

Stratford Economic Response & Recovery Task Force

AGENDA

Zoom Video Conference

June 11, 2020

Attendees: Joani Gerber, Michael Pullen, Janis Auster, Eddie Matthews, Joan Thomson, Jeff Orr, Joelle Lewis, John Kastner, Ryan Erb, Rob Russell, Elke Bidner

Regrets: Rebecca Scott, Lori DeGraw

Purpose

Incorporating immediate and long-term actions to support local industry, small business and the workforce across all sectors during the COVID-19 pandemic response and eventual recovery.

- 3-3:10pm Summary of week/general updates Joani Gerber, investStratford (IS)
*include summary of weeks meetings – areas of overlap, etc. Janis Auster (IS)
J. Gerber
 - Continued awareness that some projects affect only some of our city’s businesses
 - City to provide up to 5 picnic tables to businesses outside the core, for 120 days upon request and must follow regulations and rules
 - Long game, every project affects different audiences and markets
 - Continued effort to keep information flowing, direct back to Task Force hub on investStratford website
 - investStratford to prep visibility guidelines for the Task Force
 - STA focusing on hyper-local marketing providing opportunity
 - City Initiatives team has been extremely responsive and is reviewing 3-4 projects for the HRT committee
 - Patio logistics with city and committee
- 3:10-3:45pm Committee Reports Chairs
(membership & special advisors; activities; next steps; etc.)

Manufacturing, Agri-Food & Professional Services: Stratford & District Chamber of Commerce

M. Pullen

- Professional services opening up effective June 12. Stratford Mall is getting ready to open on June 15
- Working to form sub-committee with WNP members to address needs of businesses and job seekers. Focus on creating messaging and materials to direct people to the resources they need to hire or to find a job
- Continued focus on how to open safely and be a safe consumer
- Campaign to shop local

Hospitality, Tourism & Retail: Stratford Tourism Alliance & City Centre Stratford (Co-Chair)

Rob Russell

- BIC Committee has prepared 6 Documents for distribution regarding best practices for business. investStratford finalizing docs before distribution

- BIC is supporting Al Fresco project as needed
- DD Committee has received approval for Al Fresco tables to be placed on Tom Patterson Island
- Met with Legion representatives for discussion about potential use of Memorial Park and cenotaph area
- Survey went out to businesses regrading patio extensions. Currently aiming for 10 patios. The drawings are being prepared
- Malt Management has begun to project manager Al Fresco project
- DD Committee is currently reviewing a few different projects Stratford Summer Music Barge, Stratford Streetside Live, and a circle pilot project across from Tom Patterson Island. Meeting with Parks Board set up for next week to discuss circle project and programming.

Workforce, Non-Profit & Charitable: United Way Perth-Huron & Stratford/Perth Museum (Co-Chair)

J. Lewis

- Still looking at Mid-long term planning
- Jeff Wilson with city has a committee specifically working on childcare. WNC committee is presenting questions and areas of opportunity to him to bring back to that committee
- A workforce gap in qualified and skilled childcare providers has been identified. Home care providers have a lot of potential issues
- Looking to provide a tool kit for next wave of layoffs to assist job seekers
- Interested in raising awareness around retention and recruitment. We're here, we're open, we're doing business safely
- Large issues, not easy to solve and don't have the money attached like other areas.

J. Thomson for City

- Phased response with regional approach created a flurry activity and they are trying to manage expectations
- Child Care and day camps have a proposal go to council to review for risks and costs
- Municipal offices will remain closed, but still receiving requests for home inspections, permits, etc.
- Residential community continuing to grow
- City aiming to be proactive where we can
- Next big milestone will be august taxes

review of medium/long term objectives and expectations, committee pivot

• 3:45-4pm

Ongoing Concerns & Next Steps

All

General Conversation

- Groundswell of momentum, but a lot of work.
- M. Pullen put forward the idea of promotion of branded masks. Business to business opportunity.
- R. Russell led discussion that mandating masks etc. would need to come from the top down (public health) to be effective.
- J. Gerber advised of potential of more FedDeve funds in the future based on community reputation for executing projects and impact