



“Serving the Municipality of South Bruce”

Monday Oct 16, 2023 at 6:00PM Harley’s Pub & Perk

Meeting Attendance: Jean Culliton, Les Nichols, Nicole Wise, Ann Marie Dietz, Patti Weiler, Joe Hoffarth, Rita Groen, Dawn Schiestel

Approval of Minutes : Apr 17, 2023 Minutes

Motion to Approve Minutes as distributed/emailed

Motion by: Patti Weiler

Seconded: Nikk Wise

Carried

Approval of Agenda -

Motion made to Approve Agenda

Motion by: Les Nichols

Seconded: Patti Weiler

Carried

Treasurer’s Report – Patti Weiler

\$19219.82

Motion to Approve Treasurer's Report

Motion by: Les Nichols

Seconded: Ann Marie Dietz

Carried

Municipal Report/Tourism Report/Economic Development -

Rhonda Niesen - From Emails

Candace Hamm – Has resigned. Seeking replacement

South Bruce Brand Questions Answered

We have heard from you and want to address some questions in regard to our current South Bruce Brand project. The cost for this project is being paid for through the 2023 Multi-Year Funding Budget for Planning and Capacity building and is not paid for through our tax base.

The branding process is necessary so that all businesses within our municipality have equal opportunity for grants and resources. Both branding and façade guidelines are a requirement to be eligible for granting opportunities both through Bruce County and municipal funding programs. We have recently updated our Community Improvement Plan Areas (CIPA) to include all commercial buildings in the 3 communities of Mildmay, Teeswater & Formosa, as well as a Municipal Wide CIPA.

The final step to complete this process for grant eligibility for our South Bruce Businesses is to establish and review current branding and façade guidelines in each of the communities.

Through this branding process, together we will:

- Creating a new municipal logo incorporating aspects of the 3 communities
- Create a new municipal tagline
- Create new logos and taglines for Mildmay, Teeswater & Formosa
- Review existing branding and facade guidelines for Mildmay and Teeswater and potentially revise based on community input
- Create branding and façade guidelines for Formosa so they are eligible for grants



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Once branding is established, we will also use this to help us promote and market South Bruce as a place to work, live and play.

Tourism: no report

Social Media Report – James Wilton - Not Present

Committee Reports -

Agriculture: Les Nichols

- Lots of crops to come off yet- Beans about 50%, Corn Silage a struggle

Industry Chair: Mike Steffen - Not Present

Mainstreet Chair:

Teeswater- Andrea Cordes - Not Present

- Tees Tap House on Main Street -(Sillick hardware building) opening soon

Mildmay - Nicole Wise

- This old thing has moved to an online only, building available.
- Intune building available
- Balaclava moving to Walkerton
- Klassy Lady closing but will become the “Kirstine Office”

Residential occupancy of mainstreet buildings on lower level, Jean going to talk to Rhonda

Outreach: Adam Ireland - Not Present

Old Business

- a. Meeting time - Survey results

Dawn sent a poll to all members with options for meeting times

7am - 4

6pm - 4

8pm - 6

Discussion followed.

Motion to move meeting back to the first Monday of the month at 7pm

Motion by: Nikk Wise

Seconder: Anne Marie Dietz

Carried

- b. Nik Wise - Social event with the Chamber

Christmas Social -December 2nd Social evening for Groups/Companies

60 tickets sold so far, more businesses to purchase tickets yet.

Distributing a list for people to sign up to help.



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New Business -

- a. Municipality hosting Volunteer BBQ in Formosa Nov. 1 RSVP to Rhonda
- b. Formosa Country Christmas, Hanging of the Green and Teeswater Parade

Motion to donate \$400 to each event

Motion by: Ann Marie Dietz Second: Nicole Wise Carried

- c. AGM in February - Everyone to think of speakers for AGM
Jean going to look into Tees Tap House for AGM
- d. Joe spoke of creating an initiative for bicycle tourism in Bruce County.
This is a growing attraction in other areas. Rita going to speak to
AnnMarie Van Stukenberg regarding opportunities for bikes and e-bikes
and to report back.

Next Meeting Date: Nov. 6th at 7pm Harley's Pub

Motion to Adjourn: Patti Weiler 7:21pm