nursing homes/Retirement Homes,
- Truck Transportation,
- Wood Product Manufacturing,
- Tourism
- Agriculture,
- Import and Retail
Dorothy Kelly stated it is very important for networking throughout the County. Merv Baker stated that if you subscribe to the yellow pages, your business will be covered on the internet.

9) **Key Stakeholder Interviews.**
- The facilitators recommend that Morris-Turnberry businesses be contacted (could be focus groups, one on one interviews, or phone calls) to gather their thoughts about being in business in Morris-Turnberry
- Who should be contacted? What questions should be asked?

Sheena Baker presented ideas for the Strategic Planning Committee members to think about on how to approach the key stakeholders.

Group Activity – What do you need from the Core Team?
- What can the Core Team provide for you?
- What questions do you want answers for?
- Surveys?
- Talk to businesses?

Sheena Baker collected the groups’ papers and will take them back to the Core Team to discuss.

10) **Further discussion, questions**
Jim Nelemans asked how the Business Directories were distributed.
Kim Johnston stated the Business Directory is available on the Municipal website.
Dianne Campbell asked about having the Business Directory mailed out with the tax bills.
Sheena Baker asked OMAFRA, Arnold Wiegersma’s question about measuring the results and is this scale what the Committee comes up with or is there a scale to measure the results from OMAFRA. OMAFRA stated they are working on a measurable scale and will discuss more regarding this at a future economic development strategic planning project meeting.
John Schwartzentruber suggested asking business that have closed in Morris-Turnberry, why and help the committee understand why they have closed.
Sheena Baker said that would be good to see why new businesses are coming to Morris-Turnberry or why they are leaving.
Sheena Baker suggested that a template should be prepared with contact information needed to start a new business.
Ron Schefter stated that the Business Centre in Seaforth is a good place for that information.

11) **Next Meeting October 22, 2105 at 6pm Bluevale Hall**
Sheena Baker thanked Susanna Reid for her presentation and thanked all the attendees for coming to the meeting.

12) **Adjournment**
The Strategic Planning Committee meeting ended at 8:10pm

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Chairperson, Sheena Baker