



Agenda  
Economic Development Advisory Committee  
September 26, 2022 | 8 – 9:30 a.m.

Virtual meeting, via zoom:

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1. Call to order
  2. Approval of agenda
  3. Declarations of pecuniary interest and general nature thereof
  4. Delegations: none
  5. Guests: none
  6. Approval of previous meeting minutes (Sept. 12, 2022)
  7. Business arising from previous meeting:
    - a. Neustadt business owners meeting update (Councillor Townsend)
    - b. 2023 Budget Considerations
    - c. Museum Proposal
  8. New business:
    - a. Business Mix Analysis/Strategic Plan clarity
  9. Correspondence: none
  10. Closed session: none
  11. Report from closed session: not applicable
  12. Next meeting date: n/a
  13. Adjournment



## Meeting Minutes **DRAFT**

### West Grey Economic Development Advisory Committee

Monday September 12, 2022

Virtual Meeting: via Zoom

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**Present:** Chair Elizabeth MacKenzie, Vice-Chair Steve Morel (left 10:15), Pat Crocker, Kerri Eady, Paul MacDonald, Darrin Patey, Michelle Patey, Hazel Pratt, Councillor Doug Hutchinson, Councillor Stephen Townsend

**Absent:** Deputy Mayor Tom Hutchinson

**Staff present:** Laura Johnston CAO, Kodey Hewlett Corporate & Community Initiatives Officer, Alison Theodore, Economic Development Officer, Grey County (guest)

1. Call to Order: by Chair E. MacKenzie at 8:04 a.m.
2. Approval of Agenda: Moved by H. Pratt, seconded by S. Morel and carried.
3. Declaration of Pecuniary Interest: none
4. Delegations: none
5. Guests: none
6. Approval of Previous Meeting Minutes: Moved by P. Crocker, seconded by M. Patey and carried.
7. Business Arising from the Previous Meeting:
  - a. Strategic Plan – Neustadt: K. Hewlett and A. Theodore presented the feedback from committee members regarding the “working paper” version of the Neustadt strategic plan material.

Discussion comments and feedback were extensive and helpful, and will be incorporated into the next version of the working document by K. Hewlett.

It was also noted that the Durham and Neustadt plans are an accompanying document to the overall West Grey Economic Development strategic plan. An MBA consultant team from Wilfrid Laurier University has agreed to assist with the primary plan, while ensuring the Durham and Neustadt plans are incorporated. The MBA team will lead consultation with stakeholders, liaise with the EDAC, and work closely with staff in the development of the comprehensive strategy.

It was also suggested that the final strategy be a three-year plan with achievable initiatives for budget and staff/resource considerations and planning.

8. New Business:
  - a. Neustadt business owners meeting update (Councillor Townsend)
  - b. 2023 Budget Considerations
  - c. Museum Proposal
9. Correspondence: none
10. Closed Session: none
11. Report from closed session: not applicable
12. Next meeting date: Monday, September 26 at 8:00 a.m. to address New Business items.
13. Adjournment: Moved by H. Pratt, seconded by Darrin Patey to adjourn the meeting at 10:27 a.m., carried.

## **Project proposal: West Grey Heritage Centre**

### **Outline**

West Grey is a growing vibrant community with a colourful past. In order for a community to grow, it must build a foundation based solely on its the legacy, history and traditions. For a municipality that is focused on a strong vibrant future, a formal recognition of the past is not only a situation of interest, but a necessity. As West Grey residents, our history is the story we all share, are all a part of and all can celebrate. The West Grey Heritage Centre, which would be located in the former Durham Water Works pump house, adjacent to Tim Hortons, would provide a central hub for all things related to West Grey's history and a place the community can come together to celebrate a shared heritage. This currently un-used historic building would be an ideal location in a high traffic area to host a small permanent exhibit featuring the story of West Grey's past, in addition to travelling artifacts from other local museums.



### **Proposed operations of the West Grey Heritage Centre**

1. Operated seasonally with open-houses during the off season to mark specific events.
2. Open Thursday to Saturday, 10 a.m. to 6 p.m. between Victoria Day weekend and Thanksgiving. These hours reflect 'high traffic' times when visitors to the area would be at their peak.
3. One employee to manage the day-to-day operation of the centre and greeting of guests in addition to traditional curatorial and historian duties.
4. The curator would establish relationships with area museums to promote and market historical experiences to visitors to West Grey, as well as the entire Grey-Bruce area.
5. The curator would be responsible for maintaining public outreach in the form of booths and information centres at public events, press releases and general marketing.
6. The curator would be responsible for acquiring funding to help offset the costs of the West Grey Heritage Centre.

### **Proposed first-year programming for the West Grey Heritage Centre**

The curator would be responsible for the following:

1. Aesthetic restoration to the interior and exterior of the structure to the best of the curator's ability.
2. Assessing any long-term physical alterations required for the building.
3. Installation of signage on the west wall detailing major events in Durham's past. Specifically, for the first year, highlighting the region's wood-working traditions.
4. The centre-piece would be a large 'N scale' model railroad, depicting Durham in 1900. The proposed model would occupy the north wall and be visible upon entrance to the building. This model would be run by interactive push-button controls allowing visitors an immersive experience, while also detailing West Grey's industrial and commercial past. The curator would market this to historic magazines as well as local media outlets to generate interest.

5. Opening in December 2022 on the same day as the Santa Clause parade. The first non-permanent exhibit would be titled 'Heritage Christmas' and feature artifacts, stories and traditions from Christmas' past in Canada and particularly West Grey.
6. During the winter of 2023 the curator would be responsible for advertising and planning a 'grand opening' on Victoria Day weekend 2023.
7. Curator to work with municipal committees to bring West Grey heritage to the forefront. Options include, but not limited to: heritage house tours (Durham, Neustadt, Ayton); railway walks; partnerships with the Saugeen Valley Conservation Authority on public outreach programs highlighting the preserved natural history of the area.
8. Summer outdoor museum learning series. Each weekend throughout the summer a different guest historian or author is brought to the museum to highlight their work in an informal atmosphere.
9. Recruiting and assigning volunteers to help run the day-to-day operations of the centre.
10. The curator would work diligently with their contacts in Ontario museums to develop programming for future exhibits as well as keep up-to-date with the latest in exhibit technology, in addition to acquiring suitable souvenirs for a small gift shop.

### **Sample 2023 budget**

\*Excluding utilities/internet

Building ascetic renovations - \$5000

Appropriate display cases, plexiglass, artifact protection measures - \$2500

Model railroad feature exhibit - \$4500

Exhibition signage (to be composed by curator) - \$2000

Miscellaneous exhibition costs, guest speakers, travelling exhibitions - \$5,000

Curator salary - approx. 30 hours/week - to be determined.

### **Curator proposal**

Should this project receive approval, I, Mat Johnson, would like to be considered for the position of curator. In addition to being a life-long West Grey resident, I have spent the past 12 years running a business, Marathon of History, that designs and builds museum displays, and developing and delivering programming for children and adults at several prominent Ontario museums and historical associations. I have worked diligently to establish professional relationships in the academic and museum/historical world which I feel would benefit the start-up of the West Grey Heritage Centre. I feel strongly in sharing West Grey's fascinating past and would welcome the opportunity to dedicate myself to seeing this proposal come to fruition. In addition to historical work experience, through the operation of my business I have acquired proficiency in web design and maintenance, social media networking, graphic design and marketing - all skills I would employ in the successful launch of the West Grey Heritage Centre. Resume is attached.

### **Conclusion**

I would be happy to meet in person to further discuss the proposed West Grey Heritage Centre. I can be reached by phone at: [REDACTED] or email at:

[REDACTED]