

City of London - Application for Appointment to a City of London Board or Commission

Application

Please choose the Board or Commission you are interested in serving on: **Covent Garden Market Corporation Board of Directors**

Contact Information

Name: **Justin Dias**

City: **London**

Province: **ON**

Postal Code: **N6J 2Y1**

Experience and Qualifications

If you have experience on a London Board or Commission, please provide dates and details. (max. 3000 characters):

I was a previous member of the Covent Garden Market Board from 2014-2018. That period could be best categorized as a stable period of growth for the Market. I was reappointed to the Market Board in 2021 to fill a vacancy that emerged near the end of the term.

What do you hope to contribute or learn as part of a Board or Commission? (max. 3000 characters):

I have extensive experience in economic development and tourism through a decade long career working in the municipal sector. I hope to bring a tourism and destination development perspective to the Market. As a manager in the tourism sector, I have worked on and overseen programs which have helped to attract tourists and visitors through marketing campaigns and partnerships. I believe the Market can continue to build on its success and further define itself as a destination. I also hope to bring my economic development experience to the Market and to provide unique perspectives about how the Market can support current vendors, evaluate its commercial mix and determine if there are missed opportunities that can be leveraged with community and business partners. I have successfully applied to many provincial and federal grant programs in the past in my professional role and hope to bring that expertise to the Board.

Prior to my current career path in economic development and tourism, I also have a decade long career in hospitality and hospitality management. I will bring my economic development, business development and tourism lens and also my hands-on guest management experience perspective to the Board.

I hope to continue to learn from fellow Board members about the different perspectives that they bring from all parts of London, and all walks of life. I also hope to bring some continuity to the Board during the challenging time and help share current Board lessons with future Boards.

How will you support the work of a Board or Commission? (max. 3000 characters):

I will continue to push for continuous improvement for all aspects of the Market from both and operational and governance perspective. I will continue to advocate and make decisions at the Board based on the best long-term interest of the Market. While the COVID pandemic required, and may still require, quick decision making for the short-term viability of the Market, I would support a longer-term vision for what the Market should and could be with my voice at the Board. I have demonstrated a strong attendance record at Regular and Special Board meetings over my first term and during my previous term and will continue to be an active member.

Please describe additional experience, training, or community involvement that will help you in your role as a Board or Commission Member. (max. 3000 characters):

I currently sit as a liaison member to a number of business association, business improvement areas boards and economic development committees in my professional role. I will bring that knowledge and experience of board governance and community-based initiatives to the Market Board. I have also participated in a variety of cultural awareness training and lead diversity, equity and anti-racism initiatives in my professional role which could be beneficial to the role of Board Member.

Attach resume or other document here, if needed: **Justin Dias 2022 Resume.pdf**

Attach more files here, if needed:

Confirmations

I declare the following: **I am a resident of London. ; I am at least 18 years old.; I am not a City employee or Council member.; I understand that my application and any attachments will be included on a public agenda that is published on the City website.**

To help inform our outreach activities, please tell us how you heard about this opportunity: (optional): **Professional or community organization**

If you selected 'Other', please specify:

Submitted on: **10/18/2022 9:58:40 PM**

Justin Dias, PMP

London, ON | N6J 2Y1

SUMMARY OF QUALIFICATIONS:

Project management professional with experience in leading cross-sectional municipal projects, strategic initiatives, communications, community engagement, policy development, operations and economic development.

WORK EXPERIENCE:

Economic Development Officer, County of Perth, County of Perth, September 2021 to Present

- Lead and manage divisional projects across Perth County's four lower-tier municipalities and community partners. Develop project communications and engagement strategies for staff, council and community stakeholders.
- Lead application development for available funding programs from upper levels of governments including coordinating municipal letters of support, council resolutions or partner contributions as required. Wrote successful funding applications for three provincial and federal grant programs to implement strategic economic development and tourism priorities including COVID-19 recovery
- Facilitate meetings with key stakeholders including real estate professionals, company executives, provincial representatives and local municipal stakeholders related to development inquiries
- Conduct meetings with companies interested in entering the Canadian market through foreign direct investments in Southwestern Ontario
- Provide strategic policy and program advice to the Manager
- Deliver regular updates and information sharing with Committees of Council, BIA's and municipal stakeholder groups

Manager of Economic Development and Tourism, County of Perth, May 2020 to August 2021 (covering a leave)

- Lead the Economic Development and Tourism Division including staff responsible for economic development, County communications, tourism promotion development and community transit
- Lead the community engagement and communications process for the development of Perth County's Equity, Diversity and Anti-Racism Charter

- Monitor local and regional economic indicators and provide reports and recommendations to the CAO and Council on policy implications and strategies to address economic challenges and community development opportunities
- Develop the annual division budget and multi-year work plan for Council approval
- Manage and support various community development initiatives across Perth County's four lower-tier municipalities, and in partnership with the separated City of Stratford and Town of St. Marys
- Liaise with local MPs, MPPs, ministers and provincial ministries to advocate for the County's business community and support for sectors impacted by COVID-19
- Represent the County on various BIA, Chamber, economic development committees and community partnerships
- Oversee Perth County's \$1.45 million Community Transportation project and support the Transportation Coordinator in implementation of the service
- Member of the County's Emergency Control Group as Communications Lead during declared State of Emergency
- Lead the County's economic response to COVID-19 through engagement with stakeholders via surveys, corporate calling and roundtable discussions
- Responsible for administration, oversight and reporting for provincial and federal grants including two Rural Economic Development Program grants (OMAFRA), Digital Mainstreet grants (FedDev/Communitech/OBIAA) and the Tourism Relief and Recovery Fund (FedDev)

Consultant, MDB Insight Inc., April 2019 to May 2020

- Provided project management and consulting services for a portfolio of municipal clients with regards to strategic planning initiative, economic development and communications plans
- Conduct background review and analysis of relevant bylaws, policies, Official and Secondary plans, Council directives and corporate strategies to understand policy context for strategic planning activities
- Support delivery of stakeholder engagement activities including key informant interviews, facilitation of community workshops and planning sessions and the design, administration and analysis of community and business surveys
- Review best practices in municipal service delivery, performance measurement and funding supports to provide strategic recommendations to clients
- Develop communications plans and support materials to assist clients in internal and external stakeholder engagement
- Present interim, draft and final reports to municipal leadership, Council and committees for feedback and approval

Director of Economic Development and Community Services / Economic Development and Communications Officer, Municipality of North Middlesex, July 2016 to April 2019

- Provided strategic leadership to the newly created department and reported to Council on the impact of changes in provincial legislation, regulations and other relevant policy considerations
- Engaged in community development activities including liaising with business associations, arts and culture boards, recreation clubs and non-profit community groups
- Responsible for external corporate communications including media relations, social media strategy, public notices and the municipal website
- Developed and implemented economic development programs including business recognition, Business Retention and Expansion (BR&E) programs and façade improvement programs
- Managed municipal agreements with the YMCA, cooperative daycares, service clubs and non-profit organizations with lease and operating agreements within municipally owned facilities
- Supported the delivery of the Community Development Fund which provided seed funding and ongoing grant support to community organizations, volunteer groups and service clubs
- Lead a team of 11 departmental staff including management, operations, seasonal and support staff
- Provided staff support, research and liaison to a number of Committees of Council including the Economic Development Advisory Committee, Recreation Committee, Policy Committee and other ad hoc committees including the Strategic Economic Development Advisory Group
- Responsible for developing the departmental business plan and managing a combined capital and operating budget of \$1.9 million
- Prepared and executed procurement documents and agreements with contractors and service providers

Economic Development Coordinator, County of Elgin, June 2015 to June 2016 (covering a leave)

- Administered the County's \$1 million Regional Community Improvement Program (CIP). Implemented the program across multiple departments and the seven lower-tier municipalities in Elgin County
- Represented the County on a number of boards and committees of local and provincial government organizations, education institutions, workforce boards, business associations and community partners. Coordinated cross-sectoral

stakeholder groups to deliver economic development and tourism programs to County businesses

- Delivered public information presentations about the County's economic development and tourism programs
- Provided staff reports to County Council with regards to economic development trends, activities and opportunities
- Coordinated the County's Business Retention and Expansion program. Conducted in depth interviews with businesses in Elgin County's target sectors including tourism, advanced manufacturing, food/agri-business and creative enterprises
- Prepared research packages including relevant business data, available land, workforce and analysis for potential investors
- Generated new business leads and community partnerships through attendance at tradeshow, networking events and referrals

Community Coordinator, Elgin Middlesex Oxford Workforce Planning and Development Board: September 2013 to March 2015

- Developed written reports, news articles and other promotional materials on economic development and workforce trends and industry-specific employment outlooks for municipal partners, employment service providers and provincial ministry officials
- Provided labour market information to increase the appreciation and economic potential of underrepresented groups including newcomers
- Convened community planning meetings, data sharing groups and networking events to increase community awareness and utilization of labour market information in rural economies surrounding London
- Developed the Elgin-St. Thomas Workforce Strategy by bringing together key industry and public sector stakeholders in education and training.
- Measured and evaluated the impact of the organization's activities against performance metrics through the use of surveys, quantitative data and qualitative feedback measures

Research and Communications Assistant, Municipality of Middlesex Centre: June 2013 to September 2013

- Assisted the CAO in the strategic planning process including helping to develop performance measures for each department's objectives, creating a priority matrix and establishing timelines.
- Researched best practices and provided recommendations with regards to a number of key areas identified by municipal management to help in policy development.

**Kitchen Manager, Best Western Stoneridge Inn,
June 2003 to September 2011**

- Manager all aspects of a hotel and conference kitchen including staffing, ordering, food preparation and service
- Managed guest experience for wedding and conference guests

EDUCATION:

Certified Economic Developer, Ec.D (in progress)

University of Waterloo. 2016 - Present

Completed the coursework required for the Certified Economic Developer (Ec.D) designation

Ontario Graduate Certificate in Public Administration

Humber College. Toronto Ontario, 2012-2013

Courses included: Performance Management, Public Sector Finance, Project Management. Focus on provincial level administration

Graduate Diploma in Public Administration

Western University. London Ontario. 2021-2022

Bachelor of Arts (Honours)

Western University. London Ontario. 2003-2007

Major in History, Minor in English

ADDITIONAL RELEVANT TRAINING AND EXPERIENCE:

Project Management Professional (PMP) Certification

Completed certification of the global credential signifying project management proficiency through a combination of coursework, verified hours managing projects and completion of the PMP certification exam

Board Member

Covent Garden Market, London, Ontario, December 2014-December 2019 and November 2021 to present

MEMBERSHIPS:

Economic Developers Council of Ontario

Economic Development Association of Canada

Project Management Institute