Minutes of the Meeting

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

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

  Absent
   John Schwartzentruber
   Arnold Wiegersma
   Elam B. Martin

   Everyone in attendance introduced themselves.

3) Report from the October 1st meeting
   Nancy Michie asked if there were any errors or omissions to the minutes of the October 1, 2015.
   There were no errors or omissions to the minutes of October 1, 2015.

4) Review of Options for Vision Statements for Morris-Turnberry:
   Copies of the Visions statements were placed on all the tables for the attendees and also placed on a wall in large print.
   The Committee was asked to place a check mark on the Vision statement they wished to be used for the Strategic Plan for Morris-Turnberry. The Vision statement with the most check marks was chosen.
Vision Statements:
1. To be a diverse, vibrant community that provides economic opportunities for all sectors of the community. – 4 Votes

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. – 0 Votes

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. – 1 Vote

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. – 0 Votes

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. – 7 Votes

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. – 2 Votes.

Therefore, the Vision statement chose by the Strategic Planning Committee is as follows: 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.

5) 2012 Morris Turnberry Business Expansion and Retention Plan:
Nancy Michie reviewed the BR & E presentation and Business Directory launch held on October 17, 2013 to clarify the question asked at the October 1, 2015 strategic planning meeting, on how the Business Directories were distributed.
Nancy Michie explained after the launch meeting, the businesses not in attendance were mailed letters offering a hard copy of the Morris-Turnberry business directory and that the directory is on the Municipal website.

6) Survey of the local Business and results:
There are no results to date, but they are underway to being completed. The results will be presented at the November 26, 2015 strategic planning committee meeting.

7) Presentations
Susanna Reid recapped the Core Team training meeting held in Holmesville on October 14, 2015.
They reviewed goals, growth in local economy and increased local wealth, employment multipliers, how to develop goals and 4 buckets of economic development goals.

- Huron Tourism Association Presentation
Susanna Reid made a presentation on behalf of the Huron Tourism Association.
The Huron Tourism Association Report was placed on all the tables for the committee members to review.
The Ontario’s West Coast guide was handed out to all committee members.
These guides are available at the Municipal offices and Huron County libraries.
The website is www.ontarioswestcoast.ca
- Huron Manufacturing Association Presentation
Susanna Reid made a presentation on behalf of the Huron Manufacturing Association.
The Huron Manufacturing Association have created a directory of all Manufacturers in the County of Huron. There were 730 copies of the directory distributed in total.
Susanna Reid reviewed the top issues for local manufacturers.
Susanna Reid presented ‘Engage Huron’ from the Core team training meeting.

- Wingham & Area Industrial Land Strategy
Susanna Reid made a presentation for the Wingham & Area Industrial Land Strategy.
Morris Turnberry has been working on this strategy for over 2 years. They have been working with the Township of North Huron, with lands in LowerTown, Wingham and the Town of Wingham.
The strategy is to make land development to be shovel ready.

The Committee thought this was a great idea and congratulated Morris Turnberry on the good job.

8) Goals – Group Work 7:10pm
The Core team identified 6 goals for the Municipality of Morris-Turnberry.
Each table was given 2 goals.
The Committee members were to develop Impacts, Strategies, Outcomes, Activities and Outputs for each goal.

The goals identified:
1. Attract new Businesses
2. Support Aging Population
3. Support Growth of Cultural Activities
4. Explore Potential of Value Added Industries
5. Engaging Youth
6. Work with Existing Businesses to Ensure Job Retention

7:40pm
The Committee members presented their thoughts and ideas on how to achieve the goals with the Impacts, Strategies, Outcomes, Activities and Outputs.
Paul Gowing presented an example he has heard works in the states – ‘Retirement Hubs’, communities for the elderly where they can live and have all the amenities they require.
Matt Armstrong stated that the aging population wants good quality and in a familiar place.
Paul Gowing said for exploring value added, estate wineries; agri services and breweries are very common.
Sharen Zinn shared her thoughts on wineries and how they are booming.
Matt Armstrong asked how to create an atmosphere.
The committee members were asked to email the core team if they thought of more ways to achieve the goals after the meeting ends.

9) Joint Meeting with North Huron and Howick Core Teams.
The Morris Turnberry Core team will have a joint meeting with North Huron and Howick’s core teams on Monday November 9, 2015, 6pm at the Wingham Golf and Curling Club.
10) **Further discussion, questions**
Ron Schefter asked how to promote bringing Natural Gas and Broadband to rural areas. Is there government funding?
Paul Gowing spoke on behalf of the broadband and the 'SWIFT' program. The Warden’s have requested funding from the upper levels of government. They have received feedback that the upper levels are listening. There is money set aside. There will be meetings with SWIFT and local providers of internet. This is an open market.
Paul Gowing stated they tried with Natural Gas and the Provincial government.
Matt Armstrong asked if SWIFT program for broadband was fibre optic.
Paul Gowing confirmed it is fibre optic; they want to offer everyone the same level of service.

11) **Next Meeting November 26, 2015 at 6pm Bluevale Hall**

The next strategic planning committee meeting has been rescheduled for Thursday November 26, 2015, 6pm at the Bluevale Hall.
The Core team has rescheduled this meeting due to the joint meeting with North Huron and Howick, to have the timeframe to prepare a draft plan for the strategic planning committee meeting.
The meeting held on November 26, 2015 will be the final strategic planning committee meeting.

12) **Adjournment**
The Strategic Planning Committee meeting ended at 8:06pm

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Chairperson, Nancy Michie