

Pembroke Economic Development Advisory Committee Meeting Minutes

Via Zoom
Pembroke, Ontario
June 29, 2020
6 p.m.

Present:

Stephane Levesque
Mayor LeMay
Lisa Edmonds
Michael St Jean
Lorraine Pecoskie
Cameron Montgomery
Amy Brousseau
MJ Levesque

Regrets:

Councillor Plummer
Jamie Bramburger
Adam Gunter
Roger Martin
Mike Thompson

Also Present:

Heather Salovaara, Economic Development Officer
Terry Lapierre, Chief Administrative Officer
Betha Summers, Manager, PBIA

1. Approval of Agenda

The agenda for June 29, 2020 was approved by consensus.

2. Approval of Minutes

The minutes of June 9, 2020 were approved by consensus.

3. Declaration of Pecuniary Interests

There were no declarations of pecuniary interest.

4. Community Improvement Plan COVID-19 Category

H. Salovaara presented a report on the new COVID-19 category of the CIP. PEDTAC provided feedback that they are happy to see this moving forward and noted that it is important that the grant is retroactive.

5. City of Pembroke Draft Economic Recovery Plan

H. Salovaara presented the Draft Economic Recovery Plan. PEDTAC members provided feedback and thoughts as follows on shopping local initiatives:

- The City could share information on how different businesses are adapting to COVID-19 and share their health and safety measures to make residents feel more comfortable.
- The Labour Market Group is making videos about mask wearing that the City can share, it should be completed July 23.
- It is important to continue to push the message to shop local in every avenue possible.
- Promote that shopping online and shopping local are not mutually exclusive, as many of our businesses have gone online.
- The City could set an example on their purchases and shop local.
- Messaging about shopping local can be presented that you are helping a friend.
- The City can promote supporting local businesses without shopping.

For the weekly business feature, the following businesses were suggested:

- SRB Technologies for the way they have adapted and are now making faceshields.
- Ullrich's for the way they have adapted and started an online store.

6. Adjournment

The meeting was adjourned.