



**BOARD OF DIRECTORS
OPEN MEETING MINUTES
Friday, October 28, 2022
9:00 a.m. - Zoom**

| | | | | |
|-----------------|------------------------|--------------------------|---------------|---------------|
| Present: | Mayor Tom Bain, Chair | Chris Savard, Vice Chair | Rob Gordon | Waseem Habash |
| | Federica Nazzani | Kyrsten Solcz | Alex Tolton | |
| Regrets: | Paul Mastronardi | Mayor Dilkens | Kevin Laforet | |
| Staff: | Stephen MacKenzie, CEO | Sabrina DeMarco | Joe Goncalves | Matt Johnson |
| | Gina Meret-Dybenko | Wendy Stark | | |

1. CALL TO ORDER & DISCLOSURE OF CONFLICT OF INTEREST

The meeting was called to order at 9:04 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 Waseem Habash

Seconded by Federica Nazzani

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

3. CONSENT AGENDA

- 3.1 Open Board Meeting
Minutes – July 29, 2022
- 3.2 Monthly Performance Measures and Metrics
- 3.3 Top Business Priorities

Motion Moved by Waseem Habash

Seconded by Kyrsten Solcz

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

4. BOARD OF DIRECTORS REPORTS

4.1 Chair's Report

The Chair congratulated staff on a tremendous job over the last few years coming through Covid and being a leading economic development agency in Canada.

Motion Moved by Kyrsten Solcz

Seconded by Waseem Habash

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

- Emerging Technologies, held at Caesar's, highlighted the automation cluster in the region
- 45 exhibitors

- Emerging Technologies event will be held on November 2, 2023, at Caesars

Small Business and Entrepreneurship Centre (SBEC) – Sabrina DeMarco

- Launched Digital Mainstreet program in July
- Grant deadline is October 31, 2022, and 220 grants have been approved in the region to date
- October is Small Business Month in Ontario
- Several marketing campaigns in progress including a video testimonial campaign featuring diverse businesses operating in the region
- SBEC 30th Year Anniversary event on November 21st featuring Kevin Harrington

Automobility & Innovation Centre (AIC)

- Project Arrow
- Working on the VR Visualization project for Project Arrow showcased at APMA's 70th Annual Conference and Emerging Technologies Conference
- CES – launching AR component and augmented reality component for Project Arrow
- OVIN and FedDev programs
 - 15 companies registered for the year
 - 12 companies in pipeline that will be onboarded in 2023
- Talent workforce development
 - Partnered with St. Clair College, Workforce WindsorEssex and University of Windsor to draft an application for the regional premier workforce program that will engage students from K to 12, generating interest in mobility sector careers
- Worker registry app
- Connecting job seekers to EV supply chain positions
- First prototype to be launched at the end of 2022

Investment Attraction (IA)- Joe Goncalves

- 14 priority files in advanced stage of discussion
- 55 leads
- Planning a visit to Korea in the last quarter

Marketing and Communications (MKTG) – Gina Meret-Dybenko

- Globe and Mail – Perspective campaign
 - Promoting the region throughout Ontario and internationally across all trade media networks
 - Partnered with several ecosystem partners and local companies promoting investment in Windsor-Essex highlighting access to global talent in automobility and technology sectors and great quality of life
 - 300,000 distributed
- Presented with the National Marketing Award from the Economic Developers Association of Canada
- FDI Campaign in USA
 - 80% increase in website traffic with top visitors from USA for the first time (specifically Michigan Illinois, and Ohio)
 - Windsor-Essex region is gaining a lot of attention for its growing automobility sector
- Promoting ENWIN Project <https://canadianautomobilityhub.com/#enwin>

Motion Moved by Chris Savard
Seconded by Waseem Habash

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

5. NEW BUSINESS

Chris Savard recognized Mayor Tom Bain for his 40 plus years of public service in the region.

6. NEXT MEETING

The next meeting of Invest WindsorEssex Board of Directors will be held on February 3, 2023.

7. ADJOURNMENT

Motion Moved by Federica Nazzani
Seconded by Chris Savard

That the open meeting be adjourned at 9:46 a.m. Carried.