



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

Present:	Mayor Tom Bain, Chair	Chris Savard, Vice Chair	Tal Czudner	Mayor Dilkens
	Rob Gordon	Diane Reko	Kyrsten Solcz	Alexandria Tolton
Regrets:	Kevin Laforet, Treasurer	Paul Mastronardi	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 8:33 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 Kyrsten Solcz

Seconded by Alex Tolton

That the agenda for the April 8, 2022, meeting of Invest WindsorEssex Board of Directors is approved. Carried.

3. CONSENT AGENDA

3.1 Open Board Meeting

Minutes – January 28, 2022

3.2 Monthly Performance Measures and Metrics

3.3 Top Business Priorities

Motion Moved by Chris Savard

Seconded by Rob Gordon

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

4. BOARD OF DIRECTORS REPORTS

4.1 Chair's Report

The Chair thanked all staff and highlighted the recent battery plant announcement. Adding, that it will have continued positive impact on the region.

The Chair also thanked the outgoing Board members for their contributions over the last six years.

Motion Moved by Diane Reko

Seconded by Chris Savard

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

West Windsor Small Business Relief Fund - \$2.5 million FedDev Ontario funding announcement

- SBEC to provide non-repayable contributions up to \$10,000 to small businesses along and near the Huron Church Road corridor that faced hardships as a result of the illegal blockade
- Initiative collaborators include the City of Windsor, Windsor-Essex Regional Chamber of Commerce and Tourism Windsor Essex Pelee Island

Summer Company

- Program to help students start their own summer business in order to gain entrepreneurship experience
- 13 students expected to be accepted into the program
- Application deadline is May 23, 2022

2022 Reinvent This Space – Leamington

- Coordinating the program and providing participants training, mentorship, and business development plan assistance
- Finalist will receive up to \$15,000 in Community Improvement Plan (CIP) grant funding to cover 12 months of rent for and Uptown Leamington storefront

Foodpreneur Advantage

- Six local business that produce consumer packaged goods are enrolled in the program
- Provides an opportunity for enrolled businesses to receive a \$5,000 business grant
- Program is a regional collaboration of Small Business Enterprise Centres in southwestern Ontario and is supported by Libro Credit Union and FedDev Ontario

Business Retention and Expansion (BRE) – Wendy Stark

Stellantis and LG Energy Solution Announcement

- Fielding inquiries from companies looking to connect with the Stellantis and LG Energy Solution Batter Production Plant
- Opportunity to update company listings in the Key Sector Database

Pilot Program - Windsor-Essex Career Apprenticeship Program (WECAP) - partnership between the University of Windsor and Invest WindsorEssex, with funding support from the Canadian Career Apprenticeship Initiative

- Program aims to connect graduates from Faculty of Arts, Humanities and Social Sciences undergraduate programs with non-traditional jobs
- 13 different job postings from local companies and potentially five placements

Events

- Cybersecurity Webinar – April 28
- Forward Thinking Webinar – Building Organizational Structure to Support Future Goals – May 12
- Economic Development Week – May 9-13
- Emerging Technologies Speaker Series – Aerospace and Defence - June 13
- Emerging Technologies and Automation Conference and Trade Show – October 26

Automobility & Innovation (AI) - Matt Johnson

Winhacks 2022

- 500 active participants, majority from Ontario
- 800 participants on Discord server as well
- 4th virtual hackathon
- Planning for second hackathon in September working closely with partners at the City of Windsor, County of Essex, University of Windsor and St. Clair College to submit local challenges from the automobility space
- Final reports are being prepared for Federal and Provincial grants

- Approval from FedDev Ontario for renewal application for federal level funding (\$7.5 million over the next three years for automobility focused initiatives)
- Added \$2.5 million over the next three years to support the virtual reality programs (i.e. Digital twin, Autonomous Vehicle Network program, and expanded VR Cave capabilities like remote connection)

The CEO proposed an in-person Board meeting at the Automobility and Innovation Centre when appropriate.

Investment Attraction & Marketing (BA) - Joe Goncalves

Stellantis and LG Energy Solution Announcement

A team effort approach

- Joe thanked staff, Mayor Dilkens, City of Windsor staff and council for their support and vision
- Working to connect with the University of Windsor and St. Clair College as well as local talent agencies
- 2500 employees will be need by mid 2023 and an addition 700 in early 2025
- Continue to follow up on many leads that have come in since the announcement

Marketing and Communications (MKTG) - Gina Meret-Dybenko

Q1 and Annual Reports in progress

- Annual General Meeting will be in person at Caesars Windsor
- Continuing Automobility Campaign
- Seeing a significant increase in website traffic and social media
- Intake process created through website to direct all local companies to the BRE team
- Non-regional companies are directed to the IA team
- New FDI campaign and video are being finalized and will be used to target US companies in the tech and automobility sector
- Committed to a 5-page Globe and Mail insert that will be distributed internationally in print and digital and all Ontario Trade Offices
- IWE will be representing the region at the Collison Conference in Toronto in June, Battery Show in September and will participate in the North American International Auto Show in September

Motion Moved by Alex Tolton
Seconded by Kyrsten Solcz

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

5. NEW BUSINESS

None

6. NEXT MEETING

The next meeting of Invest WindsorEssex Board of Directors will be held on May 26, 2022.

7. ADJOURNMENT & MOVE IN CAMERA

Motion Moved by Diane Reko
Seconded by Kyrsten Solcz

That the open meeting of the Invest WindsorEssex Board of Directors is adjourned at 9:02 a.m. Carried.