

Minutes

Planning and Economic Development Advisory Committee

February 19, 2026

Present: Councillor Boddy, Councillor Carleton, Councillor Dickert ,
Councillor Keaveney, Councillor Hutchinson, Warden Matrosovs,
Councillor McKay, Councillor Milne, Roger Mooking

Regrets: Councillor Nielsen, Sandy Gott, Grace Morin, Emily Rosen,
Dave Shorey

Staff Present: Randy Scherzer, CAO, Niall Loble, Deputy CAO, Savanna
Myers, Director of Economic Development, Tourism & Culture,
Scott Taylor, Director of Planning, Linnea Catalan, Economic
Development Manager, Steve Furness, Investment Attraction
Manager, Courtney Miller, Business Enterprise Manager, Taylor
Eckenswiller, Facilities Supervisor - EDTC, Megan Myles,
Sustainability Planning Program Coordinator, Simon Newbold,
Economic Development Coordinator, Jill Paterson, Manager of
Museum and Archives, Kaleena Sanford, Strategic Marketing
Manager, Linda Swanston, Climate Change Initiatives Manager,
Royden Thomson, Business Development Coordinator, Brittany
Rier, Deputy Clerk

Call to Order

The Planning and Economic Development Advisory Committee met at the Grey County Administration Building on the above date. The Deputy Clerk called the meeting to order at 8:42 a.m. with all members present with the exception of Councillor Nielsen and Members Sandy Gott, Grace Morin, Emily Rosen and Dave Shorey.

Others Present: Brenna Carrol, Township of Southgate; Michele Harris, Municipality of West Grey; Viveca Gravel and Rebecca Ellerdiem, City of Owen Sound; and April Marshall, Town of Hanover

Election of Chair and Vice Chair

Warden Matrosovs left the meeting at 8:45 a.m. and returned at 8:46 a.m.

PED-01-26

Moved by: Councillor Hutchinson

Seconded by: Councillor Dickert

That Councillor Keaveney be elected as Chair of the Planning and Economic Development Advisory Committee for 2026.

Carried

On motion by Councillor Dickert, nominations closed.

Councillor Keaveney was acclaimed as Chair.

PED02-26

Moved by: Councillor Keaveney

Seconded by: Warden Matrosovs

That Councillor Hutchinson be elected as Vice Chair of the Planning and Economic Development Advisory Committee for 2026.

Carried

On motion by Warden Matrosovs, nominations closed.

Councillor Hutchinson was acclaimed as Vice-Chair.

Declaration of Interest

There were no declarations of interest.

Delegations

There were no delegations.

Items For Direction or Discussion

CAOR-PEDAC-05-26 Green Development Program Update

Megan Myles, Sustainability Planning Program Coordinator, provided an update on the tri-County Green Development Program. The program is a voluntary program that aims to support local leadership in residential development projects for homes that are more energy efficient.

She noted that the program aims to make new homes more efficient and resilient and recognizes what some builders are already doing making their successes more visible. With a large forecasted growth of new residents over the next 25 years, the project aims to provide long-term affordability, social and environmental benefits as well as a regional competitive advantage. She noted that staff are currently working one on one with stakeholders across multiple channels within the region.

The program will be measured by 18 metrics across three themes including Natural Environment, Community and Transportation, and Built Environment. Through the

metrics and after staff review a submitted project, the project will be recognized as bronze, silver or gold.

PED03-26

Moved by: Councillor Carleton

Seconded by: Councillor Dickert

That report CAOR-PEDAC-05-26 regarding an update on the Green Development Program be received for information.

Carried

EDTC-PEDAC-03-26 2025 Economic Development, Tourism and Culture Annual Report, EDTC-PEDAC-03-26

Savanna Myers, Director of Economic Development, Tourism and Culture, provided an overview of the Annual Report. She noted the hard work that staff conducted in 2025, and highlighted the investment ready priority.

Director Myers highlighted the over one million impressions on the video campaigns that ran in 2025 noting that viewers were not skipping Grey County ads with a 98.5% completion rate. She further highlighted the 530+ attendees to the Business Enterprise Centre and 20,000 attendees to the Sydenham Campus.

She noted the success of the recent LEAN process within the department, with Grey Roots taking a lead on this with higher memberships, increased revenues and increased attendees in 2025.

The Committee commented on the high completion-rate of Grey County's video campaigns and noted that having a good story-teller such as Roger contributes to the success.

PED04-26

Moved by: Councillor Milne

Seconded by: Councillor Dickert

That report EDTC-PEDAC-03-26 regarding the 2025 Economic Development, Tourism and Culture (EDTC) Annual Report be received; and

That the 2025 EDTC Annual Report be distributed to County Council and Member Municipalities for information.

Carried

EDTC-PEDAC-04-26 2026 EDTC Priorities

Councillor Boddy left the meeting at 9:28 a.m. and returned at 9:29 a.m.

Director Myers noted that 2026's theme of market is already in full swing. The department will focus on communicating and informing starting with the Team Grey memorandum of understanding across member municipalities. She noted the goal this year will be to help people understand what support and opportunities are available to them in Grey County.

Director Myers provided an overview of the restructuring of the department noting that this was done as an internal mechanism to do the best work possible within the department. The restructuring simplifies reporting structures while contributing to the excellent retention within the department doing so under net-neutral budget changes. She further noted that a Made in Grey exhibit will come to fruition in 2027 being Grey County's 175th anniversary.

Courtney Miller, Business Enterprise Manager, noted the Business Enterprise Centre (BEC) will continue to focus on one-on-one support and that the centre's priority is to serve the small business community best. The BEC will aim to be a connection point for businesses to communicate with each other. She further noted the BEC will be developing a new website specific to the needs of small businesses with additional resources more readily available.

Linnea Catalan, Economic Development Manager, noted there will be additional focus dedicated to Sydenham Campus. Staff will be working more closely with tenants and partners to further activate the space. Staff are also prioritizing further listening to businesses to assess experiences and enhance communication to businesses.

Kaleena Sanford, Strategic Marketing Manager, noted the enhancements coming to Grey Roots as an information centre for Grey County. She noted the continued focus on the Gather campaign with 27 videos coming in 2026. The goal will be to build brand consistency while harnessing the local pride in Grey County.

Jill Paterson, Manager of Museum and Archives, highlighted the positive changes at Grey Roots noting the continued successful Moreston by Candlelight event and the new wild weather exhibit being the biggest exhibit Grey Roots has ever had. She further noted how busy the archives is. The theatre also saw many upgrades and noted the goal of opening up options for use of the village.

Warden Matrosovs left the meeting at 9:57 a.m.

Director Myers noted that the department is in the first phase of the regional transit study that will focus on service level and service delivery. The engagement portion of the study is nearing completion. Staff and the consultant will come to Councils and the Board in March for an update and engagement session, working towards May presentations.

PED05-26

Moved by: Councillor Hutchinson

Seconded by: Councillor McKay

That report EDTC-PEDAC-04-26 regarding 2026 Economic Development, Tourism and Culture Priorities be received for information.

Carried

Verbal Update - Growth Management Study

Director of Planning, Scott Taylor, gave a brief overview of the stage of the Growth Management Study which provides an outlook of the County out to the year 2051. Director Taylor noted that the area will see a significant increase in terms of population for the area. He further noted that the numbers from the study get used in multiple way including changes to the official plan and also in infrastructure planning.

The Committee discussed if a certain age demographic will see the highest growth over the next few years where Director Taylor noted that the County will see a growth in all age cohorts. Currently, the County has a higher seniors population, but the County will see growth in more working-age people that will choose to live and work here. He noted that we are already starting to see a better balance of growth in all ages.

Roundtable Discussion

Sector Trends and Challenges

Councillor Keaveney highlighted the forthcoming TC Energy proposal and noted that once they file, there will be a 30-day comment period. She welcomed all to provide comments.

Correspondence

There was no correspondence.

Other Business

There was no other business.

Next Meeting Date

Wednesday, May 27, 2026, at 8:30 a.m.

Adjournment

On motion of Councillors McKay and Carleton, the Planning and Economic Development Advisory Committee adjourned at 10:14 a.m. to the call of the Chair.