



## **The Corporation of the City of Stratford Finance and Labour Relations Sub-committee MINUTES**

Date: July 18, 2023  
Time: 4:30 P.M.  
Location: Council Chamber, City Hall

Sub-committee Present: Councillor Hunter - Chair Presiding, Councillor McCabe - Vice Chair, Councillor Burbach, Councillor Nijjar

Regrets: Councillor Beatty

Staff Present: Karmen Krueger - Director of Corporate Services, Jodi Akins - Council Clerk Secretary, Tatiana Dafoe - Clerk

Also present: Joani Gerber – CEO of Stratford Economic Enterprise Development Corporation (SEEDCo.), Media, and Member of the Public

### **1. Call to Order**

The Chair called the meeting to Order. Councillor Beatty provided regrets for this meeting.

Land Acknowledgment

Moment of Silent Reflection

### **2. Disclosure of Pecuniary Interest and the General Nature Thereof**

The *Municipal Conflict of Interest Act* requires any member of Council declaring a pecuniary interest and the general nature thereof, where the interest of a member of Council has not been disclosed by reason of the member's absence

from the meeting, to disclose the interest at the first open meeting attended by the member of Council and otherwise comply with the *Act*.

Name, Item and General Nature of Pecuniary Interest

No disclosures of pecuniary interest were made by a Member at the July 18, 2023, Finance and Labour Relations Sub-committee meeting.

**3. Delegations**

None scheduled.

**4. Report of the Stratford Economic Enterprise Development Corporation (SEED Co.)**

**4.1 SEEDCo Update July 18 2023 (FIN23-024)**

**Staff Recommendation:** THAT the Stratford Economic Enterprise Development Corporation (SEEDCo./investStratford) Update dated July 18, 2023, be received for information.

Motion by Councillor McCabe

**Sub-committee Decision: THAT the presentation by Joani Gerber, CEO of SEEDCo./investStratford regarding the July 18, 2023 update, be heard.**

**Carried**

**Sub-committee Discussion:** Joani Gerber, CEO of the Stratford Economic Enterprise Development Corporation (SEEDCo.), stated this update also includes April 2023, as well as the standard first quarter of the year as the financial year end of SEEDCo. is March 31 and financial information was included up until the end of April. The CEO stated that the update includes key items that are tracked and reported to Council each quarter.

Highlights of the report were provided as follows:

- staff are working on seven ongoing new investment opportunities;
- responded to 57 inquiries;
- the Small Business Centre held 75 consultations including 15 startup businesses that created 23 new jobs in the community;
- worked with 6 existing companies in the City that are looking to expand;

- hosted three workshops and events for small businesses and entrepreneurs;
- trade show presence generated more than 40 foreign direct investment leads;
- two City-owned industrial parcels came back into inventory, then were in reserve and are now back available in the Crane West industrial lands with active leads on both;
- two City-owned industrial land parcels closed in 2022 with revenue of \$1.6 million;
- with respect to the Attainable Housing Project, an internal steering committee group will meet in August and work towards the 2024 budget process;
- a Community Awareness Campaign for the Attainable Housing Project started May 9 and continues in partnership with the City's Corporate Communications Specialist;
- with respect to budget variances, the annual spending amounts and memberships are reported for the entire year;
- all Rural Economic Development funding has been completed from a financial aspect, but work is ongoing;
- the City is in receipt of funding of \$18,500 from CanExport, a federal program that supports investment attraction and covers travel expenses related to tradeshow; and
- the annual report from 2022 was included in the package.

Looking ahead to the remainder of 2023, the following updates were provided:

- Summer Company has 11 young people starting businesses, funded by the province for 7 young people to receive a grant of \$3,000;
- Perth County and Community Futures provided an additional three grants and the investStratford board used reserve funds for a fourth additional grant;

- Summer Company had a very successful launch and the social media promotion continues;
- Starter Company will begin in September 2023 and supports entrepreneurs of all ages;
- follow-up was completed with 3 years of summer students and almost all are still operational, with some hiring up to 11 people; and
- Representation at investment attraction meetings in the automotive, food and equipment related sectors.

It was questioned what the budget for the Attainable Housing Project was. The CEO stated that combined between the Infrastructure and Development Services Department, investStratford and the Province of Ontario contributions, the budget was \$160,000, which rolled over into this year as some monies had not been spent in 2022. 100% of the funds have now been spent. Work is taking place within the existing team and their capacity. The 2024 budget will include more specifics on incentive tool kits, staffing, etc. The Director of Corporate Services stated that the project was fully budgeted for in the previous year. The current year is shown as a budget variance for both revenue and expenses as the revenue will come in from the reserve it was put into on December 31, 2022.

Motion by Councillor Burbach

**Sub-committee Recommendation: THAT the Stratford Economic Enterprise Development Corporation (SEEDCo./investStratford) Update dated July 18, 2023, be received for information.**

**Carried**

## **5. Report of the Director of Corporate Services**

### **5.1 Resolution - Electricity and Natural Gas Procurement – City of Stratford (FIN23-023)**

**Staff Recommendation:** THAT the report titled, "Electricity and Natural Gas Procurement – City of Stratford" (FIN23-023), be received for information.

Motion by Councillor Nijjar

**Sub-committee Recommendation: THAT the report titled, "Electricity and Natural Gas Procurement – City of Stratford" (FIN23-023), be received for information.**

**Sub-committee Discussion:** It was questioned whether the City is still purchasing electricity from Festival Hydro. The Director of Corporate Services confirmed that all electricity is procured through Festival Hydro. The relationship with the Local Authority Services (LAS) is that they do the actual purchasing from Festival Hydro and the City gets it for a discounted rate.

The Chair called the question on the motion.

**Carried**

## **6. Advisory Committee/Outside Board Minutes**

The following Advisory Committee/Outside Board minutes were provided for the information of Sub-committee:

- Stratfords of the World Advisory Committee minutes of April 19, 2023

## **7. Next Sub-committee Meeting**

The next Finance and Labour Relations Sub-committee meeting is September 19, 2023, at 4:30 p.m. in the Council Chamber, City Hall.

## **8. Adjournment**

Motion by Councillor Burbach

**Sub-committee Decision: THAT the Finance and Labour Relations Sub-committee meeting adjourn.**

**Carried**

Meeting Start Time: 4:30 P.M.

Meeting End Time: 4:45 P.M.