



BOARD OF DIRECTORS MEETING MINUTES
Friday, January 28, 2022 – 8:30 a.m.
Zoom

Present:	Mayor Tom Bain, Chair	Kevin Laforet, Treasurer	Chris Savard	Tal Czudner
	Mayor Dilkens	Rob Gordon	Paul Mastronardi	Diane Reko
	Kyrsten Solcz	Alexandria Tolton		
Regrets:	Tom O’Brien			
Staff:	Stephen MacKenzie, CEO	Sabrina DeMarco	Joe Goncalves	Matt Johnson
	Gina Meret-Dybenko	Wendy Stark	Holly Connelly	

1. CALL TO ORDER & DISCLOSURE OF CONFLICT OF INTEREST

The meeting was called to order at 8:34 a.m. by Mayor Tom Bain, Chair and quorum was met. No conflict of interest was declared.

2. AGENDA

The agenda for the open meeting of Invest WindsorEssex Board of Directors was approved as presented.

Motion Moved by Kevin Laforet

Seconded by Tal Czudner

That the agenda for the January 28, 2022, meeting of Invest WindsorEssex Board of Directors be approved. Carried.

3. CONSENT AGENDA

3.1 Minutes of the open Board Meeting – December 3, 2021

3.2 Monthly Performance Measures and Metrics

3.3 Top Business Priorities

Motion Moved by Kyrsten Solcz

Seconded by Alex Tolton

THAT the consent agenda and the recommendations therein, be approved. Carried.

4. BOARD OF DIRECTORS REPORTS

4.1 Chair’s Report

The Chair thanked the Board and staff for their commitment and hard work through the extended Covid disruption. The Chair noted progress is being made attracting battery-related industry and keeping Windsor-Essex at the forefront and thanked staff for their efforts.

Motion Moved by Chris Savard

Seconded by Tal Czudner

THAT the Chair’s report be received. Carried.

4.2 CEO’s Report

a. Brief Remarks from Department Heads

Small Business and Entrepreneurship Centre (SBEC) - Sabrina DeMarco

- SBEC progressing towards the renewal of the Transfer Partnership Agreement (TPA) with the Ministry
 - New business plan 2022 – 2024 budget were submitted
 - New TPA will begin April 1, 2022
- Women’s Entrepreneurship Strategy (WES) working with WECAN Investors (Windsor Essex Capital Angel Network), Community Futures Essex County, Libro Credit Union to deliver education, training and how to access capital
- Launching \$5,000 booster loan program in partnership with Community Futures Essex County to eligible SBEC clients
- Upcoming Events:
 - March 7th - Featuring Speaker Senator Kim Pate - Challenging the Bias
 - March 23-24th - Hosting two-day regionally focused virtual International Women’s Week
- In 2021 SBEC supported over 100 new business start-ups, 800 small business expansions and supported the creation of 400 full time jobs

Business Retention and Expansion (BRE) – Wendy Stark

- Past Events:
 - Held several speaker series events
 - Held two emerging technology events
 - Worked with SBEC – forward thinking webinar series
- Upcoming Events:
 - Planning for the Future events- Knowledge transfer and succession planning
 - Planning in-person Emerging Technologies event at Caesars Windsor - October 26, 2022
- Developed and launching Source WindsorEssex database in February: [Source WindsorEssex](#)
- BRE worked on expansions with 20 different companies reflecting \$41 million in expansion investment in 2021, anticipating 300 jobs to be added

Automobility & Innovation (AI) - Matt Johnson

- Past Events:
 - Held two international virtual hackathons with a combined participation of 1900 and looking at increasing the participation in 2022
- Successful launch of Canadian Automobility Hub – Canada’s first small batch manufacturing facility and the creation of a public/private partnership with the University of Windsor, St. Clair College and Automobility Enterprise
- Completed the simulation and design work for Project Arrow – Canada’s first fully Canadian built electric vehicle
- Secured over \$7.5 million in federal funding from FedDev Ontario for the region for the organization to advance Automobility programming for the next five years
- Provided over 103 VR demonstrations to over 430 participants in 2021
- Supported 20 companies in the AVIN program and helping to commercialize products totaling over \$10 million through those 20 companies in 2021
- Planning stronger engagement with the student population at the secondary and post-secondary levels to build capacity and talent in VR, AR and mixed reality
- Looking to secure second round of funding from OVIN for the region totaling approximately \$2.5 million, to be shared across all of IWE’s partners
- Looking to become the first pilot site for virtual crash testing and smart regulations with MTO and Transport Canada

Investment Attraction & Marketing (BA) - Joe Goncalves

- \$60 million in investment announced and 300 new jobs created in 2021
- Investment announcements are pending including battery R&D
- Battery research and development announcements are expected
- 12 RFI's already submitted in 2022
- FDI campaign focusing on IT companies in Michigan, Ohio, and Illinois to kick-off in the first quarter

Marketing and Communications (MKTG) - Gina Meret-Dybenko

- Final quarterly report of 2021 is complete
- 2021 Annual Report is in progress
- Supported several events, campaigns, and corporate initiatives in 2021
 - Successful rebrand launch of two corporate websites
 - Automobility Capital of Canada Campaign
 - Canadian Automobility Hub announcement
- Two campaigns will be submitted for recognition through EDAC's National Marketing Awards
- Continuing the Automobility campaign in digital and print included further announcements
- Two-page advertorial in Perspectives Drives to Prosperity highlighting Windsor-Essex as the Automobility Capital of Canada highlighting resources and supports available to potential investors (distributed internationally)
- Planning to participate in the 2022 North American International Auto Show with several community partners including University of Windsor and WEtech Alliance
- Continue to work on FDI lead generation campaigns targeting SMEs in the tech and automobility space in the United States
 - FDI video series campaign
 - Working with YPAC to showcase young professionals in the region highlighting why they chose to work in Windsor-Essex

Motion Moved by Diane Reko
Seconded by Kevin Laforet

THAT the updates provided in the CEO's Report be received. Carried.

5. NEW BUSINESS

None

6. NEXT MEETING

The next meeting of Invest WindsorEssex Board of Directors will be held on April 1, 2022.

7. ADJOURNMENT & MOVE IN CAMERA

Motion Moved by Rob Gordon
Seconded by Kyrsten Solcz

That the open meeting of the Invest WindsorEssex Board of Directors be adjourned at 8:55 a.m. Carried.