



Southwold Economic Development Committee

Agenda

Thursday, May 15th, 2025 at 8:00 am
Township Council Chambers – Municipal Office Fingal

1. Call to Order
2. Approval of the Agenda
3. Approval of the April 3, 2025 Minutes
4. Development and Infrastructure Updates:
 - a. Shedden Property Sales - Commercial Plaza and Former Firehall
 - b. Shedden/Fingal Sanitary Servicing
 - c. WWTP Updates for Shedden & Talbotville
 - d. Parks and Trails Master Plan Project
5. Sign Inventory
6. Elgin County Economic Development and Tourism Update
7. Business Networking Event - Update
8. New and Other Business:
9. Next meeting date, time and location – additional meetings over the summer or hold until September?
10. Adjourn



Southwold Economic Development Committee

Meeting Minutes

**Thursday, April 3rd, 2025 at 8:00 a.m.
Council Chambers/Webex Meeting**

Present: Deputy Mayor Justin Pennings
Councillor John Adzija
Steve Bushell
Barry Harrison
Michelle Hoffsuemmer

Regrets:

Staff/Resource: Aaron VanOorspronk, Director of Infrastructure and Development
Jeff Carswell, CAO/Clerk
Lindsey Duncan, Elgin County Tourism Officer
Tanya Wilson, Elgin Business Resource Centre

1. Call to Order

Deputy Mayor Pennings called the meeting to order at 8:03 am.

2. Approval of Agenda

The Committee approved the agenda for the April 3rd, 2025 meeting.

3. Approval of the February 13th, 2025 Minutes

The Committee approved the minutes as drafted from the February 13th, 2025 meeting.

4. Development and Infrastructure Updates

Director of Infrastructure and Development Services, Aaron VanOorspronk

reported on the following matters:

- a. Planning – The Township has engaged the County of Elgin Planning Department to provide Township Planning Services. The transition will be taking place in the coming weeks. With the change in Planning Services, staff plan to further explore items such as agricultural diversification policies, parking requirements, site plan requirements and other matters to streamline development approvals. The Committee also inquired about progress with the recommendations for Alternative Accommodation and the Residential/Industrial. Staff will include these items for discussion as Planning Services are transitioned to the County.
- b. Shedden Property Sales – The Township has accepted proposals for the sale of the Commercial Plaza and Former Firehall. These sales are working through development of an Agreement of Purchase and Sale. It is anticipated the Former Firehall will close in the summer, with the Commercial Plaza not closing until early 2026 to provide notice to tenants and permit development of the new processing location for Evelyn's. The Director also highlighted some environmental remediation requirements that are being reviewed.
- c. Shedden Streetscape Design Proposals – Director Van Oorspronk reviewed two proposals for a Conceptual Downtown Revitalization Drawing for Shedden. The proposals ranged in cost from \$2,520 to \$10,000. While the more expensive proposal includes more work, the lower cost proposal from Republic Urbanism would provide enough information to illustrate a revitalized Shedden Downtown that could be used to inform future roadwork activities involving the Talbot Line/Union Road area.
Recommendation: The Committee recommends the Council accept the proposal from Republic Urbanism in the amount of \$2,520 plus taxes.
- d. Shedden/Fingal Sanitary Servicing – This project has started at the entrance to the future wastewater treatment plant and will move north along Union Road. Staff are sending out weekly construction updates and the website and social media channels are being used to keep those in the affected are up to date.
- e. WWTP Updates for Shedden & Talbotville – The Shedden WWTP will be out for tender shortly and the Talbotville WWTP upgrade/relocation is moving forward through the Progressive Design Build Finance Operate Maintain RFP Development with Colliers. Colliers also assisted with completing an application under the Federal CHIF Grant Program.
- f. The Parks and Trails Master Plan Project has commenced with the consultant gathering information and conducting stakeholder interviews. A Public Open House is tentatively planned for May 8th.

5. Elgin County Economic Development Update

Lindsey Duncan, Elgin County Tourism Officer provided updates on the following matters:

- The Tourism Website has been updated to showcase events and things to do in Elgin County <https://www.elgintourism.ca/>
- The 2025 Visitors Guide has been published, and the Taste Guide will be ready shortly
- Staff will be attending the St. Thomas Home Show
- Summer Students have been engaged
- RFP issued to develop a new five-year Economic Development and Tourism Strategy
- The Love Local Campaign is launching April 8th and will encourage local shopping and support in response to tariff increases

6. Business Networking Events

Steve Bushell updated the committee that the Business Networking Event is being planned for June 18th.

7. Southwold 175 Update

The Committee continues to develop plans for the event on August 9, 2025 and has added themed Township History articles at <https://www.southwold.ca/en/recreation-and-culture/southwold-175.aspx>.

8. New and Other Business

- Chairperson Justin Pennings raised completing another community sign sale, possibly at the end of summer. An inventory of signs in storage will be completed to assist with planning for the sale. The Committee will further consider options for the sale (ie. Auction, Silent Auction at another event).
- Member Barry Harrison advised that through the Landfill Liaison Committee, he was made aware that the City of Toronto was starting to investigate options for their waste disposal needs. The Township is aware of the Toronto Request for Expression of Interest on this matter.

9. Next Meeting date, time and location

The next meeting was scheduled for May 15th, 2025 at 8:00 am.

10. Adjourn

The meeting adjourned at 9:24 am.

Chairperson, Justin Pennings

Staff Resource, Jeff Carswell

DRAFT

From: [Aaron VanOorspronk](#)
To: [Jeff Carswell](#)
Subject: Sign Inventory
Date: Monday, May 12, 2025 1:31:32 PM

The following signs and counts are at the Teetzel Barn

- Ferndale Park 1
- Shedden 3
- Ferndale 2
- Lawrence Station 2
- Talbotville 2
- Fingal 1
- Middlemarch 4
- Iona 2
- Lynhurst 1
- Paynes Mills 2
- Frome 2
- Boxall 1



Aaron VanOorspronk, L.E.T.

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Township of Southwold

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From: [Carolyn Krahn](#)
To: [Jeff Carswell](#)
Subject: RE: Reminder - Southwold EDC Meeting May 15 - Call for Agenda Items
Date: Thursday, May 8, 2025 2:36:59 PM
Attachments: [image002.png](#)
[image004.jpg](#)
[image005.jpg](#)

Hi Jeff,

Under the County update, I can provide a verbal update on the following items:

- Elgincentives Review
- Economic Development and Tourism Strategy
- Rural Networking Event
- Economic Development website enhancements (will include promotion of industrial lands)
- Support Local Campaign and People of Elgin video series
- Elgin County Business Guide

If there is anything else that you would like to hear about from the County, just let me know.

Thanks,

Carolyn Krahn

Manager of Economic Development & Strategic Initiatives

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