



# AGENDA

## Economic Development Committee Meeting

9:30 AM - Thursday, June 25, 2026  
Council Chamber, Ramara Administration Centre

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1. OPENING OF THE MEETING	
2. ADOPTION OF AGENDA	
2.1. Ramara Economic Development Committee Meeting agenda dated June 25, 2026	
<b>Recommendation:</b> THAT the Ramara Economic Development Committee agenda dated June 25, 2026, be adopted as presented.	
3. ADOPTION OF MINUTES	
3.1. Ramara Economic Development Committee Meeting Minutes dated April 23, 2026.	3 - 6
<b>Recommendation:</b> THAT the Ramara Economic Development Committee meeting minutes dated April 23, 2026, be adopted as presented.	
<a href="#">Economic Development Committee - 23 Apr 2026 - DRAFT Minutes</a>	
4. AGENDA ITEMS	
4.1. Partner Update - County of Simcoe	7 - 8
<b>Recommendation:</b> THAT the partner update from the County of Simcoe be received as information.	
<a href="#">June 25, 2026 - County of Simcoe Economic Development Office Updates</a>	
4.2. Ramara Economic Development Strategy Update and CIP Sub-Committees - Verbal Update	
<b>Recommendation:</b> THAT the verbal update from the Ramara Economic Development Strategy Update Sub-Committees be received as information.	
4.3. Teeny Tiny Summits Update - Verbal Update	
<b>Recommendation:</b> THAT the verbal update regarding Teeny Tiny Summits Sub-Committee be received as information.	
4.4. Tourism Video/Photography Filming Update - Verbal Update	
<b>Recommendation:</b> THAT the verbal update regarding tourism video and photography filming be received as information.	

5. ADJOURNMENT

**Recommendation:** THAT the Ramara Economic Development Committee adjourn at a.m.



**Economic Development Committee  
Meeting Minutes  
Thursday, April 23, 2026 - 9:30 AM  
Council Chambers, Ramara Administration Centre**

**PRESENT:**

Michael O'Brien, Chair  
Roger Selman, Ramara Chamber of Commerce Representative and Vice-Chair  
Jennifer Fisher, Council Representative  
Nicole Hilton, County of Simcoe Representative  
Bert Harrington, Member  
Tim Plummer, Member

**ABSENT:**

Keith Bell, Council Representative

**STAFF PRESENT:**

Melissa Gowanlock, Manager of Communications & Community Experience

**1 OPENING OF THE MEETING**

**2 ADOPTION OF AGENDA**

1. Ramara Economic Development Committee Meeting agenda dated April 23, 2026

**ED-21-26**

Moved by Jennifer Fisher  
Seconded by Roger Selman

**Recommendation:** THAT the Ramara Economic Development Committee agenda dated April 23, 2026, be adopted as presented.

**CARRIED.**

**3 ADOPTION OF MINUTES**

1. Ramara Economic Development Committee Meeting Minutes dated February 26, 2026

**ED-22-26**

Moved by Tim Plummer  
Seconded by Bert Harrington

**Recommendation:** THAT the Ramara Economic Development Committee meeting minutes dated February 26, 2026, be adopted as presented.

**CARRIED.**

#### 4 AGENDA ITEMS

1. Giraffe Awards - Chamber of Commerce Update - Roger Selman

Roger Selman provided an update that the Giraffe Awards was discussed by the Chamber of Commerce and the Chamber was not interested in partnering with the Township at this time to promote the program.

**ED-23-26**

Moved by Tim Plummer

Seconded by Jennifer Fisher

THAT the verbal update from Roger Selman regarding the Giraffe Awards be received as information;

AND THAT the Ramara Economic Development Committee approve the implementation of the Giraffe Awards program as presented at the February 2026 meeting;

AND THAT staff proceed with program rollout.

**CARRIED.**

2. Partner Update - County of Simcoe

An update was provided by the Simcoe County Economic Development Office on key activities related to workforce development, business support, and investment attraction, including recent and upcoming events, partnerships, and initiatives supporting local economic growth.

**ED-24-26**

Moved by Roger Selman

Seconded by Jennifer Fisher

THAT the partner update from the County of Simcoe be received as information.

**CARRIED.**

3. Ramara Economic Development Strategy Update and CIP Resolution from Council

Discussion took place on the resolution from Council for the Economic Development Committee to develop a work plan to update the Economic Development Strategy.

**ED-25-26**

Moved by Jennifer Fisher

Seconded by Tim Plummer

THAT the memo from Nate Harrington, Assistant Clerk, dated March 10, 2026 regarding Council's resolution for the Economic Development and Community Improvement Plan be received;

AND THAT the Economic Development Committee establish the following sub-committees to support the development of the updated Economic Development Strategy and implementation work plan:

1. Business Retention & Expansion Sub-Committee:

- Michael O'Brien
- Deputy Mayor Bell
- Councillor Fisher

2. Tourism & Agritourism Development Sub-Committee

- Roger Selman
- Bert Harrington
- Tim Plumber

3. Economic Development Marketing & Business Tools Sub-Committee

- Roger Selman
- Councillor Fisher
- Deputy Mayor Bell;

AND THAT each sub-committee report back to the Economic Development Committee with recommendations and proposed actions to inform the updated Economic Development Strategy and implementation work plan;

AND THAT sub-committees provide an initial update by the June 25, 2026 meeting.

**CARRIED.**

4. Teeny Tiny Summits Update - Teeny Tiny Summits Sub-Committee

The Teeny Tiny Summits Sub-Committee provided an update regarding the potential for hosting a future summit in Ramara, including discussions related to possible venues, logistical considerations, sponsorship opportunities, and partnership models. The Committee discussed the opportunity to explore potential partnerships, including with the Ramara Chamber of Commerce and the County of Simcoe, to support the planning and delivery of the event if approved by Council.

**ED-26-26**

Moved by Jennifer Fisher

Seconded by Bert Harrington

THAT the verbal update from the Teeny Tiny Summits Sub-Committee be received;

AND THAT the Economic Development Committee send correspondence to the Ramara Chamber of Commerce Board to inquire whether, subject to Council support, the Chamber would be interested in partnering with the Committee to host a future Teeny Tiny Summit event;

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AND THAT any potential partnership be subject to the development and approval of mutually agreed upon terms.

**CARRIED.**

5. Selfie Stations - Councillor Fisher

The Committee discussed the opportunity for selfie/Instagram moments in the Township. Discussion took place regarding potential locations such as the dog park and the need for selfie stations to be considered as part of the recommendations in the Economic Development Strategy as well as the Signage Strategy. It was noted that these types of attractions will need to be considered as part of a larger strategy and shouldn't be put up piece meal.

**ED-27-26**

Moved by Roger Selman

Seconded by Tim Plummer

THAT the verbal update from Councillor Fisher regarding selfie stations be received as information.

**CARRIED.**

6. 2026 Experiences Simcoe County Partnership Fund

The Manager of Communications and Community Experience updated the Committee that the Township was successful in grant funding through the County of Simcoe. The funding will be used for videography and photography services to market the Township. Discussion took place regarding opportunities for events to be featured. Members are to provide any event opportunities to staff for consideration.

**ED-28-26**

Moved by Jennifer Fisher

Seconded by Bert Harrington

THAT the update regarding the 2026 Experience Simcoe Partnership Fund be received as information.

**CARRIED.**

5 ADJOURNMENT

## County of Simcoe - Economic Development Office Updates

### Talent Attraction and Retention

- Pathways to Work in Simcoe County Campaign
  - Phase 1 of the “Pathways to Work in Simcoe County” campaign concluded at the end of March. It featured an animated video promoted through Meta and Spotify ads, directing users to sector-specific job searches. The campaign generated more than 19,000 new visitors to the Work in Simcoe County job board.
  - Phase 2 is now underway and includes blog articles profiling pathways into high-demand careers such as electrician, construction project leader, and nursing informatics specialist.
- 2026 Skilled Trades Fair
  - The Skilled Trades Fair was held on April 23 at Georgian College’s Midland Campus. The full-day event included a daytime session for high school students and an evening session open to the public.
  - Both sessions featured hands-on, experiential learning opportunities with local employers. The evening portion also included service provider exhibits, a job fair, an apprenticeship fair, a live podcast, and panel discussions. Approximately 40 exhibitors participated, engaging hundreds of students and job seekers.
- Workforce Connect Conference
  - The Workforce Connect Conference will be held in partnership with SM Skillforce on Thursday, June 18, 2026, at Brooklea Golf and Country Club in North Simcoe. This year’s theme is Building Resilience.

### Business Retention and Expansion

- Made in Simcoe County Video Series
  - Development is underway for the 2026 Made in Simcoe County video series, which will spotlight four local manufacturers and their contributions to the regional economy.
- Agritourism Economic Impact Study – Phase II
  - Planning is underway for Phase II of the Agritourism Economic Impact Study. Phase II will involve data collection from June to October 31, 2026, aligning with peak tourism season. Partners are encouraged to promote the survey to agritourism operators (ensuring QR code posters are available) and to complete the survey when visiting sites throughout the summer and fall.
- Agriculture and Agrifood Value Chain Workplan (2026–2028)
  - Development of the 2026–2028 workplan is underway. A draft will be shared with the Agriculture Working Group shortly. Partner input on key obstacles and opportunities is encouraged and will inform the final plan.
  - Submissions can be sent to Becky at [Rebecca.Ewald@Simcoe.ca](mailto:Rebecca.Ewald@Simcoe.ca).

### Economic Development Ecosystem

- Business Resources Guide Update
  - An update to the Business Resources Guide is in progress, including expanded listings, refreshed descriptions, and corrected links.

- The EDO is also working with the County's IT Department to explore presenting the guide through a Power BI interface with interactive filtering, embedded on the EDO Business Resources webpage.
- 2027–2031 Economic Development Strategy
  - Oosterbaan Strategy has been selected to support the development of the 2027–2031 Economic Development Strategy. The engagement phase is now beginning and will include interviews and focus groups with member municipalities, ecosystem partners, and sector leaders.

#### Investment Attraction

- Aerospace and Defence Investment Strategy
  - The EDO is advancing an Aerospace and Defence Investment Strategy, with Deloitte engaged as the consulting partner. Engagement with government agencies, sector associations, and industry representatives will take place over the coming weeks to inform the strategy and action plan.
- Tariff Action Plan Progress Update
  - In April, the EDO and Tourism Simcoe County presented a progress report to the Economic Development Sub-Committee on the Tariff Action Plan developed in early 2025.
- Japan Trade Mission
  - Representatives from the EDO and the Town of New Tecumseth participated in a trade mission to Japan, including meetings and plant tours at five company headquarters. The delegation also met with Global Affairs Canada and attended the Automotive Engineering Exposition to support lead generation.
- CANSEC Trade Show Delegation
  - The EDO organized a delegation to the CANSEC Trade Show—Canada's largest defence and security event—held May 27–28, 2026. The delegation included three Simcoe County businesses.
- Regional Technology Development Site (RTDS)
  - Development of the RTDS continues in partnership with Invest Barrie and the City of Orillia. Led by the County EDO, the initiative supports Ontario-based SMEs in accelerating the development, testing, and commercialization of next-generation automotive and mobility solutions.
  - More information: [www.edo.simcoe.ca/rtds](http://www.edo.simcoe.ca/rtds)