



Mayor's Breakfast

2021



*Greetings
&
Housekeeping*





2020 YEAR IN REVIEW

mintochamber.on.ca/chamber-news/2020-ec-dev-year-in-review



YEAR IN REVIEW

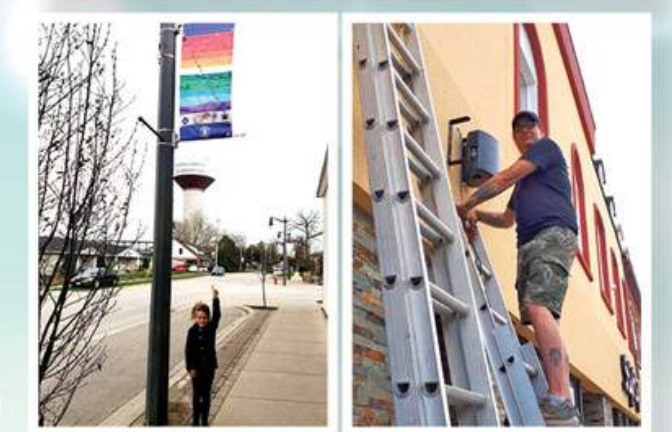
ECONOMIC DEVELOPMENT
& TOURISM DEPARTMENT

2020

2020 RED GRANT PROJECTS

Thanks to the community groups, businesses, Chamber, County, Town & RED funding, the downtown groups were able to implement several great projects in the downtown areas in 2020.

Page 4



SERVICE CLUB / COMMUNITY GROUP CONTRIBUTIONS

Palmerston Lions Club.....	\$10,000
Palmerston Legion.....	\$5,000
Palmerston Kinettes.....	\$500
Harriston Kinsmen.....	\$10,000
Minto Arts Council.....	\$2,000
Minto Chamber of Commerce.....	\$6,000
Harriston Historical Society/ Wellington Historical Society.....	\$600
Harriston Horticultural Society.....	\$2,100
Clifford Rotary Club.....	\$500
Grey Wellington Theatre Guild.....	\$500

BUSINESS CONTRIBUTIONS

Harry Stones Social House.....	\$1,000	Shantz's Car Wash.....	\$400
McDonald Chiropractic.....	\$200	Cover Up's Flooring.....	\$200
Minto Self Storage.....	\$200	Palmerston Home Hardware.....	\$1,000
Grant's Service Centre.....	\$200	Harriston Home Hardware.....	\$1,000
OSIM.....	\$2,000	Harriston Home Hardware Appliance Centre.....	\$1,000
Bosman Homefront.....	\$3,000		

Follow us as we rise!

WATCH FOR OUR 2021 PROJECTS: Railway Themed Christmas Lights, Information Kiosks, Entrance Sign Enhancements and Wayfinding Signage

Did you know...

THAT THESE 3 GROUPS SPEARHEAD MANY COMMUNITY EVENTS, FUNDRAISING EFFORTS AND HELP MAKE OUR DOWNTOWNS BEAUTIFUL?



Thank You to these hard working volunteers!

2021 RED Projects across all downtowns



Information Kiosks

(2 Harriston, 2 Palmerston, 1 Clifford)



Public Parking Signage

Entrance Sign Enhancements

Seasonal Lighting

(Palmerston)



2021 MURAL



Coming May 2021



2021 MURAL



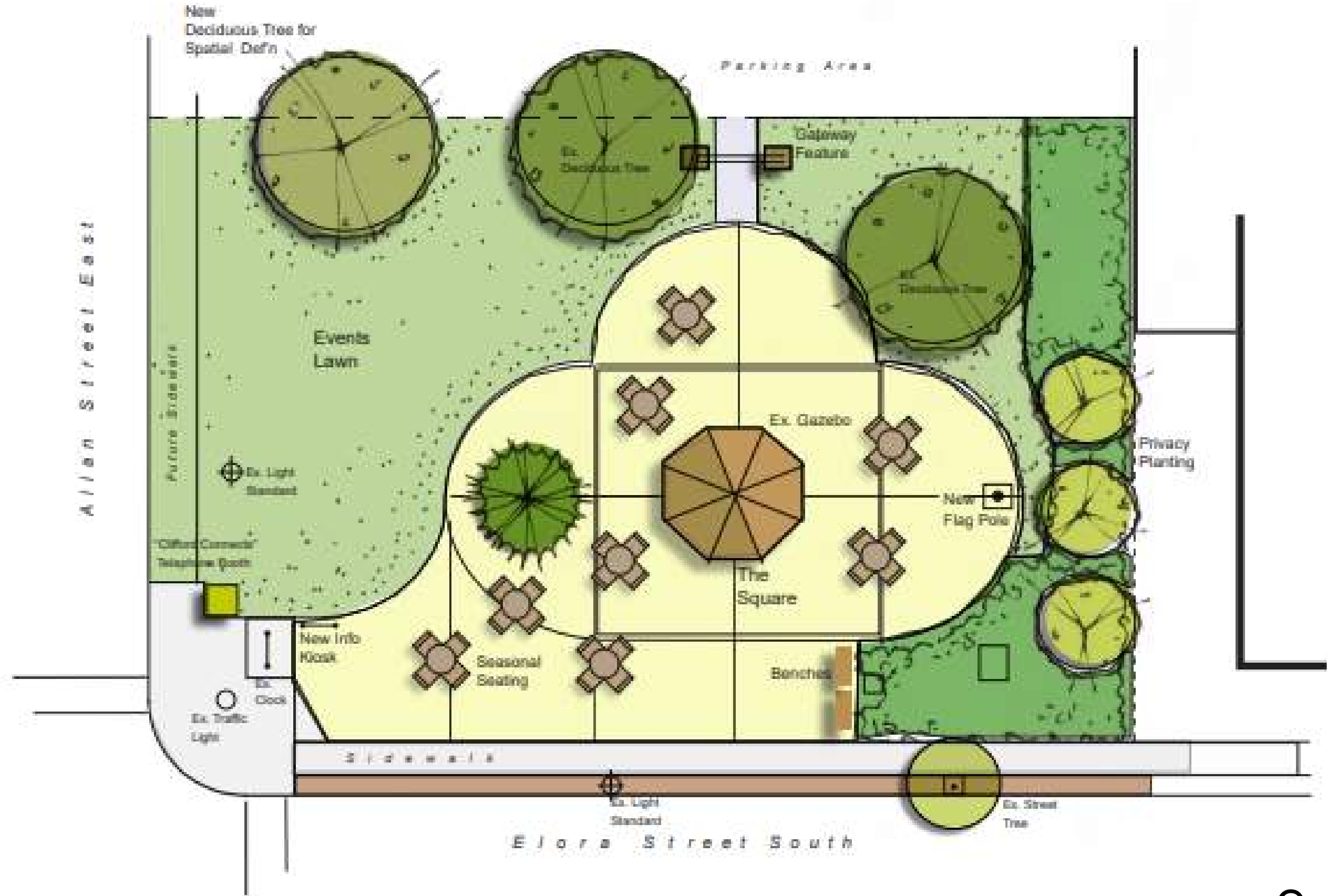
Coming June 2021



CLIFFORD CONNECTS



Clifford Rotary Celebration Square





2021 Recipients



2020/2021 Industrial Development

Harriston Industrial Land 2021

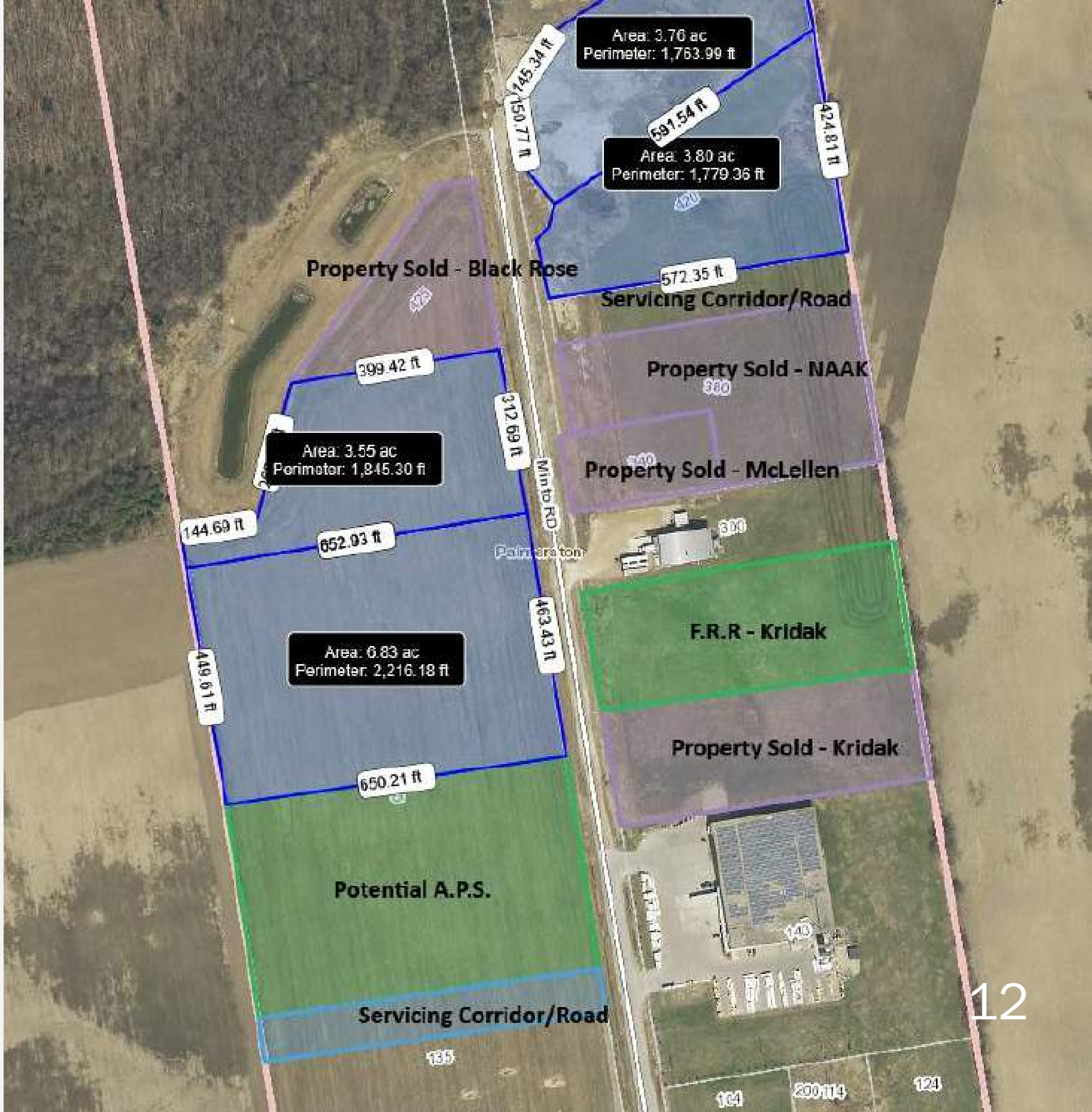
- 2 - 2.4 acre parcels with pending APS Agreements
- Exploring possibility and options of servicing remaining 25 acres

Palmerston Industrial Land

- 2020 - 1 acre - McLellan Industries
- 2020 - 1 acre - J&A DeVries Construction
- 2021 - 3 acres - Kridak Developments Inc.
- 2021 - 3.5 acres - Lakeridge Heating & Cooling (NACK Reinforcing Steel Services)



Palmerston Industrial Land Sales



Harriston Industrial Land Sales



Jan, Feb & March 2021 Building Permit Statistics

	Permit Count	Cost of Construction
Residential	28	\$7,298,482.00
Commercial	4	\$470,000.00
Industrial	2	\$120,000.00
Total of Residential, Commercial & Industrial		\$7,888,482.00



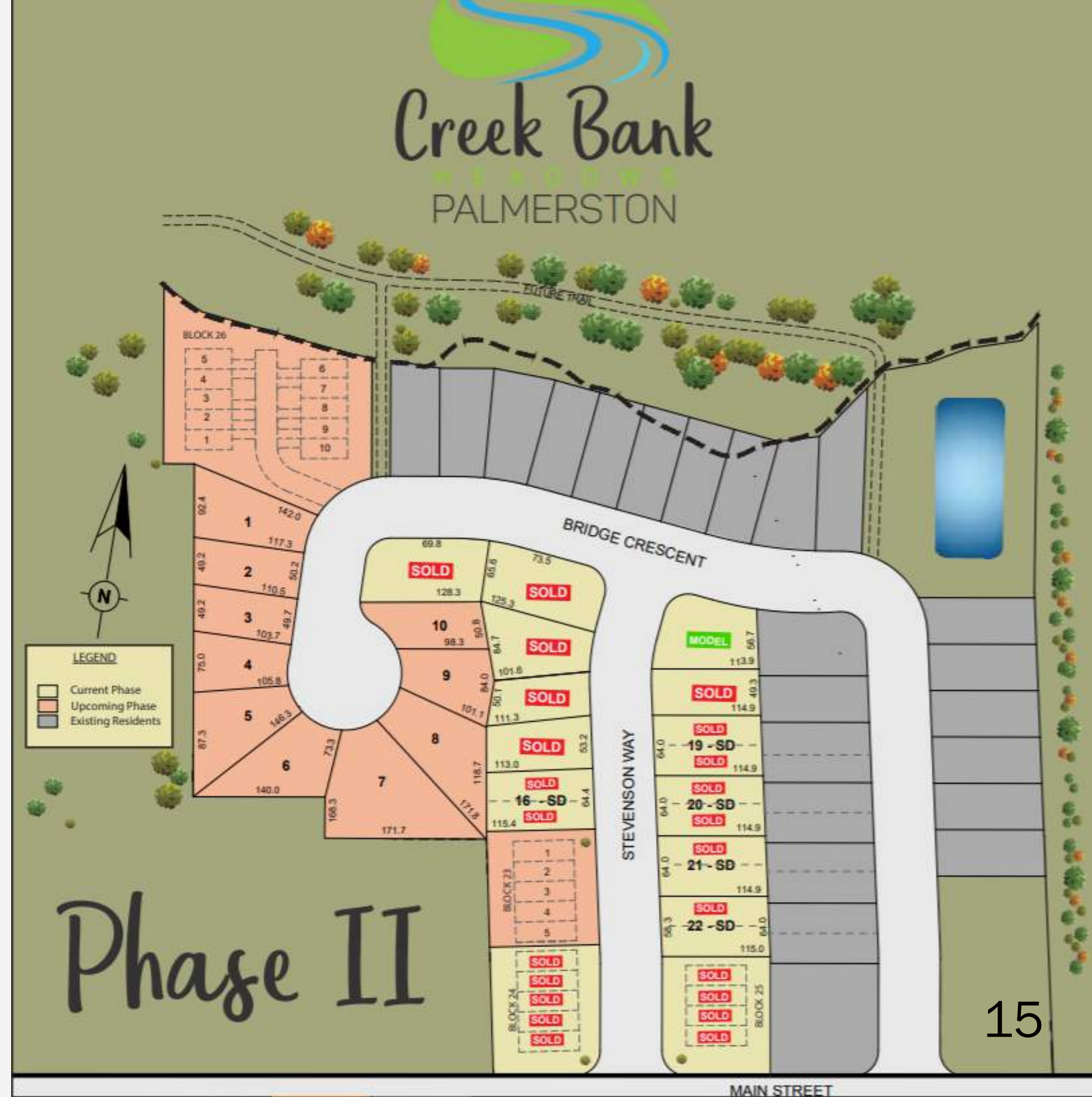
Palmerston
Residential Development

Creek Bank

Meadows

Phase II

Almost SOLD OUT



Harriston Residential Development

MEX Subdivision

66 Single Family Lots

11 Semi Lots (22 units)

40 Street Townhouse units



Harriston Residential Development

MEX Rail Lands

18 Townhouse units
(4 Buildings)

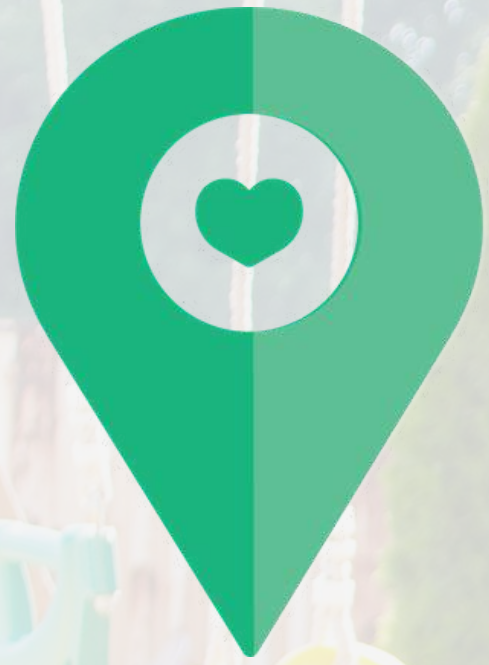


2021
Residential
Commercial & Institutional

Palmerston - Two significant residential/commercial developments in the preliminary stages

Palmerston - Planning White's Road reconstruction in preparation for Royal Terrace Expansion (96 Bed LTC)





move to minto

Re-Launch in 2022

with an updated campaign,
photos and videos



Joint Job & Housing Portal Launch



Your New Home & Career Are Waiting For You

Northern Wellington Jobs & Housing connects job & home seekers with opportunities and properties in the communities of Northern Wellington.

Our interactive map and listings portal is a one-stop location for the region's employment and property listings, connecting you with the job you need and accommodations for sale or rent nearby.

Find Jobs



Find Housing



Commercial



Supported By



Major Public Works Projects



Palmerston Water Tower Painting
Palmerston Brunswick St Bridge
Reconstruction



Allan St E and the Square in Clifford



Drilling new well in Minto Pines
12th Line – Structure Replacements
and Guiderail Installations
Sand pad resurfacing on the 3rd Line
between Cnty 5 and 109



No Significant Construction Downtown Harriston

Major Recreation Projects

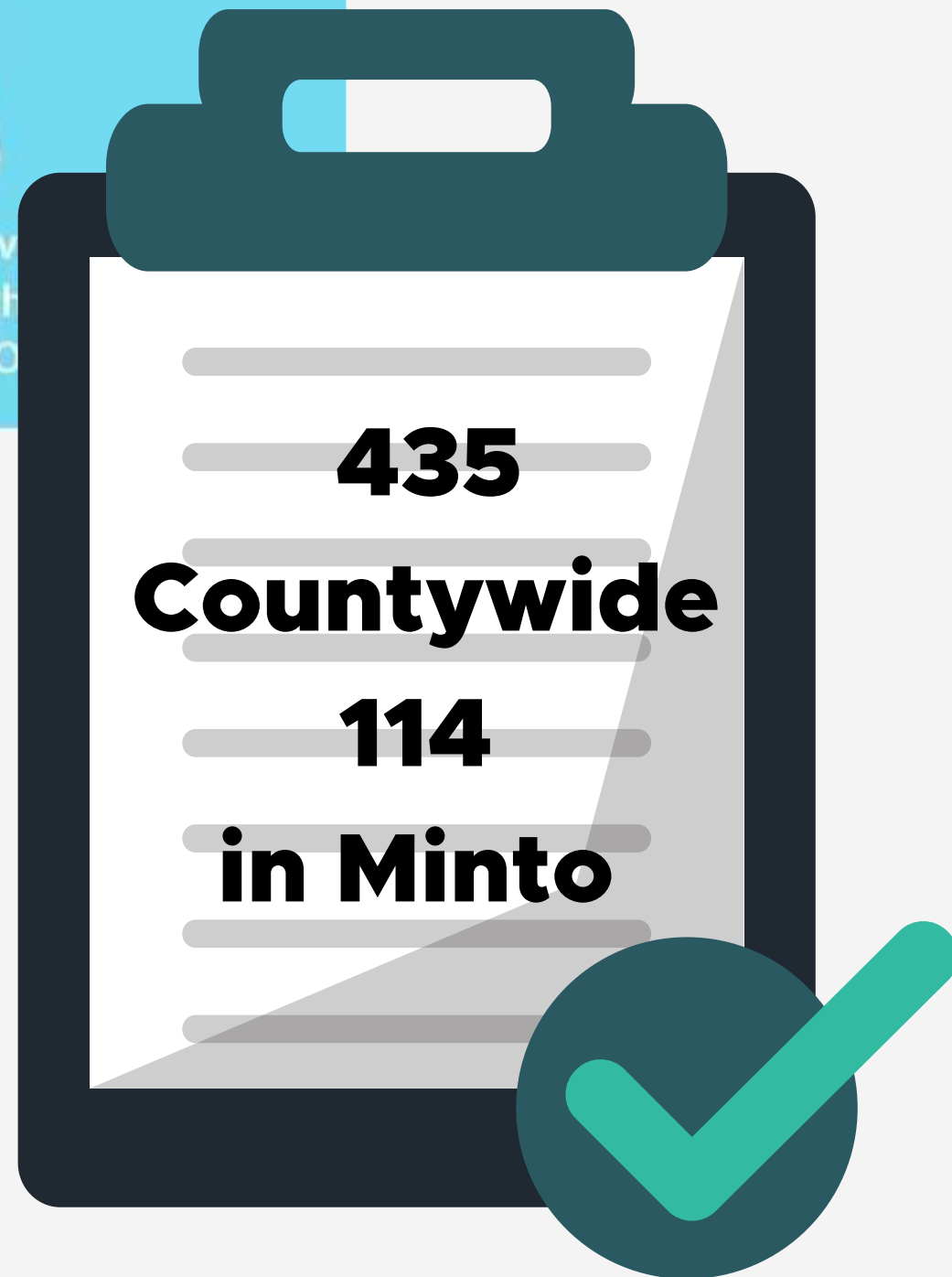


- Town of Minto to receive \$1.76 million in funding for projects at Palmerston & District Community Centre
- Recreation Master Plan

Business Recovery SURVEY



Complete the survey to help us dev
to support businesses dealing with
and changes brought on by CO



BR&E Action Plan

- Operating Safely (\$100,000)
- Business Services (\$50,000)
- Mental Health Resources for Businesses
- Shop Local and Promote Wellington (\$50,000)

Saugeen
SSUP
 STUDENT
 START UP
 PROGRAM

Saugeen
SSUP
 STUDENT
 START UP
 PROGRAM
 2021



"I HAVE LEARNED ABOUT MARKETING AND SOCIAL MEDIA, I HAVE ALSO LEARNED ABOUT RUNNING A BUSINESS IS A LOT OF FUN!"

- GARRET "CHUCKLES" SCHOUTEN
 BALLOON ANIMALS

SAUGEENCONNECTS.COM

Saugeen Connects 2021 Student Start Up Program (SSUP) has launched
 In 2019, 41 youth started 34 businesses in our region!

DEADLINE: May 7, 2021



Saugeen
SSUP
 STUDENT
 START UP
 PROGRAM
 2021

DO YOU HAVE A SUMMER BUSINESS IDEA?
 DO YOU NEED SOME MONEY TO GET YOU STARTED OR TO EXPAND?

Babysitting Services
 - Sharzla



Saugeen
SSUP
 STUDENT
 START UP
 PROGRAM
 2021

DO YOU HAVE A SUMMER BUSINESS IDEA?
 DO YOU NEED SOME MONEY TO GET YOU STARTED OR TO EXPAND?

Boyz Next Door
 - Cavan



A.W.E. Series

23 Participants



Business SUCCESSION Planning Webinars



with Ian Cubitt
your Business Transition Coach

- Attend "lunchtime learning" sessions from 12 Noon to 1:30 p.m.
Each FREE session builds on the previous, attend them all to receive a coupon code for successionmatching.com!
- Webinar 1 - Feb. 2, 2021: Choose a Positive Outcome Plan
 - Webinar 2 - Feb. 9, 2021: Three Buckets of Business Transition
 - Webinar 3 - Feb. 16, 2021: Secret Ingredients for SUCCESSION
 - Webinar 4 - Feb. 23, 2021: Five Game Changers in Transition
 - Webinar 5 - Mar. 2, 2021: Optional Paths to Succession Plans

REGISTER at saugeenconnects@sbdc.ca or call 519-799-5750 or 1-877-335-7332 (Toll free)
Find more information about our regional projects at saugeenconnects.com



"Lunchtime learning" Mondays
from 11 a.m. to 1 p.m. with

Kristel
Manes
Change
Management
Specialist



Angela
Poirier
Social
Media
Specialist



Laura May
Culver
Personal
Development
Coach



Tessa
Kampen
Business
Leadership
Trainer



A.W.E. Webinar Series

Entrepreneurial Skills & Business Leadership for Rural Women

January 25 to March 29, 2021

- Week 1 – Ideation: Map Your Next Steps
- Week 2 - Find Your Customers
- Week 3 - ABCs of Marketing
- Week 4 - Create a Positive Business Image
- Week 5 - Manage Your Cash Flow
- Week 6 - Digital Marketing 101
- Week 7 – Discover the Power of You!
- Week 8 - Breaking Barriers as a "Mompreneur"
- Week 9 - How to Be a Person of Influence
- Week 10 - Lead the Way Forward

**ATTEND
ALL SESSIONS**
to receive
\$500
to overcome
barriers and invest
in your future!

Email us at saugeenconnects@sbdc.ca for your application today!
Visit saugeenconnects.com for more info or call 519-799-5750 or toll free at 1-877-335-7332
We are happy to help you overcome any barriers to attending—let's talk!

Succession Planning Series

19 Participants



Revamp in Progress



Launching
September 2021

6-part training session
&
Pitch competition

YOUTH HUB - PLAMERSTON

- Minto Mental Health, the Town of Minto and the Municipality of Mapleton are proud partners of the Integrated Youth Services Network (IYSN). The IYSN is a consortium of service organizations, united in a common goal to build a new standard of care, support and services for our youth.
- The Hub is a warm, welcoming and safe space that youth ages 12-26 can access to charge their phone, connect with friends, access mental health counselling, access employment support and more



YOUTH HUB -
PLAMERSTON



2021-2023 CHAMBER BOARD OF DIRECTORS



Top L-R:

Amy Habermehl

Heather Watterworth - President

Somer Antonopoulos

John Mock - Past President

Lisa Leslie - Secretary

John Burgess

Glen Hall

Michael Hendrick

Paul Brown

Dr. Shawn McDonald - Vice-President

Ashley Noble - Treasurer

Terry Cormack

Belinda Wick-Graham

Joe McLaughlin

Tony Tsotros

Absent: John Cox


MEMBER BENEFITS



- Connect with other Minto business owners through events, training and initiatives
- Resources to ask questions and support to navigate business hurdles
- Advocacy for small businesses with a direct link to all levels of Government
- Business listing online and in our printed directory distributed to 5,000 homes and businesses in Minto and surrounding area
- Amplification of business initiatives and promotions through local and social media
- FREE and subsidized advertising opportunities on Wightman TV (What's Happening) & 88.7 The River (Regular
- Money saving benefits on home & auto insurance, fuel, advertising, and more

BUSINESS DIRECTORY REVAMP

- Same small book format!
- Improved content that better tells the story of our diverse business community
- All Minto Chamber members are included in a business index
- Additional multi-tiered advertising and editorial opportunities to feature your business
- Will be published in late June 2021
- STAY TUNED FOR MORE INFO!



THE MAGIC ICE CREAM SHOPPE

MINTO'S COOLEST CONES

THE MAGIC ICE CREAM SHOPPE
25 Elora St. S., Hamilton
themagicicecreamshoppe.business.site
@themagicicecreamshoppe


Agrimus, ulpa prat eum aut fuga. Nihil quae coram que same voluptas quis et lacernatem fugia pleberios volarest, conseqe apud modi omnis eum, ammodictur sed quo invelas deat lem que praet, spercit, sibi accipraMaximus ipsaperio. Porument. Tio. Et optatem eatam libustis accerio neaquepu- dis sita dolor aliatem paliqui tecum neaquevol- orro doloris dolut ut litatirvenda sin porat iumanis volume officitur, odit, apero blaboris isitio. Rum lem, omni sant quandeibit rem esti em rae nonse- tatio et eum voluptas culparibus, intur? Ehan.

RED DOG COOL TREATS & DELICIOUS EATS
100 Elora St. N., Clifford

Agrimus, ulpa prat eum aut fuga. Nihil quae coram que same voluptas quis et lacernatem fugia pleberios volarest, conseqe apud modi omnis eum, ammodictur sed quo invelas deat lem que praet, spercit, sibi accipraMaximus ipsaperio. Porument. Tio. Et optatem eatam libustis accerio neaquepu- dis sita dolor aliatem paliqui tecum neaquevol- orro doloris dolut ut litatirvenda sin porat iumanis volume officitur, odit, apero blaboris isitio. Rum lem, omni sant quandeibit rem esti em rae nonse- tatio et eum voluptas culparibus, intur? Ehan.

KULFI CAFÉ & DINER
212 Main St. W., Palmerston
kulficafe.co
@kulficafe

Agrimus, ulpa prat eum aut fuga. Nihil quae coram que same voluptas quis et lacernatem fugia pleberios volarest, conseqe apud modi omnis eum, ammodictur sed quo invelas deat lem que praet, spercit, sibi accipraMaximus ipsaperio. Porument. Tio. Et optatem eatam libustis accerio neaquepu- dis sita dolor aliatem paliqui tecum neaquevol- orro doloris dolut ut litatirvenda sin porat iumanis volume officitur, odit, apero blaboris isitio. Rum lem, omni sant quandeibit rem esti em rae nonse- tatio et eum voluptas culparibus, intur? Ehan.



THE CAFÉ AT THE OLD POST
39 Elora St., Hamilton
cafeattheoldpost.ca
@cafeattheoldpost

Agrimus, ulpa prat eum aut fuga. Nihil quae coram que same voluptas quis et lacernatem fugia pleberios volarest, conseqe apud modi omnis eum, ammodictur sed quo invelas deat lem que praet, spercit, sibi accipraMaximus ipsaperio. Porument. Tio. Et optatem eatam libustis accerio neaquepu- dis sita dolor aliatem paliqui tecum neaquevol- orro doloris dolut ut litatirvenda sin porat iumanis volume officitur, odit, apero blaboris isitio. Rum lem, omni sant quandeibit rem esti em rae nonse- tatio et eum voluptas culparibus, intur? Ehan.

TO ENJOY ICE CREAM!
100 Elora St. N., Clifford

Agrimus, ulpa prat eum aut fuga. Nihil quae coram que same voluptas quis et lacernatem fugia pleberios volarest, conseqe apud modi omnis eum, ammodictur sed quo invelas deat lem que praet, spercit, sibi accipraMaximus ipsaperio. Porument. Tio. Et optatem eatam libustis accerio neaquepu- dis sita dolor aliatem paliqui tecum neaquevol- orro doloris dolut ut litatirvenda sin porat iumanis volume officitur, odit, apero blaboris isitio. Rum lem, omni sant quandeibit rem esti em rae nonse- tatio et eum voluptas culparibus, intur? Ehan.

DOUBLE SCOOP OF AWESOME!
212 Main St. W., Palmerston
kulficafe.co
@kulficafe

Agrimus, ulpa prat eum aut fuga. Nihil quae coram que same voluptas quis et lacernatem fugia pleberios volarest, conseqe apud modi omnis eum, ammodictur sed quo invelas deat lem que praet, spercit, sibi accipraMaximus ipsaperio. Porument. Tio. Et optatem eatam libustis accerio neaquepu- dis sita dolor aliatem paliqui tecum neaquevol- orro doloris dolut ut litatirvenda sin porat iumanis volume officitur, odit, apero blaboris isitio. Rum lem, omni sant quandeibit rem esti em rae nonse- tatio et eum voluptas culparibus, intur? Ehan.

A lot of spots
212 Main St. W., Palmerston
kulficafe.co
@kulficafe

Agrimus, ulpa prat eum aut fuga. Nihil quae coram que same voluptas quis et lacernatem fugia pleberios volarest, conseqe apud modi omnis eum, ammodictur sed quo invelas deat lem que praet, spercit, sibi accipraMaximus ipsaperio. Porument. Tio. Et optatem eatam libustis accerio neaquepu- dis sita dolor aliatem paliqui tecum neaquevol- orro doloris dolut ut litatirvenda sin porat iumanis volume officitur, odit, apero blaboris isitio. Rum lem, omni sant quandeibit rem esti em rae nonse- tatio et eum voluptas culparibus, intur? Ehan.

COOL CONES PUBLIC ART CRAWL
Nihil quae coram que same voluptas quis et lacernatem fugia pleberios volarest, conseqe apud modi omnis eum, ammodictur sed quo invelas deat lem que praet, spercit, sibi accipraMaximus ipsaperio. Porument. Tio. Et optatem eatam libustis accerio neaquepu- dis sita dolor aliatem paliqui tecum neaquevol- orro doloris dolut ut litatirvenda sin porat iumanis volume officitur, odit, apero blaboris isitio. Rum lem, omni sant quandeibit rem esti em rae nonse- tatio et eum voluptas culparibus, intur? Ehan.



COMING JUNE 5! DIGGIN' THE DEALS & STROLLIN' THE STREETS

- Partnership between Minto Chamber and downtown revitalization committee
- Outdoor activities in all three towns
- Businesses encouraged to participate through sidewalk sales or other special promotions
- Subject to COVID restrictions and public health orders

JUNE 5TH
Diggin' the Deals
&
STROLLING THE STREETS
Each Downtown in Minto will have
Deals you will Dig
Music & Food
Colour and Excitement

DOWNTOWN Harriston
#Harristonrising

PALMERSTON
#all aboard palmerston

CLIFFORD
#CliffordConnects
est. 1855

Horticultural Society
Garden Show in
Tannery Park

Farmers' Market
Makers' Market
Lions Heritage Park

Enjoy Delicious
Food & Vendors in
Celebration Square

COVID-19:
Please remember to practice physical distancing and wear a face covering

#LOCALLYLOYAL CONTINUES!

- 10 Full Colour Page Newspaper Insert featuring local business promotions, savings and coupons
- 16,000 Copies distributed in the JUNE 3rd issue of Wellington Advertiser to Wellington North, Minto, Mapleton, Township of Minto, Howick and all campgrounds, attractions etc.
- FREE to all Minto Businesses to participate
- Deadline is April 20 to submit your info!

Locally Loyal
MINTO

COUPON BOOK

BROUGHT TO YOU BY
Minto
CHAMBER OF COMMERCE

SAVE
at your favourite
LOCAL
BUSINESSES

40+
COUPONS
inside

SHOP
LOCAL
& SAVE
See Inside!

Plus
A directory of local
businesses here
to serve you

SUPPORTED BY
Minto

The Digital Main Street Community Collaboration Project is made possible through financial support of the federal Economic Development Agency for Southern Ontario (FedDev Ontario) and the Government of Ontario

Federal Economic Development Agency for Southern Ontario Agence fédérale de développement économique pour le Sud de l'Ontario DMS FUTURE PROOF

PUBLICATION DESIGNED BY THE WELLINGTON ADVERTISER

CHAMBER COVID RESPONSE



These programs were created or expanded out of COVID response in an effort to support Minto businesses.

CHAMBER COVID RESPONSE

We asked
400+ businesses...



How can we help?

- Check-in conversations
- Up to date COVID-19 resources
- Funding opportunities
- Connection to local, provincial and federal government
- Care and concern for businesses, owners and staff

"I want to let you know just how comforting and reassuring it is to have you and your Minto team leading us through the challenges and complexity of the Covid times. You rock."
- Michael Hendricks, The Old Post



Connecting with businesses to offer support and information has always been a priority for the Town of Minto and the Chamber.

Making sure businesses were informed and notified of opportunities, grants, funding & supports is our #1 priority.

Helping ALL businesses!



BUSINESS RESURGENCE PROGRAM

A FREE consulting program for local small businesses

BUSINESS BOOTCAMP

(BUSINESSES 1-5 YEARS OLD)

- Participants will receive 7-11 hour (minimum) online Zoom training sessions
- The online training will cover 6 modules: Strategy, Sales and Marketing, Operations, Systems, People, Numbers, as well as a Summary Call
- Lifetime access to the online version of the Bootcamp which you can access at any time, along with downloadable workbooks, spreadsheets and templates
- Participants will also receive 2 hours of online personal business coaching

BUSINESS PROFIT OPTIMIZER

- Participants will receive between 5 and 10 - 20 minute personal online coaching calls
- The Optimizer Programs include a 117 questionnaire for each client, as well as a financial breakdown of the company
- Participants will be provided a recommendation report

BUSINESS ADVISOR

- Participants will receive 2 hours of targeted business advice - based on individual business needs
- The advice can include: business planning, growing existing businesses, government filing, market research, determining target markets, HR basics, employee relations, customer service, and sales

DIGITAL MARKETING COACH

- Participants will receive 5 hours of digital marketing coaching
- Participants must already have an established website and social media presence
- The digital marketing coach may provide some of the following: conduct a digital assessment with business to identify gaps in online presence; set up and access social media platforms; teach clients how to use social media platforms; assist in creation of digital marketing plan; discuss content creation and create a content calendar; as well as help you create templates for purchasing apps like Canva and Hootsuite

BOOMERS PLUS

- Participants will receive 7-10 hours with an advisor, gaining targeted advice for their business
- The advisor will work with each participant to work on a specific goal for their business

EXCELLENCE IN MANUFACTURING CONSORTIUM

- One-year membership
- EMC will provide ongoing support and mentoring, training opportunities, sharing of best practices with peers and much more

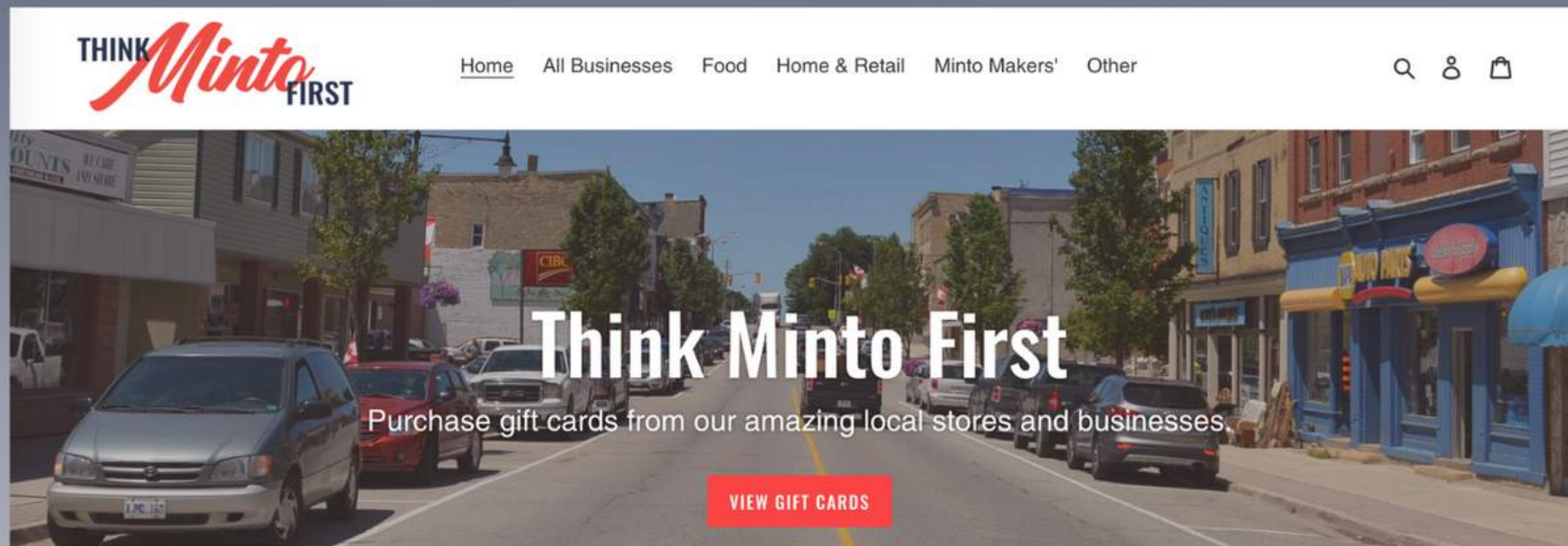
SAUGEEN ECONOMIC DEVELOPMENT CORPORATION

FOR MORE INFORMATION CONTACT:
WWW.SBDC.CA OR 519-799-6750



Space still available!

"When you shop small, you are backing the small businesses that strengthen and diversify our communities" - Elizabeth Rutledge



Think Minto First is a Minto Chamber signature program.

Since 2019 this program has generated over \$75,000

100% of this money goes back to Minto businesses and organizations



Digital Marketing Assistance

ASHLEYNOBLEDMS@GMAIL.COM
(226) 622 9796



Ashley Noble

WE ARE EXCITED TO ANNOUNCE THAT ASHLEY'S CONTRACT WITH THE TOWNSHIP OF MINTO, NORTH WELLINGTON AND MAPLETON HAS BEEN EXTENDED!

THIS IS A GREAT OPPORTUNITY FOR BUSINESSES TO GROW THEIR ONLINE PRESENCE. IF YOU HAVE NOT REACHED OUT TO ASHLEY YET, NOW IS YOUR CHANCE.

Ashley is eager to assist businesses with:

- UPDATING SOCIAL MEDIA PLATFORMS
- WEBSITE CHANGES
- PHOTOGRAPHY FOR BUSINESS
- BRANDING
- HOW TO USE PLATFORMS
- BEST PRACTISES FOR YOUR BUSINESSES
- DIGITAL TRAINING
- DIGITAL MARKETING INITIATIVES



highlight



Digital Assistance Extended!



This project is funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario



This project is funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario



LAUNCHIT
BUSINESS EXPLORATION CENTRE

HOW TO USE



FOR BUSINESS

MAY 5TH, 2021
7:00 - 8:00PM

REGISTER:
LAUNCHITMINTO.COM



Learn how to create
engaging post the
represent your business
brand.

Learn how to use Canva
and build a brand kit.

REGISTER:
launchitminto.com



LaunchIt is always adapting, changing and growing to best serve the business community.

We continue to update our look and make the space even more attractive to tenants.

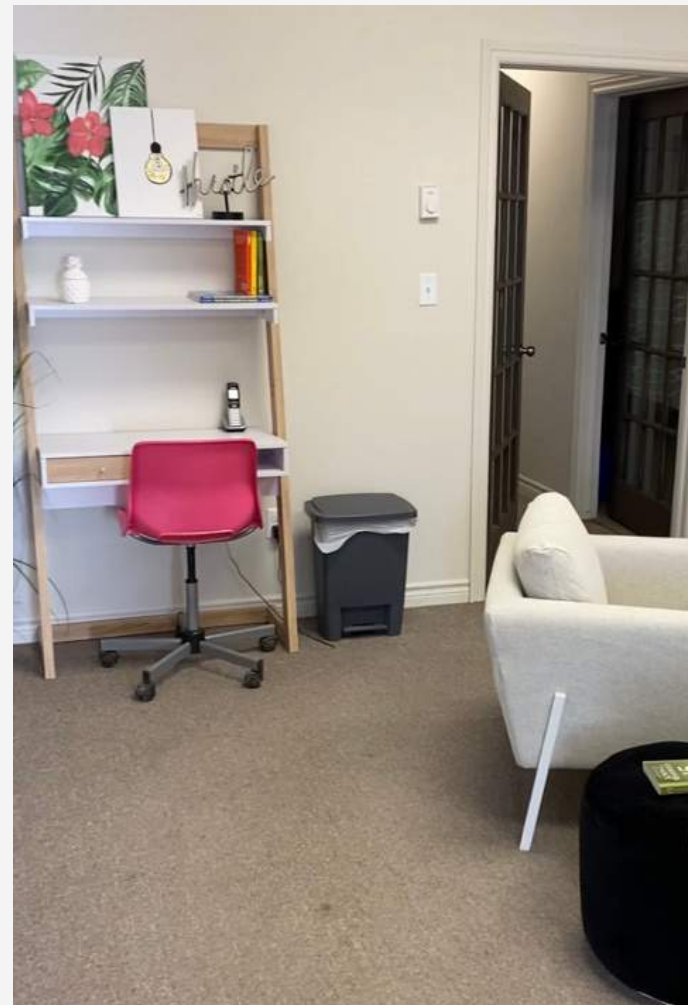
Interested?

in attending a webinar on building resilience and overcoming barriers post-COVID?



- Strategies for handling and managing anxiety and stress.
- Understanding fatigue and making a plan of action to mitigate it.
- From acceptance to taking action
- The important role of self-care and personal focus
- Giving yourself and others...a break!
- How to tap your resilience and grow it.
- How business owners and managers inspire resilience in their employees.
- ...and so much more.

Coming Soon....



- Space Enhancement
- More Co-Working
- New Resident & Business Welcome Centre
- New Training Opportunities for Business Exploration

SURVEY

Thank you for attending.

Complete our follow up survey and receive a \$10 gift certificate to a Minto restaurant of your choice.





Q

&

A

