



BOARD OF DIRECTORS OPEN MEETING MINUTES
Friday, March 31, 2023 – 8:30 a.m.
Zoom

Present:	Chris Savard, Chair	Kevin Laforet, Treasurer	Mayor Dilkens	Dr. Robert Gordon
	Waseem Habash	Alex Anobile	Federica Nazzani	Paul Mastronardi
	Kyrsten Solcz	Jimi Tjong		
Regrets:	Warden Hilda MacDonald			
Staff:	Stephen MacKenzie, CEO	Sabrina DeMarco (regrets)	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 8:30 a.m. by Chris Savard, 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 Dr. Robert Gordon

That the agenda for the March 31, 2023, meeting of Invest WindsorEssex Board of Directors be approved. Carried.

3. CONSENT AGENDA

- 3.1 Minutes of the open Board Meeting
- 3.2 Monthly Performance Measures and Metrics
- 3.3 Top Business Priorities

Motion Moved by Kyrsten Solcz

Seconded by Waseem Habash

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

4. BOARD OF DIRECTORS REPORTS

4.1 Chair's Report

The Chair congratulated the IWE team for their great job regarding recent announcements and pending initiatives.

Motion Moved by Waseem Habash

Seconded by Kyrsten Solcz

THAT the Chair's report be received. Carried.

4.2 CEO's Report

- a. Brief Remarks from Department Heads

Business Retention and Expansion (BRE) – Wendy Stark

- May 4, 2023 - Emerging Technologies Speaker Series Virtual Event focusing on automation in the agricultural sector, with three companies presenting their technologies relating to greenhouse growing
- November 2, 2023 – Emerging Technologies Event at Caesars Windsor
- May 18, 2023 – Economic Development Week
- Plans to visit local businesses and promote via social media with a coordinated effort among economic development representatives in the region
- Region to host Economic Development Council of Ontario’s regional event in the 3rd-4th quarter
- Recent Conference Board report expects the Windsor CMA to lead all Canadian metropolitan areas of growth

Automobility & Innovation (AI) - Matt Johnson

- OVIN - Exceeding target metrics of companies supported
- New leads to work within the simulation and digital twin program are being identified
- January 28, 2023 - Future mobility challenge provided an opportunity for University and College students to hack a vehicle using cyber security tactics to identify potential threat opportunities
- February 11, 2023 – Held a meet the employer night giving 300 students an opportunity to meet with employers and learn more about potential opportunities and positions
- Working with Workforce Windsor-Essex on a job portal that uses a user’s skills profile to match and identify potential careers and also offers suggestions for additional training, programming and funding opportunities from local institutions
- New partnership with Virtualware, a new software platform that will be added to the VR Cave to help expand collaboration with companies and partners outside the region allowing remote access to the VR Cave and development on a battery manufacturing virtual room for training has begun

Small Business and Entrepreneurship Centre (SBEC) – Stephen MacKenzie on behalf of Sabrina DeMarco

- Requests for one-on-one consultations continue to be in demand (160 in March)
- A lot of new start-ups including retailers and service-based businesses, particularly health and professional services
- Digital Main Street program – 232 business have been supported by the squad since February 2023 and also adding Leamington to the program
- Women’s Entrepreneurship Strategy (WES) – last deliverable was submitted, and the final event was an exporting series for women-led businesses

Sessions:

- Vendor booth merchandising – 60 small businesses attended
- Small Business Tax – Sole Proprietors and Corporations
- How to use social media for customer acquisition

- Summer Company – mentoring program for student-led businesses (13 spots available with 30 eligibility applications submitted)
- Starter Company Plus and the Foodpreneur scale-up programs will be open for applications

Investment Attraction & Marketing (BA) - Joe Goncalves

- Announcements are pending relating to the battery supply chain with 200+ jobs for the region
- Priority files - \$2.5 billion and 2000 potential jobs in the pipeline

Marketing and Communications (MKTG) - Gina Meret-Dybenko

- Working with Prospective Magazine to create both print and digital regional sector profiles that will be distributed internationally in partnership with the provincial Economic Development agency
- Planning and promotion of the Shop Local Show (SBEC) and Emerging Technologies (BRE)
- Development of the EV Careers website continues as well as a promotional campaign and regional launch of the site for talent attraction <https://evcareers.elev8webstudio.com/>
- Mural in the main terminal of YQG is complete
- June 1, 2023 – AGM to be held at Mastronardi Estate Winery in Kingsville

General discussion highlights:

- Strategic Plan
- Departmental work plans
- Investment Attraction Strategy – 2020
- Board feedback on framing and measuring performance goals
- Windsor Works

Motion Moved by Mayor Dilkens
Seconded by Waseem Habash

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 September 29, 2023.

7. ADJOURNMENT & MOVE IN CAMERA

Motion Moved by Federica Nazzani
Seconded by Kevin Laforet

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