

Stratford Economic Response & Recovery Task Force

MEETING MINUTES

February 18, 2021

Zoom Video Conference

Present: Joani Gerber, Jeff Orr, Mike Pullen, Joan Thomson, Rebecca Scott, Zac Gribble, Janis Auster, Elke Bidner, Joelle Lewis, Julia Merritt

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.

- 1) J. Gerber advised that there will be two presentations to City Council regarding upcoming activities:
 - a. March 8 – Patio Boardwalk Planning and Recommendations
 - b. March 22 – Al Fresco Planning and Recommendations
- 2) J. Gerber detailed plans for Destination Stratford and investStratford to collaborate fiscally to facilitate one FTE to manage summer programs (i.e. al fresco, etc.).
- 3) J. Thomson updated on city building openings and operations.
- 4) J. Thomson advised of continued incoming requests for relief. There will be a report to City Council in March to review.
- 5) R. Scott updated that businesses found second lockdown very hard. Businesses re-opening at their own pace with some continuing with curb-side only for now.
- 6) R. Scott described plans for the BIA, Destination Stratford, and RT04 to create small pot of money to support summer programming.
- 7) R. Scott updated on continued efforts to implement compostable take away containers program.
- 8) Z. Gribble advised that Destination Stratford has reopened. Efforts remain hyper-local.
- 9) Z. Gribble detailed the efforts to re-launch of chocolate trail and the announcement of three self-guided audio tours coming soon.
- 10) J. Gerber and Z. Gribble updated on collaboration with RT04, Perth County, and St. Marys to pursue support of accommodations sector.
- 11) Z. Gribble advised that new grants are available for infrastructure in tourism/public space. Discussion continued by R. Scott around pursuit and potential usage of these funds.