

## Stratford Economic Response & Recovery Task Force

### MEETING MINUTES

April 15, 2021

### Zoom Video Conference

Present: Joani Gerber, Joan Thomson, Rebecca Scott, Zac Gribble, Janis Auster, Joelle Lewis, Rob Russell

### 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. Joan Thomas gave an update on the City
  - a. City offices remain open
  - b. Rotary closed except for COVID Assessment and Vaccination Centres.
  - c. Patio Boardwalk installation on pause during emergency order. Prep and planning work to prepare for installations expected to continue.
    - i. Z. Gribble recommended reaching out to HPPH to determine what can be done in advance to be ready to install as soon as it is allowed.
    - ii. J. Gerber encouraged contact with Clerk's office to potentially hold dates for installation even if they have to move.
2. R. Scott reported on BIA
  - a. Receiving feedback on Patio Boardwalk process and expense
  - b. Task Force discussed Digital Main Street and connections to Stratford through either Provincial, local BIA, Communitech, etc. Z. Gribble and R. Scott to follow up.
3. Z. Gribble gave an update for Destination Stratford
  - a. Launching second round of Love Stratford Box
  - b. Ready to launch storytelling aspect of al fresco, but not currently encouraging tourism
  - c. May have to extend Destination Animation projects due to timing
  - d. Plans continuing to build out Lights on Stratford this summer in park system and on bridges to remain through winter LOS season
  - e. Working on federal grant request for tourism/infatuation money to update and expand public washrooms. Expectation to partner where it makes sense and also keep in mind of other organizations applying for that pot of money
4. Looking forward to Task Force Role
  - a. Many other task forces have wound down as businesses have become more self-sufficient.
  - b. Opportunity to story tell and celebrate what was accomplished while creating a sense of closure.
  - c. Need to complete volunteer piece, but on hold while it is determined what the ask is.
  - d. Continue to consider how we maintain the connectivity and partnerships, as well as be available should the need arise to reconvene.