

Stratford Economic Response & Recovery Task Force

MINUTES

Zoom Video Conference

Attendees: Joani Gerber, Michael Pullen, Janis Auster, Eddie Matthews, Joan Thomson, Jeff Orr, Joelle Lewis, John Kastner, Elke Bidner, Lori DeGraw, Will Wybrow

Regrets: Rob Russell, Ryan Erb

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)
 - Circles painted today in park near Tom Patterson Island. First set of al fresco tables being put together Friday in Market Square
 - City has planned to do chimney repairs in Market Square for July 6 which will adjust table layout
 - Patio Extensions planning moving along
 - 2 outdoor Music Projects going to Council
 - Councilor Burbach request Gallery Stratford be added to WNP
 - Logos and Video Guidelines shared
 - Malt Management working well for project coordination, signage, etc.
 - M. Beitz to review whether or not things get city logo
 - Liquor licenses still under discussion
 - Restaurants will not be assigned specific al fresco tables
- **3:10-3:45pm** **Committee Reports** **Chairs**
 (membership & special advisors; activities; next steps; etc.)

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

- Working group for better awareness around job boards and messaging for people looking for jobs as well as messaging for employers who need employees
- Stratford Package

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

Lori:

- Things moving rapidly and trying to manage all the details that are coming up with al fresco, etc.
- Large application submitted for RRRF for marketing and funding. Should hear Friday, June 19.
Funds deposited end of June.

John:

- Patio extensions go to Council for approval on Monday, June 22.
- If approved, prototype installed Tuesday/Wednesday followed by more installation through the end of the week.
- City Parks helping with facilitating installation and compliance
- Each patio expected to be approx. \$750 in materials. Home Hardware to offer some in-kind, SABA also possibly do some in-kind. Plaques will be placed on extensions to recognize contributions.

Rebecca:

- Plans underway for planters and art installations on patios

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

Joelle:

- Toolkit is drafted and to be reviewed
- Financial relief navigation
- Met with 4 county labour board to research projects happening
- Revisit childcare issues soon

• 3:45-4pm

Ongoing Concerns & Next Steps

All

Joani:

- City Picnic table being offered to non-Core businesses – 5 tables/business through October.
- Reminder, that this is a marathon, not a sprint. Goal to have done good as a whole at the end.
- Continued Communications important, reminder to utilize all of our partners channels, etc.

Lori:

- Opportunity to reach out to broader audience beyond digital and social media? Updates on what we've done and what is coming up.
 - John to reach out to Beacon, Eddie to talk to the radio station
 - Doesn't replace regular distribution