AGENDA
ECONOMIC DEVELOPMENT COMMITTEE MEETING
Thursday September 6th, 2018
7:00 pm
Township Office

PAGE

A. Call to Order

2 B. Approval of Minutes from July 4, 2018

C. Discussion Arising from Minutes

D. Declaration of Pecuniary Interest

E. Approval of Agenda

F. Delegations – Christian Beausoleil: Brilliant Creative

G. Current Business

5 a) Municipal Branding: Conceptual Design Review
b) Fall 2018 Quarterly Newsletter
c) Internet Updated (Swift, Bell, Rogers)
7 d) Town Hall Meeting
8 e) EDC Succession Planning
10 f) Red Program
11 g) BR+E Program Representative

H. Information Items

a) Internet Materials

I. Items for Future Meetings

J. Adjournment

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Thursday July 19, 2018 - 7:00 pm / Township Office

Present: Angela McMonagle - Chair
Jeanette McFarlane
David Spencer
John Thomson
Janet Horner
Michael Winters
Tracey Atkinson – Secretary

A. Call to Order : 7:01 pm

The Chair called the meeting to order.

B. Approval of Minutes from June 14, 2018

Motion #19-18: Spencer - Winters: THAT the minutes of the June 14, 2018 meeting be approved as copied and circulated.

CARRIED.

C. Discussion Arising from Minutes

No discussion.

D. Declaration of Pecuniary Interest

The Chair stated that if any member had a disclosure of pecuniary interest that they could declare the nature thereof now or at any time during the meeting.

E. Approval of Agenda

Motion #20-18: Thomson - McFarlane: THAT the agenda be approved as copied and circulated.

CARRIED.

F. Delegations: Christian Beausoleil – Brilliant Creative

Member McFarlane provided an introduction and history as to the intent and strategy. The current logo/crest is to stay as an integral part of the branding and design. Christian Beausoleil of Brilliant Creative introduced the tagline, designs and style book.

The taglines included in the materials were discussed as well as a number of taglines.

Direction was given for Beasoleil to bring back additional taglines based on the discussion and comments provided.

Direction was given to Beasoleil to utilize concepts 3 and 4 and bring back additional renditions based on the discussion and comments provided.

McFarlane will provide the revised concepts to the Committee for review and comments back through McFarlane to the consultant.

Staff are to provide the crest to Beasoleil in a vector format if possible and review the style guide in relation to corporate letterhead needs.

Members would like to present the design at the Townhall meeting. They would also like to give residents an opportunity to weigh in on the tagline at the Fall Town Hall meeting. The format of the presentation and input will be further discussed.

G. Current Business

a) Municipal Branding

Member McFarlane provided an update with respect to the County branding project. She attended a facilitated meeting with County EDC, local EDC representatives, staff and Council members regarding the approach and branding. Next steps are unknown at this time.

b) Fall 2018 Quarterly Newsletter

Members reviewed the template for the fall e-newsletter which is scheduled to be distributed in early October 2018. Possible items for inclusion include: Christmas concert, family fun run (Oct 14), "Help Wanted" message from the Chair, information on the branding and signage initiative, and will be featuring the Mansfield Ski Club.

c) Rogers Internet Tower

Tracey Atkinson provided an update regarding the temporary Rogers tower in Honeywood, permanent Bell tower in Honeywood, Mansfield ball diamond site and further opportunities and discussions with Rogers staff.

d) Bel Mobility Follow-up

Member Spencer provided an update on discussions with Mayor Mills and Bell staff regarding support letters and 2.4-3.5 MHz line of sight projects. Spencer shared a draft letter.

Direction was given to Member Spencer to send a letter on behalf of EDC to Lena Demarco, Community Affairs, Bell regarding affordable highspeed internet, and specifically to explore 5G technology and possible pilot project opportunities.

Member McMonagle provided an update with respect to communication with and surrounding scheduling a meeting with Sylvia Jones, with the intent of sharing information regarding internet needs. No meeting date has been set at this time. McMonagle will continue discussions and seek to coordinate a date.

e) Sign By-law: Neon Signs

As a follow-up to last meeting discussions, the sign by-law was reviewed in relation to the EDC initiatives for branding and signage, as well as with respect to current development and by-law enforcement. Atkinson stated that by-law enforcement is complaint driven and explained the by-law enforcement process. Member Horner shared information regarding Community Improvement Grants

and opportunities for property improvement. Member McFarlane suggested a Mulmur Beautification Day.

H. Information Items:

a) Internet Materials

No discussion.

I. Items for Future Meetings

- Branding/Signage Conceptual Designs Review
- Fall E-Newsletter
- Internet Update (Swift, Rogers, Bell)
- Town Hall Meeting

J. Adjournment

Motion #18-18: Horner – McFarlane: THAT we do now adjourn at 9:00 pm and agree to meet again on Thursday September 6, 2018 at 7:00 pm.

CARRIED.

_____

Angela McMonagle, Chair

_____

Roseann Knechtel, Secretary

Welcome to
est. 1851
THE HILLS OF
MULMUR
It's In Our Nature.

THE HILLS OF
MULMUR
It's In Our Nature.
HONEYWOOD

THE HILLS OF
MULMUR
It's In Our Nature.
LAVENDER

TOWN HALL MEETING

SEPTEMBER 15, 2018
9:30 - 11:30 A.M.
@ TOWNSHIP OFFICE DOWNSTAIRS

TOPICS OF DISCUSSION

DUFFERIN COUNTY EMERGENCY NUMBERS
MULMUR - LOGO AND TAGLINE
TOWNSHIP SPEEDING REDUCTION INITIATIVE
ROGERS TELECOMMUNICATION TOWER
THE INS AND OUTS OF TOWNSHIP BY-LAWS

mulmur

STAFF REPORT

TO: **All Committees and Boards**

FROM: **Tracey Atkinson, BES MCIP RPP**

MEETING DATE: **September 5, 2018**

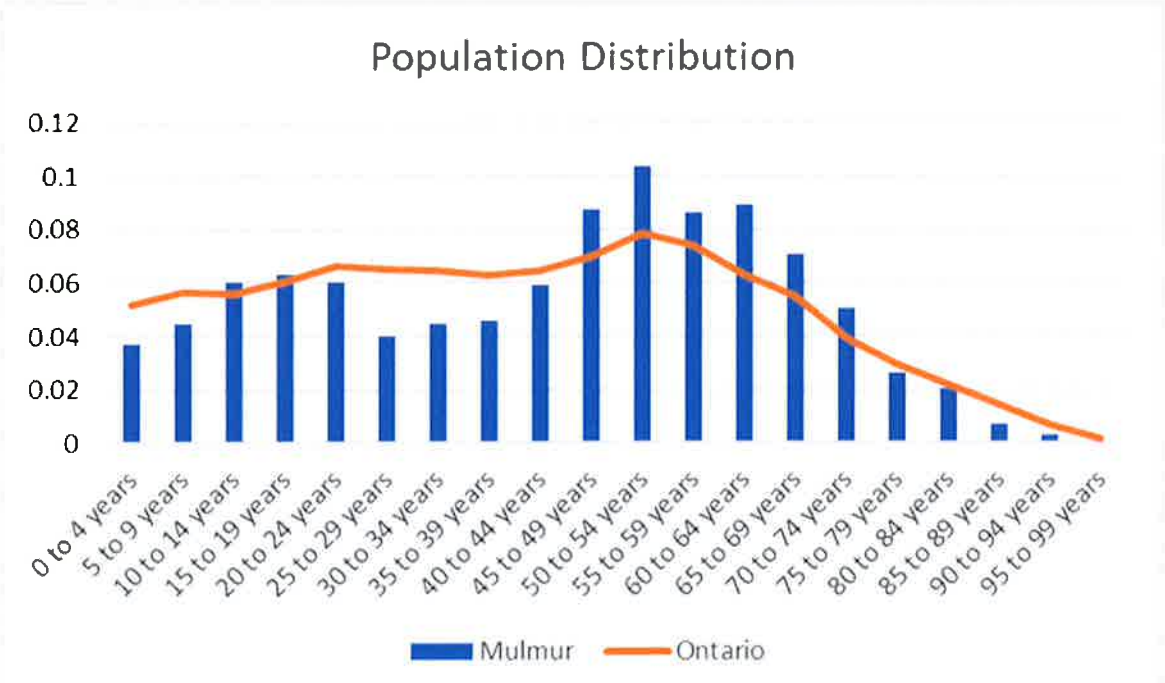
SUBJECT: **Community Volunteers - Succession Planning**

PURPOSE

The purpose of this report is to start a discussion on succession planning within our community committees and boards.

BACKGROUND

Across committees and boards, we historically have not had a large percentage of volunteers within the 20-40 age group.



*2016 Census

We have a lower population in the Generation "X" and Millennials cohorts. This stage of life is often a very demanding stage where the Mulmur residents in this cohort are

already over-committed with post-secondary education, new careers, family responsibilities, school and sport volunteerism and juggling to achieve work/family balance.

ANALYSIS

There is an opportunity to encourage young people in our committees and boards, formally, informally and as friends of the committee, such that attendance and time commitments expectations are flexible.

Participation from all people of all generations is important and provides for a range of opinions and valuable input. It also stimulates the development of cross-generational relationships with people in the community committees so that when the time is right they can easily move into such volunteer positions, leadership positions and the great work and momentum of today's committees/boards is not lost.

Each Ontario secondary student is required to complete a minimum of 40 volunteer hours in order to graduate with a secondary school diploma. Our committees and boards have seen the benefits of this program, especially in volunteers coming forward to assist in events. The committees and boards may also benefit from secondary student involvement on a more regular basis. This longer relationship can be beneficial to the student and the community.

Strategic Plan

5. Community Participation

FINANCIAL IMPACT:

There are no financial impacts.

RECOMMENDATIONS:

It is recommended that the members of committees and boards reach out to people of various generations and encourage formal and informal input and participation.

The majority of committee and board meetings are open to the public and have an informal meeting structure that would allow for informal involvement.

Committee and board members can also consider mentoring the younger generations to assist in developing a volunteer mindset, and in some cases may be able to partner in accomplishing tasks together.

Respectfully submitted,

Tracey Atkinson

Tracey Atkinson, BES MCIP RPP

Tracey Atkinson

From: Horst, Gerry (OMAFRA) <gerry.horst@ontario.ca>
Sent: July 31, 2018 3:30 PM
To: georgeb@wellington.ca; prutter@centrewellington.ca; Robyn.Mulder@erin.ca; twake@mapleton.ca; belinda@town.minto.on.ca; KLandry@puslinch.ca; dsmall@wellington-north.com; scottw@wellington.ca; janab@wellington.ca; crystale@wellington.ca; mandyj@wellington.ca; heatherv@wellington.ca; toml@wellington.ca; christinam@wellington.ca; andrear@wellington.ca; Jenna Morris; Jamie@sbdc.ca; Horst, Gerry (OMAFRA); Kristel@guelphbusiness.com; carol@workforceplanningboard.com; Smith, Stephen P. (MEDJCT); dipti.patel@guelph.ca; ijharrop@hsfx.ca; anne.fung@innovationguelph.ca; Linda Horowitz; Jenna Morris (jenna@wwcfdc.com); Ruth Phillips (rphillips@orangeville.ca); Carol Maitland; Karisa Downey; Bill McCutcheon; Diana Morris - DBOT Dufferin Board of Trade (diana@dufferinbot.ca); A Selby (aselby@dufferincounty.ca); Sonya Pritchard (spritchard@dufferincounty.ca); Pam Hillock (phillock@dufferincounty.ca); mdunne@dufferincounty.ca; Susan Greatrix (sgreatrix@orangeville.ca); 'Susan Lankheit'; Marc Villeneuve (mvilleneuve@orangeville.ca); ebrennan@orangeville.ca; Carey Holmes (cholmes@shelburne.ca); Denyse Morrissey; Jennifer Willoughby (jwilloughby@shelburne.ca); Denise Holmes; Jane Wilson (jwilson@townofgrandvalley.ca); mtownsend (mtownsend@townofgrandvalley.ca); Terry Horner; Heather Boston; Tracey Atkinson; Mark Early; Les Halucha; Jessica Kennedy; Christine Hickey; Sarah Culshaw; Karen Canivet
Subject: Quick News: RED Fund Fall Intake

Apologies for a rough message to a large list, but in absence of a lot of meetings through the summer, I wanted to get this word out asap.

`` After a review following the election, the Minister has provided approval to move forward with the next intake of the Rural Economic Development (RED) program. The intake will run from 9:00 am today (July 30), until 5:00 pm on September 28, 2018.``

The program guidelines and application have not changed from the previous intake (October 16 to December 1, 2017). All up-to-date program materials and communications are available on the RED program website (www.ontario.ca/redprogram).

Visit the website for a current program application, and contact me for any assistance in preparing their project idea.

Gerry
519-993-2589

Tracey Atkinson

From: Karisa Downey <kdowney@dufferincounty.ca>
Sent: August 16, 2018 10:05 AM
Subject: Road Signage Strategy

Hi Everyone

An email was sent out a few months ago stating that we would be working on a road signage project at the County level. I am happy to announce that we are now ready to get this project off the ground. We have met with Central Counties Tourism (CCT), and will be working with them over the next four months to facilitate a signage strategy. We hope to take advantage of CCT's funding opportunities, where we plan to leverage $1 of CCT funding for every $2 spent.

Three major types of signage will be included in the strategy:

1) Gateway Signage
2) Directional Signage to Municipalities
3) Directional Signage to Parking and Specific Landmarks

We will be meeting four times from September to December to work through the strategy:

Meeting #1: Introductory Meeting – Tuesday September 4 at 2:00 pm

Meeting #2: Main Attractors and Questionnaire – Tuesday October 2 at 2:00 pm

Meeting #3: Defining Major Travel Patterns – Tuesday November 2 at 2:00 pm

Meeting #4: Where Do We Want to Send People? – Tuesday December 4 at 2:00 pm

*All meetings will take place in the Sutton Room at 55 Zina St, Orangeville and will be no longer than 2 hours in length

There will be an opportunity for municipalities to work with Central Counties Tourism to create their own Signage Strategy utilizing the data that was shared throughout the meetings, should any municipalities be interested. It is our intent to take advantage of Central Counties Tourism funding for the signage implementation, and encourage local municipalities to do the same. Please note however that Central Counties Tourism's current contract ends March 31, 2019, so applications would have to be submitted prior to that point. Anyone interested in this initiative is encouraged to discuss opportunities with Chuck Thibeault, Executive Director of CCT at one of the strategy meetings.

We hope that each municipality is able to be represented at these meetings by staff or an Economic Development Committee member. Please RSVP to me at your earliest convenience.

Thank you in advance for your involvement in this project,

Karisa Downey | **Economic Development Officer | Planning, Economic Development and Culture**
County of Dufferin| Phone: 519.941.2816 Ext: 2508 | kdowney@dufferincounty.ca | 55 Zina St, Orangeville, ON
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