



Township of

# North Dundas

## COUNCIL REPORT

<b>To:</b>	CAO, Mayor and Members of Council
<b>From:</b>	Rob Hunter, CMM
<b>Date of Meeting:</b>	April 10, 2012
<b>Subject:</b>	Economic Development Report

### **1.0 North Dundas Economic Development Strategic/Action Plan**

I continued to work with Mc Sweeney and Associates in regards to the Township Economic Development Strategy/Action Plan and also the SD & G Economic Development Strategic Plan. This included attending focus group meetings and numerous discussions with various parties. Work will continue in the month of April with the plan being wrap-up sometime in May.

### **2.0 Investment Attraction**

#### **2.1 Service Sector Investment Attraction**

I have had discussions with representatives from this company who are currently looking at setting up a service based venture in the Township. Discussions are proceeding well and I will continue to work with them as we progress with this file. (FILE ID # S-0312-AA)

### **3.0 Business Expansion**

I have had discussions and meetings with a business principle and also with a representative from the Ontario Ministry of Economic Development and Innovation to assist this company with an expansion they are considering. Everything seems to be on track for the expansion to take place in 2012. (FILE ID # IE-0312-AA)

## **4.0 Marketing and Communications**

### **4.1 Website**

Time was spent in March getting the new website project up and running. I had numerous discussions with 'Accurate Inc' to help move the project forward. Currently we are in the discovery phase and Accurate is reviewing the background documentation provided to them along with the current website analytics. Reviewing these items will help to provide a project baseline and will complete the introductory section of the project. The next step will be to review website needs with Township staff. Once this staff review is completed the results will be merged with the Needs Analysis report and this information will become the guide that drives the architecture and navigation for development of the new website.

### **4.2 Mayor's Business Breakfast**

A significant amount of time was spent working on the logistics for the Mayor's Business Breakfast i.e. press release, invitations, venue site visits, audio/visual needs, speaker logistics (Cyril Leeder, Storm Internet & EOWC) and also general logistical needs and support. I would like to thank Township Clerk Jo-Anne McCaslin and Pastor Tim Edwards and the staff at the Gathering House in Chesterville for all their assistance with this event.

### **4.3 Networking and Events**

A) I attended the E-Biz 'Social Media' seminar held on March 14<sup>th</sup> to gain a better understanding of integrating social media with the Township's website.

B) I attended a meeting with Health Force Ontario to discuss physician recruitment and the resources available from Health Force Ontario to help assist in this endeavour.

C) I attended the E-Biz 'Increasing Traffic to Your Website' seminar held on March 27<sup>th</sup> to gain a better understanding of how to increase the search functions to generate more traffic to the Township's website.

D) I attended the SBEC 'Effective Networking Skills' seminar that was held on March 21<sup>st</sup>. The guest speaker was Michael Hughes, Past-President of the Ottawa Chamber of Commerce.

E) I had discussions with the Dundas Dairy Producers Committee in March.

## **5.0 Other Activities**

### **5.1 Site Plan Control Committee Meetings**

I attended two separate Site Plan Control Committee meetings in the Month of March.

### **5.2 North Dundas Emergency Management Committee Meeting**

I attended the North Dundas Emergency Management Committee meeting held on Wednesday March 7, 2012. I did so in my capacity as the Township's 'Emergency Management Chief Information Officer'.

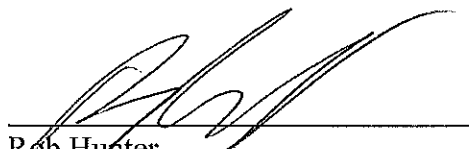
### **5.3 Landlord Assistance**

I assisted a Township commercial property landlord by providing and explaining to them the Stats Canada community profile information they were seeking in the hopes of allowing them to secure a tenant for their commercial property.

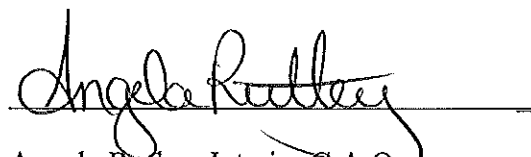
### **5.4 Website and Business Directory Updates**

I made numerous updates to both the content on the current website and business directory.

*Submitted by:*

  
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Rob Hunter

*Approved by:*

  
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Angela Rutley, Interim C.A.O.