

OUR GOAL

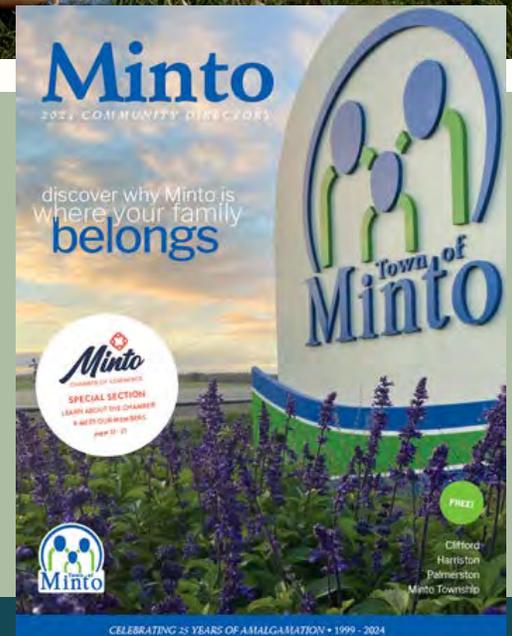
Where You Belong



Economic Development is a process of targeted activities and programs that work to improve a community's economic well-being and quality of life by building local wealth, diversifying the economy, creating and retaining jobs, and building the local tax base.

Over
6,000
Community Directories created, produced, & distributed.

Collaboration with
Town of Minto &
Minto Chamber of
Commerce.



2024 COMMITTEES

Local

- Economic Development & Planning Committee
- Downtown Revitalization Committees: (Steering, Events, & Beautification)
 - Clifford Connects
 - Harriston Rising
 - All Aboard Palmerston
- Cultural Roundtable
- Diversity, Equity, & Inclusion Committee
- Launch It Board
- Minto Farmers' Market Committee
- Palmerston Railway Heritage Museum
- Health Care Professional Recruitment
- Minto Chamber of Commerce
- Lions Medical Centre Board

Regional

- NW Joint Economic Development
- Wellington County Economic Development
- Economic Developers Council of Ontario President
- Saugeen Connects including Women of Wellington Saugeen Area (WOWSA)
- Taste Real - Farmers' Market Committee

17 Committees!



OUR GOAL

Where Your *Events* Belong

The Town of Minto is proud to organize and assist with many community events to help promote our communities, businesses, and residents!

90 **EVENTS ORGANIZED AND EXECUTED**



Town of Minto

- Community Calendar Collaboration
- Tour the Town
- Pitchit
- Newcomers' Welcome Reception
- Northern Wellington Works
- Explore Your Futures
- Minto Makers' Markets (x6)
- Fire & Ice



Minto Cultural Roundtable

- SPARC Symposium
- Cultural Symposium
- Cultural Roundtable Joint Meeting
- Culture Days Events (x4)
- Culture Bus

Diversity, Equity, & Inclusion Committee

- Black Heritage Month Celebration
- Truth & Reconciliation Celebration
- No Room for Hate Presentation



Minto Chamber of Commerce

- Mayor's Breakfast
- Annual General Meeting
- Grand Openings (x15)
- Member Appreciation BBQ
- Jingle & Mingle Holiday Social



Launchit

- Rise & Shine Wellness Breakfast
- Homegrown
- Training Experiences (x17)



Minto Farmers' Market

- Trivia Nights (x3)
- Grand Opening
- Strawberry Social
- Family Day
- Food Day Canada
- Library Day
- Fall Fun



Railway Committee

- Smoothies & Songs
- Teddy Bear Tea Party



All Aboard Palmerston

- Community Clean-Up
- Raleway Festival
- Tiny Trains Travel through Time
- Light up the Park
- Kris Kringle Market



Clifford Connects

- Carnival Celebration
- Creatures of Clifford
- Christmas in the Street

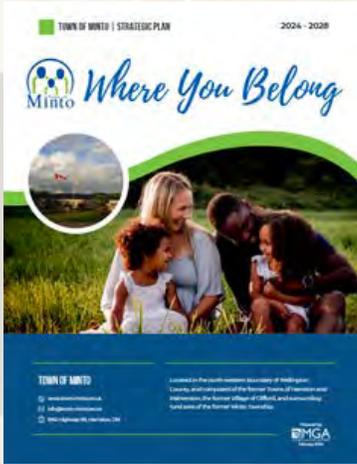


Harriston Rising

- Chili Cook-Off
- Egg Scramble
- Community Clean-Up
- Sundaes in the Street
- Street Party
- Halloween Haunt
- Candy Canes & Cocktails
- Hometown Christmas
- Winter Planter Social

OUR GOAL

Where Your Family Belongs



- Worked alongside other departments to update the Town of Minto Strategic Plan for 2024-2028.
- Input gathered from residents, business owners, and community organizations!



9 families welcomed.

- Newcomers were encouraged to attend our Welcome Event to meet community groups + businesses, ask questions, and enjoy a day out in Minto!
- Partnership with the Clifford Connects Carnival Celebration.

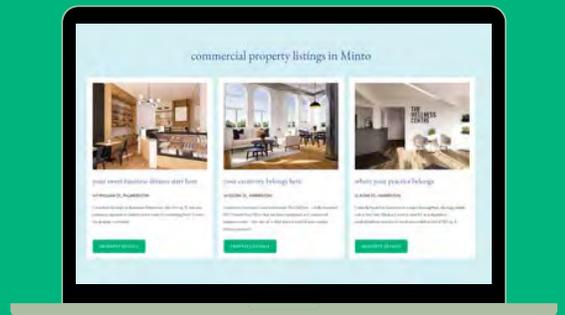


- Celebrated the 25th anniversary of the amalgamation of the Town of Minto.



DOWNTOWN BUSINESS ATTRACTION CAMPAIGN

- Created to increase awareness and consideration of Minto as a preferred destination of which to move & help fill vacant storefronts in the downtown core.



- This project was funded through contributions by:



The Campaign



Digital & Print Advertising and Resource Development

- Website Updates
- Business Attraction Video
- Business Stories
- Investment Packages



Partnerships with Property Owners

- Design Renderings
- Window Coverings
- Sell Sheets
- Social Media Promotion
- Website Listing



Downtown Property Open House

- One-day event, April 2024.
- Featured properties available for lease or sale with the goal of filling vacant properties in our downtowns.



Video
\$10,000



Window
Renderings
\$4,800



Yolo Nomads
\$5,000



Google
Digital
\$5,000



Brand
\$4,000



Investment
Package
\$3,000



Radio
Advertising
\$2,500



Print
Advertising
\$2,500



Website
Update
\$2,200



Tour the
Town
\$1,000

The Results

- Google Ad Campaign powered by

OSiM

650K
Total Ad
Placements

Over
78,000
interactions!

Nearly
500
high-interest
actions

Over
5,500
new website
users

Over
37,000
Video Views

6 of 11
properties
leased!



Hosted the Peel Newcomers Centre for Tour the Town

- Honoured with a 2024 Marketing Canada Award by the Economic Developers Association of Canada (EDAC) for our Promotional Event "Tour the Town".



- Winner of the EDCO Marketing Award of Excellence for Business Attraction & Retention - Rural Division by the Economic Developers Council of Ontario.



OUR GOAL

Where Your Career Belongs

NORTHERN WELLINGTON WORKS

36 Exhibitors

- Partnered with the Career Education Council, Mapleton, & Wellington North to host a Job and Volunteer Fair.

630 Students

EXPLORE YOUR FUTURES

- Partnered with the Career Education Council, Mapleton, & Wellington North to educate students in grade eight on career opportunities in business & industry local to our area.

Over 630 students attended.

27 Exhibitors

HEALTH CARE RECRUITMENT

- Actively participated in Recruitment Committee Meetings.
- Sat on the Minto Municipal Services Corporation.
- Assisted the Minto-Mapleton Family Health Team to set up in Harriston Lions Medical Centre & helped with patient recruitment.



ESL TRAINING

- Worked in conjunction with the County of Wellington & Set-7 to host English as a Second Language classes in Minto.

29 Participants

OUR GOAL

Where Your Business Belongs

As strong supporters of economic development, the Town of Minto is proud of its reputation of being "open for business"!

CORPORATE CALL PROGRAM

- The Economic Development & Planning Committee met quarterly and visited businesses in Minto to learn how we can better support them.
 - TG Minto, C&M Seeds, & Minto Ag



2024 PITCH IT! 2.0 BUSINESS PLAN COMPETITION

- The competition was geared towards entrepreneurs who wanted to open, purchase, expand or relocate a business within the Town of Minto.
- Completed a 2024 rebrand, including an updated logo and branding package, as well as revamped to request submissions for Business Model Canvas vs a traditional Business Plan.
- **The winner of the 2024 Pitch It! 2.0 Business Plan Competition was Brass Ridge Acres!**
- The finalists (in no particular order):
 - May's Specialties (May's Café at the Old Post), owned by Mabel Amapali, Harriston
 - Nadur + Nadur Wellness, owned by Trish and Maggie Riley, Harriston
 - Reroot Farm, owned by Caitlin Hall, Minto Township
 - Eh 2 Zed, owned by Jan Campbell, Harriston
 - Dulce Heaven Cookies and Scoops, owned by Carlos Trivino, Palmerston
 - Son of RA Sourdough, owned by Mark LaRiviere, Harriston
 - Ellis Odesseys Travel, owned by Tracey Ellis, Harriston
 - Bright Green Roof, submitted by Alan and Paula Roaring, Harriston
 - Kyra Ash Nutrition Solutions, owned by Kyra Ash, Clifford



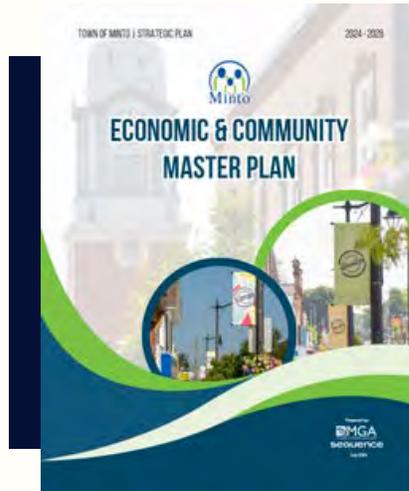
Opening, Purchasing,
Expanding or Relocating a
Business in Minto?
We can help!

pitch it
BUSINESS COMPETITION

10
Finalists!



Over
\$20,000
*in cash & prizes
donated by our
community
sponsors!*



*Created the
Economic &
Community
Master Plan to
provide direction
for the coming
years!*

TOWN OF MINTO CIP & LAND SALES

Town of Minto Community Improvement Plan

- Grand Total of 12 Grants Approved
- \$12,378.89 granted resulting in \$71,218.55 in improvements

Industrial Land

- 3 properties sold
 - BTJ Investments
 - Float King
 - Johnny & Viola Garth

3.6
acres sold

3.83
acres pending

\$946,600
*Commercial:
11 permits*

\$685,000
*Industrial:
3 permits*



LAUNCHIT MINTO

BUSINESS
EXPLORATION
CENTRE

*Celebrated
10 Years!*

LaunchIt Minto is dedicated to helping entrepreneurs and small business owners turn their ideas into reality. Whether you're starting from scratch, scaling up, or exploring new opportunities, LaunchIt provides mentorship, resources, and a collaborative space to fuel your success. With workshops, networking events, and expert guidance, we're here to support innovation and growth in Minto.

17 TRAINING & EVENTS FOR BUSINESSES

- Canva Training
- Strategies for Successful Business Expansion
- Instagram Basics for Business
- Mastering QuickBooks
- Spring Clean Your Brand
- Roadmap to Retail Success
- Crimestoppers: Tips & Tricks Learning For Businesses
- Branding Sessions
- Content Social
- Social Media to Boost Retail Sales
- Show Me The Money
- Blog Writing 101
- Unveiling Salary Insights
- Harness the Power of Pinterest
- Creating Engaging Content
- Mastering Pricing Strategies
- Grow your Circle, Grow your Sales



721
Attendees

2014-Present

7859

People have used
Launchit
Space/Services

23

Customized
Business
Assistance



2024 TENANTS

- Annie Oxby, Speech Language Pathologist
- Infrastructure Ontario
- Service Squad Staff
- Occasional Rentals

#letsdolaunchit

RISE & SHINE

Wellness Breakfast for Business Owners & Professionals



- Speakers included:
 - Kyra Ash, Nutritionist
 - Heather Reeves, Certified Life Coach
 - Nelia Ricardo, Art & Soul Purpose Life Coach
- Breakfast catered by Kyra Ash Nutrition.
- Sponsored by Feel Alive Wellness Station.

MENTORSHIP PROGRAM

- LaunchIt's mentorship program pairs established business owners to local mentors with experience to help mentees solve existing challenges in their business and identify areas for growth and refinement.



IGNITE IT PODCAST

- Launched in 2024, IgniteIt was your essential podcast for small businesses featuring insightful interviews with local business experts. Special guests included:
 - Shawn McDonald, Minto Chamber Chair
 - PC Joshua Cunningham, County of Wellington OPP & Sarah Bowers Peters, Crime Stoppers Guelph Wellington
 - Shawn Chadwick, Workplace Safety & Prevention Services
 - Brett Rogers, HR Covered
 - Katrina Burch, CMHA Waterloo Wellington
 - Rose Austin, Saugeen Economic Development Corporation
 - Fritz Jean-Louis, Cyber Education and Resilience Foundation

RELOCATION PLANS

- Prepared for relocation into the Old Post, Centre for Business & Creatively located in downtown Harriston in February 2025.

TRYIT RETAIL

- Launched the TRYIT Retail Program, a retail incubator for local small businesses.
- Aimed to support and empower local entrepreneurs in evaluating their retail concepts and products.
- Tenants included:
 - Yvette Armstrong - Stonehouse Interiors
 - Michelle Flewwelling - Homestead Boutique
 - Maggie & Trish Riley - Nadur



a gathering for female rural business owners

**Launched the inaugural conference on
June 13, 2024**

- Featured two panels - total of 12 Speakers
 - Planting Seeds (in business 1-5 years)
 - Keep it Growing (in business 10+ years)
- Offered two break-out sessions to Meet the Experts, in the following areas:
 - Accounting, Insurance, Branding, Digital Marketing, Finance, and HR
- Offered complimentary Headshots & add-on content shoots
- Also included break-out brainstorming sessions, networking opportunities, lunch, and snacks.

Over
\$5000
in profit

SOLD OUT!

100
Attendees



- Finalist for the 2024 Economic Developers Council of Ontario's (EDCO) Awards of Excellence for excellence in
 - Business Attraction & Retention
 - Rural Economic Development



Minto

CHAMBER OF
COMMERCE

169

Businesses &
Organizations as
members

15

Grand Openings
in 2024

99

Grand Openings
since 2014

The Minto Chamber of Commerce is a strong advocate for local businesses, fostering connections and creating opportunities for growth. By providing networking events, business resources, and community-driven initiatives, the Chamber helps businesses of all sizes thrive. Whether you're a start-up or an established company, the Chamber is your partner in success, working to strengthen the local economy and support a vibrant business community.

2024 INITIATIVES & EVENTS

- Addressing Workforce Challenges
- Mayor's Breakfast
- What's Happening Minto Show - Monthly
- Think Minto First Gift Card Program
- Think Minto First Fundraising Program
- Think Minto Brain Battle
- Social Media Business Promotions
- Business Spotlight for Every Member
- Access to Funding/Grants and Resources
- Members Survey and Strategic Plan
- NEW Updated Community Directory
- Online Bill Payment
- Norwell Bursary
- Enhanced Business Advocacy
- Regional Chamber Group
- New Business Ribbon Cuttings
- Member Appreciation BBQ
- Holiday Social
- Annual General Meeting
- Business Excellence Recognitions
- 3 Summer Community Events
in partnership with the Town of Minto
- 3 Winter Community Events
in partnership with the Town of Minto

2024 CHAMBER BOARD OF DIRECTORS



47

Wightman & 88.7
The River
Interviews

6,000

Directories
distributed

2025 CHAMBER DIRECTORY

- Redesigned by CreativeWorth Branding & Design
- Now combined with the Town of Minto Community Guide

Downtown Minto

In 2024, we continued to support and enhance Minto's downtowns - Harriston, Palmerston, and Clifford - through business initiatives, community events, and streetscape improvements, keeping our downtowns vibrant, welcoming, and full of local charm.

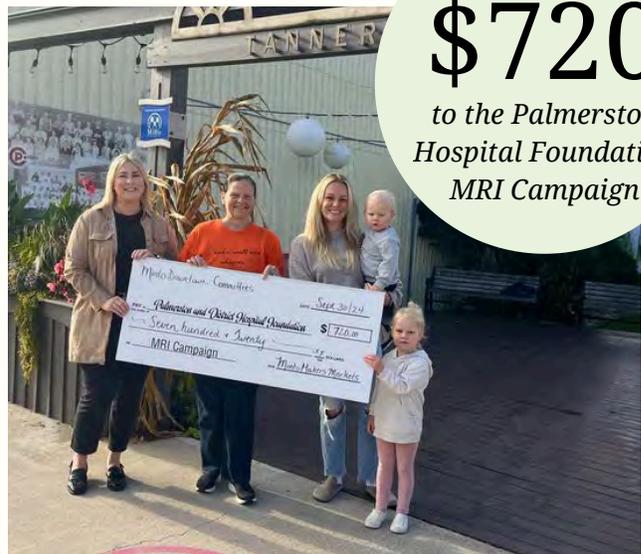
BEAUTIFICATION

- Sold 150 planters to decorate our downtown storefronts & sidewalks.
 - Purchased from Steckles, Stones & More, and Listowel Greenhouses
 - Thank you to Steckles for donating back a portion of the sales to our downtown committees!

EVENTS

- Hosted 17 events between the three downtown committees.

See below for more events & projects!



Donated
\$720
to the Palmerston
Hospital Foundation
MRI Campaign

DOWNTOWN HOLIDAY PROMOTIONAL CAMPAIGN

Minto's Magical
HOLIDAY TOWNS

A promotional initiative to tie together all holiday experiences in Minto with special deals, photo displays, events, the Bright Lights & Festive Nights walking trail, chances to win, and a holiday passport contest.

- Holiday Passport Contest
 - 1000 passports distributed across Guelph & Wellington County
 - Featured exclusive deals by 24 businesses
- Stories of the Season showcased 7 different businesses through professional photography, short feature stories, and videos and reels.
 - Eh-2-Zed
 - Homestyle Bites & Catering
 - Luna Soul Collective
 - McDonald Chiropractic
 - Real Neat Stuff
 - Studio Apri
 - Wesley Bates Gallery & West Meadow Press
- Additional contests included Check-In to Win, Bright Lights & Festive Nights photo contest, & three town-specific shopping contests.

Harriston Rising

Cool Cones + Colour Zones

11 COMMITTEE MEMBERS
Steering . Events . Beautification

Events!

- Chili Cook-Off
 - 7 businesses cooked chili
 - Over 50 attendees
- Egg-Scramble
 - Arts & crafts for Easter
 - Approximately 30 attendees
- Community Clean-Up
 - Completed by Norwell's CELP Class
- Harriston Street Party
 - All-day festivities including Leslie Motor's Car Show, Kids Zone, Sundaes on the Street, Buffet on the Boulevard, & Street Dance.
- Halloween Haunt
 - Over 350 children and youth (+ adults) participated!
- Candy Canes & Cocktails
 - Hundreds attended to shop & try fun cocktails at the Drink Den and various participating restaurants
- Harriston Hometown Christmas
 - Over 60 children & their parents joined to celebrate the holidays before the Santa Claus parade
- Hosted a Winter Planter Social Night
 - 12 attendees created beautiful planters & enjoyed wine and cheese

1,295

Instagram
Followers since
July 5, 2019



Winners of the 2024 Chili Cook-Off - Mayor Dave & Pam Turton



Promotion

- Events Promotions
- Holiday Passport Contest
- Participated in Minto's Magical Holiday Towns

Beautification

- Valentine's & Easter Planter décor
- Spring, Fall + Winter Planters
- Additional Halloween & holiday décor
- Refreshed Sidewalk Stencils & Entrance Sign Enhancements
- Enhanced the Alleyway between the Town Hall Theatre
 - Edison lights, painted tables, & decorated fence!

All Aboard Palmerston

Ontario's Railway Town



1,147
Instagram
Followers since
July 31, 2019

16 COMMITTEE MEMBERS
Steering . Events . Beautification

Events!

- Raleway Festival
 - 8 beer, wine, and spirit vendors
 - Over 400 attendees
 - Raised over \$4000 to support the Railway Museum & All Aboard Palmerston
- Tiny Trains Chug through Time
 - Various stations through the Lions Park incorporating Palmerston's history
 - 22 kids participated
- Light up the Park
 - Partnered with the Palmerston Lions to kick-off the holidays with nearly 1000 gathered in the Lions' Park
- Kris Kringle Market
 - Hundreds of attendees & over 40 Minto makers lined the streets
- Fire & Ice
 - Hundreds gathered to celebrate at our Pre-NYE Family celebration

Promotion

- Events Promotions
- All Aboard the Shopping Express Contest
- Participated in Minto's Magical Holiday Towns

Beautification

- Downtown Clean-Up with Buildings Bridges Adult Day Program
- Summer, Fall + Winter Decor and Planters
- Refreshed Sidewalk Stencils
- Added to the Poppy Project on the Old 81 Train

BRIGHT LIGHTS & Festive Nights

- Purchased 6 additional lights to create the "Bright Lights & Festive Nights" Walking Light Trail, in conjunction with the Palmerston Lions
- Recipients of Community Activator Funding on behalf of My Main Street, Canadian Urban Institute, and the Government of Canada



Clifford Connects

Let's get talking about Clifford.



11 COMMITTEE MEMBERS

Steering . Events . Beautification

Events!

- Sponsored March Break Roller Skating at the Clifford Arena
- Clifford Carnival Celebration
 - Hundreds attended to shop and celebrate summer in Clifford.
- Creatures of Clifford
 - Decorated the town with “Creatures of Clifford”
 - Hosted a Halloween Decorating Competition
- Clifford Christmas in the Street
 - Partnership with Minto Fire to bring Christmas cheer to Clifford.

Beautification

- Seasonal Downtown + Celebration Square Décor
- Summer, Autumn + Winter Planters
- Refreshed Sidewalk Stencils & Entrance Sign Enhancements
- Sponsored the DEI Artwork on the new Community Pantry in Celebration Square
- Installed a Washroom Structure for the new outdoor washrooms in Celebration Square

Promotion

- Events Promotions
- Joint Door Hanger with Clifford Rotary & Clifford Horticultural Society
- Holiday Passport Contest
- Participated in Minto's Magical Holiday Towns

783

Instagram
Followers since
Nov 6, 2019





PALMERSTON

RAILWAY HERITAGE MUSEUM

1,685
Total
Visitors

- Grants Received
 - County of Wellington Grant: \$2000
 - Young Canada Works - \$7,889.39
- 3 Summer Students Hired
- Social Media interactions
 - 1,600 Followers on Facebook
 - 500 Followers on Instagram
 - Thank you to Diane Gilbertson for creating content & maintaining Facebook!
- Demographics of Visitors
 - Families
 - People from Toronto/other city centres
 - Railway fans and former Railway employees
 - Locals
- Created new displays & received donated items
- Added new Children's Activities & programs
- Showcased a Food Day Canada Display
- Hosted Railway Festival with All Aboard Palmerston

\$16,375

in Donations to
the Caboose
Restoration
Project.

\$11,388

in RED funding
for the Caboose
Restoration
Project

300

Items
Accessioned

20

Items
Donated



- Hosted new events, including
 - Smoothies & Songs
 - Teddy Bear Picnic

\$1,345

in Souvenir
Sales!





Over
3,000
attended the
market in
2024.

33
Full-time &
Rotating
Vendors

\$2,970
Raised at
Market Trivia



\$2740
County Market
Bucks Received

\$400

Donated to
the Railway
Museum



980

Instagram
Account
Followers

1,498

Facebook
Followers

- Hosted Strawberry Social, Family Day + Breakfast, Library Day, and Fall Fun events
- Sold 6 Food Day Canda Market Meal Boxes
- Market Student, Sadie-Lyn Bieman managed the market each week to ensure the day ran smoothly.
- Partnership with Taste Real
 - 4th Season of Market Boxes
 - Minto sold 47 boxes leading to an additional \$2798 directly to Minto Farmers'
 - Holiday Market Box
 - 138 boxes sold resulting in over \$12,282 going straight to 22 different local businesses in Wellington County!
 - Combined, 539 boxes were sold, supporting 102 vendors, resulting in \$35,941 direct revenue.
 - \$1000 was raised through donations from the Market Bucks programme.
 - Market Trail
 - Passports led people through all 7 markets in Wellington County
- Promotions include radio, print, social ads, coffee & lemonade by donation, draws and prizes.
- Grants received:
 - County of Wellington - \$2000
 - Cultural Roundtable - \$300

15

Committee Members



- Held a Community Calendar Collaboration night with 20 representatives from Minto's Volunteer Organizations to create a year-long calendar of events and networking group.
- Partnered with various organizations to enhance summer festivities, holiday events, and connected groups with newcomers.
- Sponsored music at the Farmers' Market.

Updated the Cultural Master Plan to provide direction for the coming years!



- Partnered with Hanover and Wellington North
 - Hosted the Saugeen Culture Bus.
 - Sold out at 56 people
 - Included 6 stops around the region
 - Held a Cultural Symposium in Hanover
 - Had a Joint Cultural Roundtable Meeting in Wellington North.



MINTO CULTURE DAYS

SEPTEMBER 20TH - OCTOBER 13TH

Promoted
13
Events

- Celebrated Arts & Culture in our Community by hosting or collaborating on various free events, including Apples & Astronomy, Bracelet Making, Global Tile Workshop, Dance Workshops, and more.



- Hosted the 2024 Supporting Performing Arts in Rural and Remote Communities (SPARC) Symposium in Minto.
 - Featured speakers, workshops, and experiences led by presenters from across Ontario.

Diversity, Equity, & Inclusion Committee

18

Committee Members

6

Meetings Held

Created in 2023, the DEI Committee undertakes projects & hosts events to ensure Minto lives up to its commitment to be a welcoming and inclusive rural community.



PROJECTS

- Updated the Committee's Terms of Reference.
- Implemented the Community Pantry Pilot Project in Clifford.
 - Artwork completed by Shayne Lamont, local high school student at Norwell DSS.
 - Sponsored in part by Minto Pride and Clifford Connects.
- Celebrated four Cultural Months through educational and celebratory social media campaigns: February as Black History Month, June as Pride Month, September for Indigenous celebrations, and October as Islamic Heritage Month,
- Continued working toward the Coalition of Inclusive Municipalities

4

Cultural Months Celebrated

4

Guest Speakers

EVENTS

- "Cultural Connections: A Diversity Learning Series"
 - Black Heritage Month
 - Truth & Reconciliation Celebration



EDUCATION

- Invited guest speakers to meetings to provide educational experiences to our committee members:
 - Accessibility
 - Smart Cities
 - Minto Safe Communities
 - Homelessness
- Participated in DEI Training by the Rainbow Institute





OUR GOAL

Where Collaboration Belongs

Partnership: Opportunities increase when you help others win. A little win for a partner is a little win for you.

REGIONAL PARTNERSHIPS



Saugeen Economic Development Regional Advisory Committee received

\$61,687

from Rural Economic Development (RED) Grant funding for our 2023-2024

Regional Advisory Workforce Collaboration

SAUGEEN CONNECTS

Saugeen Connects encompasses 6 area municipalities and the Saugeen Economic Development Corporation; Brockton, Hanover, Minto, Wellington North, West Grey, and South Bruce.

The partnership continued to collaborate and positively impact area economic growth, support youth retention and development, support growth and retention of businesses; and to integrate efforts to leverage immigrant attraction to the area as residents, workers, entrepreneurs, business owners, operators, and investors.



Hosted **8** networking events
Over 200 attendees!

WOWSA

The Women of Wellington Saugeen Area (WOWSA) aims to inspire, empower and connect professional women and female-identifying entrepreneurs in the County of Wellington and Saugeen River region in Ontario by providing creative education and networking events.

The Saugeen Student Start Up Program (SSUP) provided the opportunity for students in this region in Grades 6-12 to try self-employment during their summer holidays.



Blianne Enriquez, Lia Kawaii Clay Creations



50
Youth

Ran **46**
Businesses

14
Minto
Businesses

34
sponsors

\$15,150
in funds supported
the youth

Since the program began in 2019, 258 youth started 228 businesses.



NORTHERN WELLINGTON PARTNERSHIP

- Two joint monthly ads in the Community News: Culture Page & Economic Development Page.



ECONOMIC DEVELOPERS COUNCIL OF ONTARIO

- Belinda Wick-Graham was the 2024 President of EDCO



PRESENTATIONS

- EDCO Conference
 - The Pivot - How to Adapt Policies, Procedures, and Project Management when dealing with a Change of Context
- ROMA Conference
 - Downtown Revitalization
- Annual Federal, Provincial and Territorial Meeting on Rural Economic Development
 - Rural Retention and Workforce Development
- Township of North Huron Council
 - Move to Minto Business Attraction
- Rural Talks to Rural
 - Pathways to Prosperity, Move to Minto

OUR GOAL

Where *Volunteers* Belong

Volunteers are the heart of our community and in the Town of Minto, we couldn't be prouder of the amazing individuals who offer their time, skills, and energy to make our community a vibrant and welcoming place to live.

COMMUNITY CALENDAR COLLABORATION

- Hosted a networking session where community groups could share ideas & work together. Resulted in:
 - Creation of a 2024 Minto Event list to share with groups to help with future event planning
 - E-mail networking group to stay connected
 - Monthly Community Calendars distributed on social media, in businesses, and on our 6 community boards.

20

volunteers attended!

SUPPORTED VOLUNTEER PROJECT COORDINATOR



- Provided support when needed to the Minto Arts Council Volunteer Project.
- Project Lead, Lynn Jamieson, hosted 4 educational sessions.
 - Diversity, Equity, and Inclusion Training
 - Recruitment & Retention Workshop
 - Social Media Workshop for Volunteers
 - Google Workspace Workshop
- Connected with various organizations in Minto to conduct research and analyze results.

Social Media

@townofminto

+696

BRAND AWARENESS
GROWTH

Overall new follower
growth since
December 2023.

190

YouTube
Subscribers

+45 since
Dec 2023



INSTAGRAM

1,861
followers

+184 SINCE DEC 2023



FACEBOOK

4,314
followers

+334 SINCE DEC 2023



LINKEDIN

459
followers

+133 SINCE DEC 2023

15

**SOCIAL MEDIA
ACCOUNTS
MANAGED**

Facebook

- Town of Minto
- Minto Farmers' Market
- Launch It Minto
- All Aboard Palmerston
- Clifford Connects
- Harriston Rising
- Minto Makers' Market
- Monitor Palmerston Railway Heritage Museum

Instagram

- Town of Minto
- Minto Farmers' Market
- Launch It Minto
- All Aboard Palmerston
- Clifford Connects
- Harriston Rising
- Minto Makers' Market



MINTO
Makers' Market



STAFF



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