



**MINUTES
ECONOMIC DEVELOPMENT COMMITTEE
MAY 26, 2022**

Present: Chair Angela McMonagle
Vice-Chair Ruben Rindinella
Janet Horner
Jeanette McFarlane
Diana Morris
Savannah Rogers
Roseann Knechtel – Secretary

1. CALL TO ORDER

The Chair called the meeting to order at 7:06 p.m.

2. APPROVAL OF THE AGENDA

Moved by McFarlane and Seconded by Rindinella

THAT the agenda be approved.

CARRIED.

3. MINUTES OF THE PREVIOUS MEETING

Moved by Horner and Seconded by Rindinella

THAT the minutes dated January 20, 2022 be approved.

CARRIED.

4. DISCUSSION ARISING OUT OF THE MINUTES - NONE

5. DISCLOSURE OF PECUNIARY INTERESTS - NONE

6. ADMINISTRATION

6.1 Gateway Signs

The Secretary provided a verbal update on the replacement of the gateway signs on Prince of Wales Road and Airport Road. Members discussed installing signs at other entry points into the Township including County Road 17 and County Road 21 and 2nd Line East at the Mulmur-Nottawasaga Townline.

Members discussed budget allocation and agreed that the additional signs be funded through the Economic Development Committee budget.

Moved by Rindinella Seconded by Rogers

THAT the Committee approve the purchase and installation of five (5) additional gateway signs to be located on County Road 21 and County Road 17 subject to County of Dufferin approval and 2nd Line E at Mulmur-Nottawasaga Towline.

CARRIED.

6.2 Think Local Video Quote

Members reviewed the quote received from Anthony Fenech and the Dufferin Board of Trade videos. Discussion ensued surrounding consistent branding, audience and length of videos.

Direction given to the Secretary to obtain additional quotes for review at the next meeting. Direction was given to include the EDC video in tax bill and monthly newsletter with applications going to the EDC for consideration in the fall.

6.3 Business Recognition Policy

The Secretary presented a draft business recognition policy to the Committee. Members amended the policy to include

Direction was given to the Secretary to amend the policy to include nominations as well as applications. Direction was given to the Secretary to amend the application form to include check boxes for home-based business, farming, or industry, and hours of operation.

Moved by Horner Seconded by Rogers

THAT the EDC receive the Draft Business Recognition Policy;

AND THAT the EDC forward the policy as amended to Council for consideration.

CARRIED.

6.4 CDDHS Awards

The Secretary provided a verbal update on correspondence with Centre Dufferin District Highschool. Members reviewed the Mulmur specific awards in place at CDDHS. Discussion ensued surrounding creating a bursary that all Mulmur students, regardless of school, would be able to apply for.

Members expressed a desire to increase the Primrose Elementary School Award to \$100 and create up to two secondary awards at \$500 each. The awards would be an annual commitment to be approved as part of the Township's budget.

Direction was given to the Secretary to draft parameters for the bursary for consideration at a future meeting.

6.5 Dufferin Board of Trade Update

Diana Morris provided a verbal update on the current actions of the Dufferin Board of Trade.

7. INFORMATION ITEMS

- 7.1 County of Dufferin Letter – Economic Development Funding
- 7.2 Cycling Station Installation
- 7.3 2022 EDC Goals

8. ITEMS FOR FUTURE MEETINGS

9. ADJOURNMENT

Moved by Rindinella and Seconded by McFarlane

THAT the Committee adjourns the meeting at 8:44 p.m. to meet again on, June 16, 2022 at 4:00 pm, or at the call of the Chair.

CARRIED.