

Pembroke Economic Development Advisory Committee Meeting Minutes

Via Zoom
Pembroke, Ontario
June 9, 2020
6 p.m.

Present:

Stephane Levesque
Jamie Bramburger
Adam Gunter
Roger Martin
Mike Thompson
Mayor LeMay
Lisa Edmonds
Michael St Jean
Lorraine Pecoskie
MJ Levesque

Regrets:

Councillor Plummer
Cameron Montgomery
Amy Brousseau

Also Present:

Heather Sutherland, Economic Development & Tourism Officer

1. Approval of Agenda

The agenda for June 9, 2020 was approved by consensus.

2. Approval of Minutes

The minutes of May 26, 2020 were approved by consensus.

3. Declaration of Pecuniary Interests

There were no declarations of pecuniary interest.

4. City of Pembroke Recovery Plan

Committee members brainstormed possible actions items for the top three options to start economic recovery in Pembroke.

Option 1: Promote shop local

- Work with the County on its Shop the Valley campaign

- Explore options with “Support Local 613” shirts
 - Perhaps City could subsidize some of the cost to get more businesses involved in selling them for their benefit
- Support expansion of patios for restaurants as guidelines really restrict number of people in patio space
- Encourage businesses to take photos of customers and share
- Encourage more on-the-street sales and encourage walking (especially downtown)
- Campaign to encourage businesses to encourage their employees to shop local and share photos
 - Start with PEDTAC committee members and share how they are supporting local on social media
- Use public parks as tented patio space or for shopping space
- US college example of Friday Night Unite campaign with curbside pickup for customers
- Survey restaurants for what support would help them

Option 2: Communication – find the good stories and share them

- Partner with local media for campaign on multiple platforms to tell good business stories from the City
 - Reach out to the community to find the stories
 - Use other networks (ex. Chamber) to find the stories
 - Have PEDTAC members each solicit one business with a good story to share
- Work with a student (AC partnership maybe) or local business to take on some of the storytelling
- Make use of creative ad space such as the drive-in theatre, which is very busy since regular theatres not allowed to open

Option 3: Shift the CIP to include COVID-related grant

- Businesses applying for other funding looking mostly at costs associated with: pivoting business, purchasing PPE and promotion of reopening
- Could beautification capital costs be applied to the program as they help business overall?

5. County of Renfrew Economic Task Force

Heather Sutherland presented a report outlining the County’s COVID-19 Business Development Fund grant opportunity it is building, as per the suggestion from the task force. PEDTAC agreed if the City could find funds, it should collaborate in order to have Pembroke businesses benefit from the opportunity. The suggestion was the City could provide \$50,000 to be suitable for Pembroke’s size and business density.

6. Adjournment

The meeting was adjourned.