



Working together with our community

**Tourism and Economic Development Advisory Committee**  
The Corporation of Norfolk County

June 16, 2021  
5 p.m.  
Digital Meeting

Present: Wanda Heimbecker, Jerry O'Connell, Michael Bollert, Sara VanWynsberghe, Alexis Fernandes Oliveira, Chantal Zorad, Antoinette Wells, Cindy Vanderstar, Michelle Kloefer

Regrets: Councillor Van Paassen, Helene Larochelle

Also attending: Zvi Lifshiz, Chris Garwood, Kyra Hayes, Tanya Van Rooy, Jacob Robinson, Nick Kinkel

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**Ceremonial Activities (Item 1)**

A) Welcome Kyra Hayes, Norfolk County's new Director of Corporate Communications and Customer Service. During a brief chat, it was determined TEDAB request to establish positive PR/communications and utilize volunteer members documented in previous correspondence to support messaging.

**Changes to the Agenda (Item 2)**

**Disclosure of Pecuniary Interest (Item 3)**

**Presentations (Item 4)**

A) Tanya VanRooy  
Re: Update on various community projects

Tanya updated on Board on some upcoming projects she's working on as a local filmmaker and took questions from the Board. The conversation included, but was not limited to, a "Film Norfolk" project in conjunction with Ontario Film Commission to hopefully attract TV shows, series and movies to the region. This project would make it easier to allow filmmakers to shoot in Norfolk County. It would also assess different areas such as by-laws, zoning, approaching Ministry of Environment, looking into buildings not being used. She has collected a handful of volunteers, hopes to possibly partner with neighbouring communities and industry professionals, helping people engage the industry, and spoke about the risks involved in renting your property out, pricing etc. She is also looking to bring back

a temporary farm worker festival. Residents are being urged to register their properties in a film registry database to further promote the area for use by professionals. TEDAB AdHoc Committee formed to review Norfolk Film Bylaws – Cindy, Jerry, Alex, Wanda – full TEDAB review final draft for motion/approval recommendation. **Received as information.**

### **Approval of Meeting Minutes (Item 5)**

The TEDAB Meeting Minutes of May 19, 2021, having been circulated and no errors or omissions noted, were declared as adopted.

### **Deputations (Item 6)**

#### **Communications (Item 7)**

##### A) TEDAB Skills Assessments

Jerry provided a presentation with statistics provided by the Board's assessments completed late in 2020 and earlier in 2021. The information included, but was not limited to, where members live, what skills they possess and sectors they work in. Jerry also points out which skills the Board could stand to gain going forward. Jacob forwarded the information to all members. **Received as information.**

##### B) AAB Minutes

Zvi and Jacob provided an update on what the AAB has been working on. This included recent presentations, a recent meeting with the Medical Officer of Health, action items, and update on the new Norfolk forestry by-law. **Received as information.**

### **Other Business**

A) Michelle and Jacob will connect on putting together a sheet for members of the board to utilize as needed. **Received as information.**

##### B) Shop Norfolk

Zvi provided an update on the Shop Norfolk project, when it goes live, a push to get more businesses involved, how the process works, who can sign up and how, what he and his team is working on at this point. **Received as information.**

### **Adjournment (Item 9)**

6:35 p.m.

Next meeting – July 21, 5 p.m.

### **Contact Information**

Jacob Robinson, Committee Coordinator

[Jacob.Robinson@norfolkcounty.ca](mailto:Jacob.Robinson@norfolkcounty.ca)

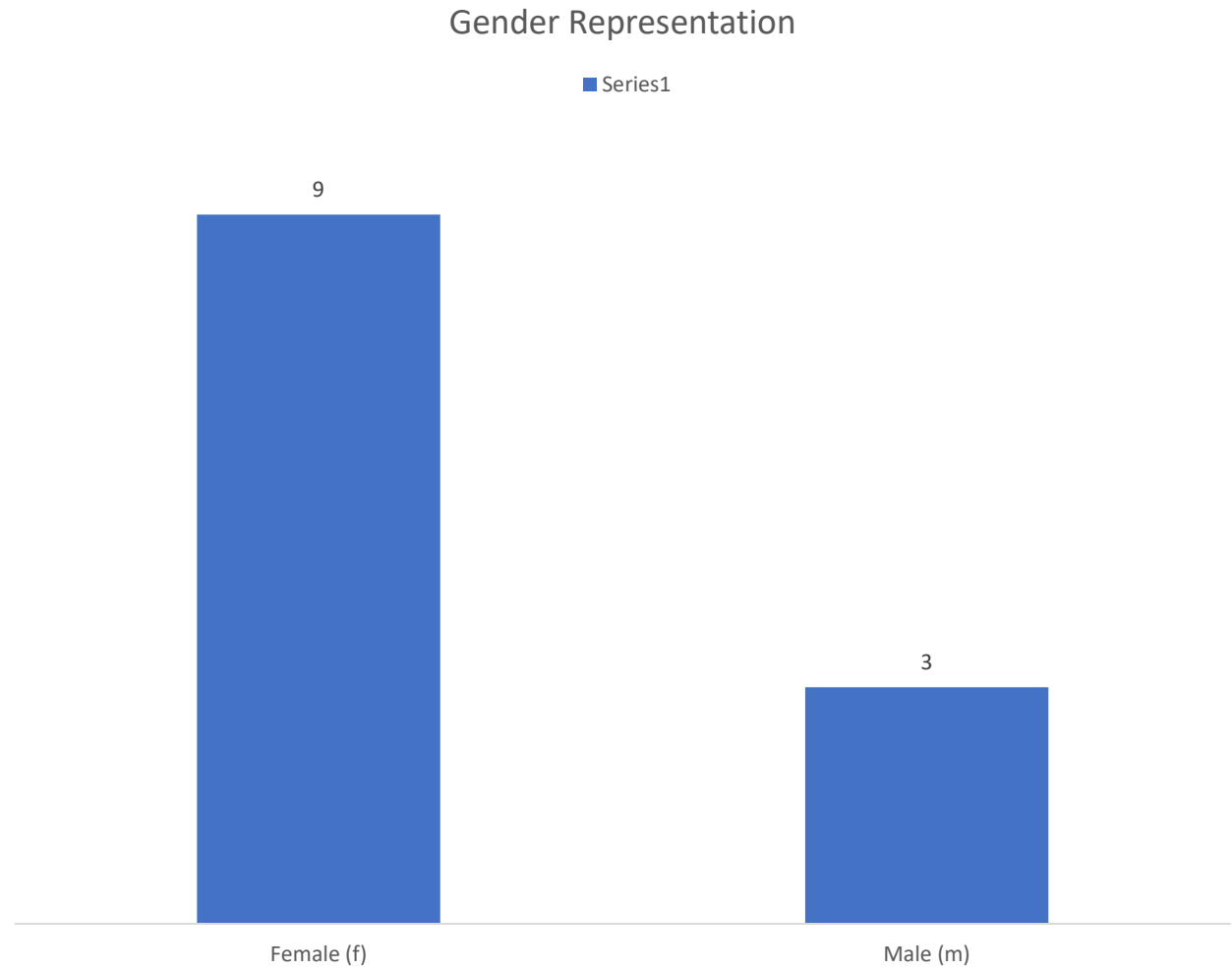


# TEDAB Skills Assessment

2021

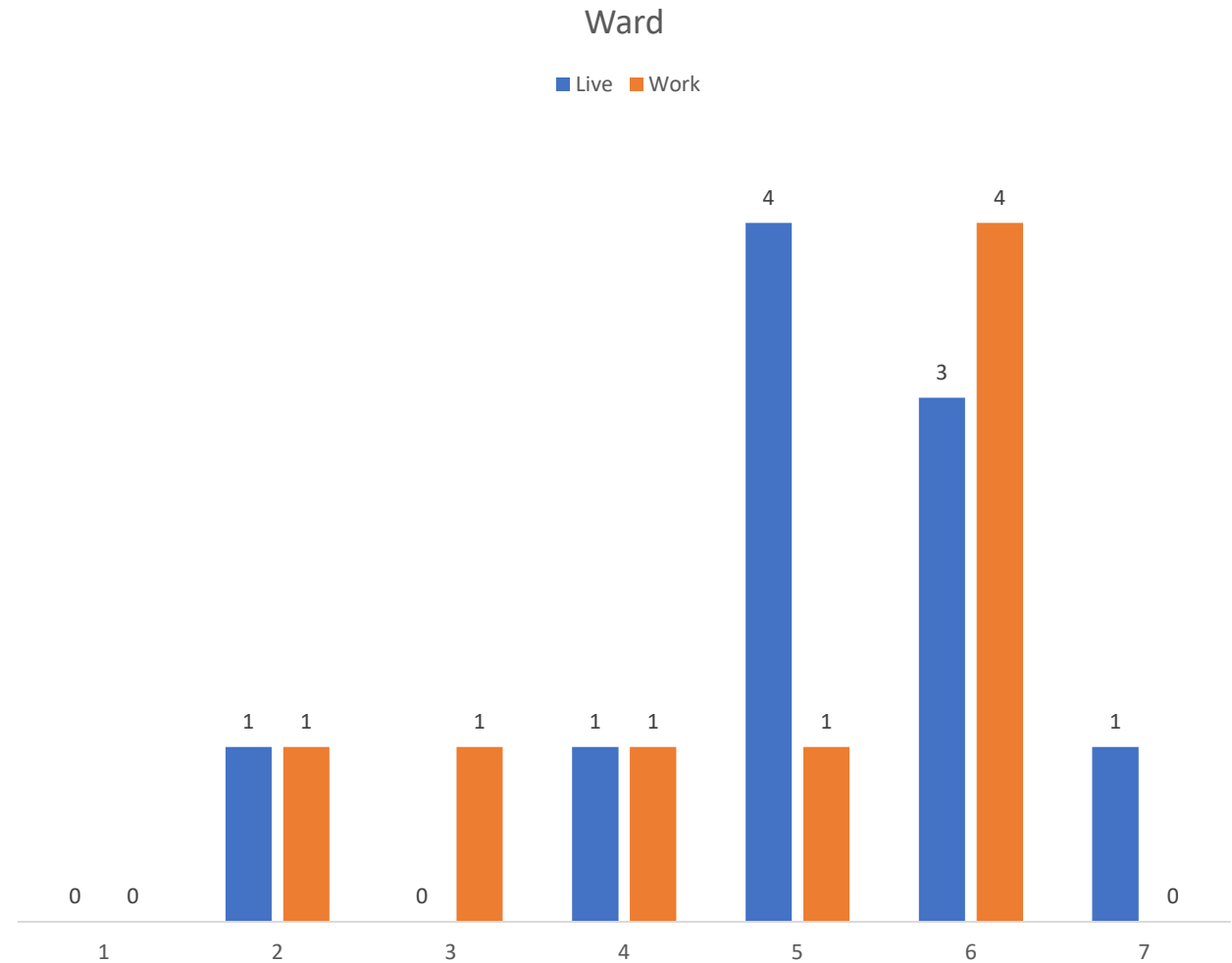
# Gender Representation

- Higher Female representation helps balance the field with Counsellor and Paid Staff Male representation



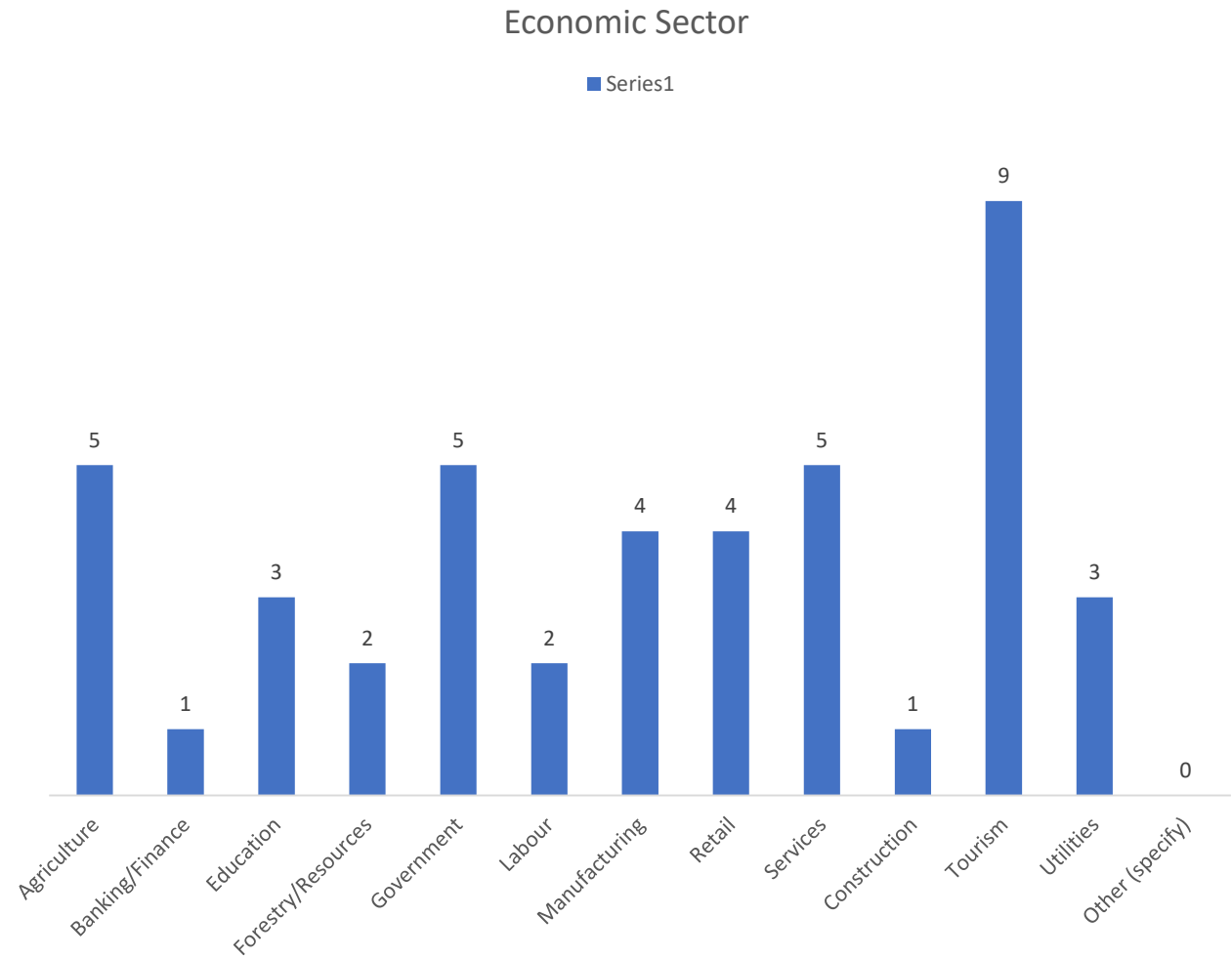
# Wards Lived v. Worked

- Ward 1 Under represented in both streams
- Across the board there is good county representation
- There are a few that had not added this to the table.
- There are multiple maps online that have wards in different areas. This might not be accurate.



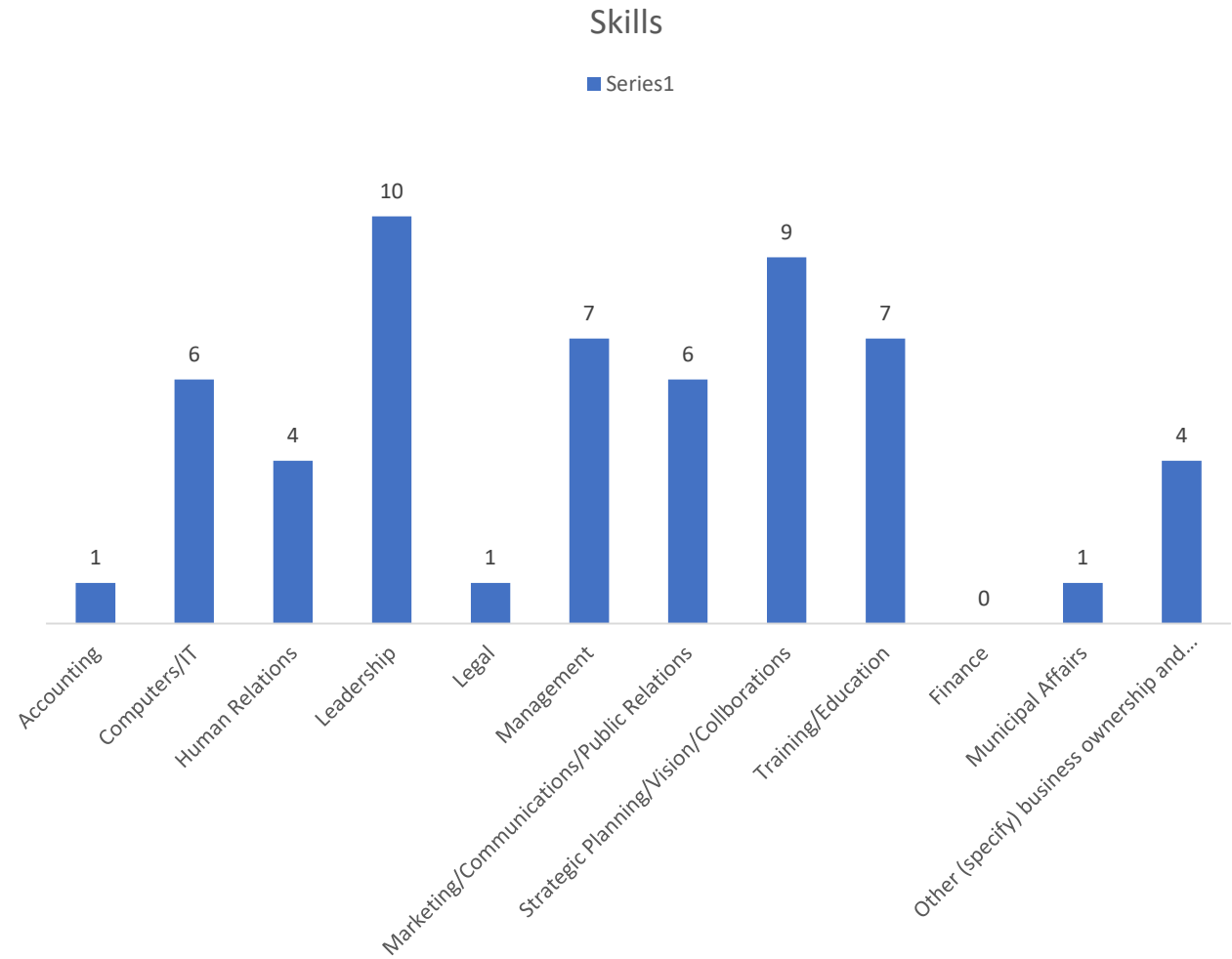
# Economic Sector

- All sectors represented
- Strengths in Tourism, Agriculture, Government, Services
- Opportunities to learn from those in the least represented sectors



# Skills

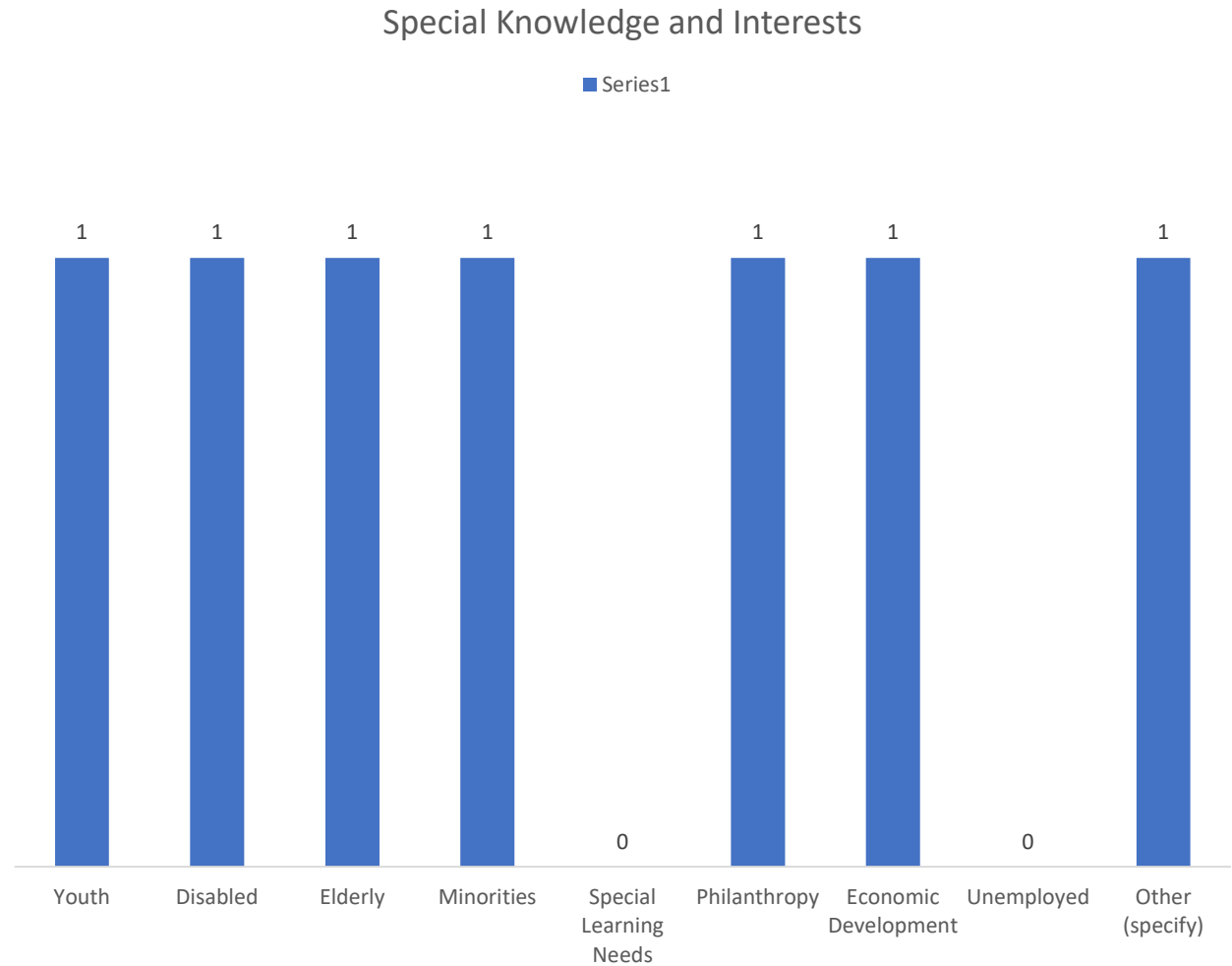
- Strengths in Leadership, Strategic Planning, Management & Training/Education
- Light on Accounting, Legal, Municipal Affairs
- Others include Rural economic development, Social Media, Interior & Graphic Design, Media Production, Advertising, Skilled Labour





# Specialized Knowledge and Interests

- Most areas listed are represented
- Opportunity for all to collaborate on these specific areas if those opportunities arise.
- Other includes Diversity and Inclusion



2021 TEDAB Skills Assessment

	Wanda Hiembecker	Michael Bollert	Laura Gibson	Cindy Vanderstar	Jerry O'Connell	Chantal Zorad	Sarah VanWynsberghe	Nick Kinkel	Antoinette Wells	Michelle Kloepfer	Helene LaRochelle	Alexis Fernandes-Oliveria
Female (f)	X		X	X		X	X		X	X	X	X
Male (m)		X			X			X				
Geography: Ward (1, 2, 3, 4, 5, 6, 7)												
Live	7	5		5	6	4	2	6		5	6	5
Work	All of Norfolk	5		6	6	4,5	3	6		2	6	4
Economic Sector:												
Agriculture	X	X						X	X	X		
Banking/Finance					X							
Education	X		X				X					
Forestry/Resources			X						X			
Government		X	X					X	X			X
Labour	X		X									
Manufacturing			X			X			X	X		
Retail		X		X				X			X	
Services				X	X			X		X	X	
Construction	X											
Tourism	X	X		X		X		X	X	X	X	X
Utilities			X					X	X			
Other (specify)												
Skills:												
Accounting				X								
Computers/IT		X	X			X	X			X	X	
Human Relations			X		X				X			X
Leadership	X		X	X	X	X	X	X	X	X	X	
Legal		X										
Management	X		X	X		X			X	X	X	
Marketing/Communications/Public Relations	X	X		X		X		X			X	
Strategic Planning/Vision/Collaborations	X		X	X	X	X		X	X	X	X	
Training/Education	X	X	X	X	X		X	X				
Finance												
Municipal Affairs	X											
Other (specify) business ownership and entrepreneurship	X					X		X			X	
(Special Knowledge or Interest)						Social Media		Rural economic development			Interior & Graphic Design, Media Production, Advertising	
Youth												X
Disabled		X										
Elderly		X										
Minorities												X
Special Learning Needs												
Philanthropy	X											
Economic Development	X											
Unemployed												
Other (specify)									X			
									Diversity and Inclusion			

2021 TEDAB Skills Assessment													
	Wanda Hiembecker	Michael Bollert	Laura Gibson	Cindy Vanderstar	Jerry O'Connell	Chantal Zorad	Sarah VanWynsberghe	Nick Kinkel	Antoinette Wells	Michelle Kloefer	Helene LaRoche	Alexis Fernandes-Oliveria	
	Chair	Member	Member	Member	Member	Member	Member	Member	Member	Member	Member	Member	
Female (f)	X		X	X	X	X	X	X	X	X	X	X	Female (f)
Male (m)		X			X			X					Male (m)
Geography: Ward (1, 2, 3, 4, 5, 6, 7)													Geography: Ward (1, 2, 3, 4, 5, 6, 7)
Live	7	5		5	5	4	2	6	5	5	6	5	Live
Work	5	5	5	6	5	5	3	6	5	2	6	4	Work
	Represents ALL		Represents ALL										
Economic Sector:													Economic Sector:
Agriculture	X	X						X	X	X			Agriculture
Banking/Finance					X								Banking/Finance
Education	X		X				X						Education
Forestry/Resources			X						X				Forestry/Resources
Government		X	X					X	X			X	Government
Labour	X		X										Labour
Manufacturing			X			X			X	X			Manufacturing
Retail		X		X				X			X		Retail
Services				X	X			X		X	X		Services
Construction	X												Construction
Tourism	X	X		X		X		X	X	X	X	X	Tourism
Utilities			X					X	X				Utilities
Other (specify)													Other (specify)
Skills:													Skills:
Accounting				X									Accounting
Computers/IT		X	X			X	X			X	X		Computers/IT
Human Relations			X		X			X	X			X	Human Relations
Leadership	X		X	X	X	X	X	X	X	X	X		Leadership
Legal		X											Legal
Management	X		X	X		X			X	X	X		Management
Marketing/Communications/Public Relations	X	X		X		X		X			X		Marketing/Communications/Public Relations
Strategic Planning/Vision/Collaborations	X		X	X	X	X		X	X	X	X		Strategic Planning/Vision/Collaborations
Training/Education	X	X	X	X	X		X	X					Training/Education
Finance													Finance
Municipal Affairs	X										X		Municipal Affairs
Other (specify) business ownership and entrepreneurship	X					X		X					Other (specify) business ownership and e
						Social Media		Rural economic development			Interior & Graphic Design, Media Production, Advertising		
(Special Knowledge or Interest)													(Special Knowledge or Interest)
Youth												X	Youth
Disabled		X											Disabled
Elderly		X											Elderly
Minorities												X	Minorities
Special Learning Needs													Special Learning Needs
Philanthropy	X												Philanthropy
Economic Development	X												Economic Development
Unemployed													Unemployed
Other (specify)								X					Other (specify)
								Diversity and Inclusion					

