ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Thursday October 25, 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 : 7:02 pm

The Chair called the meeting to order.

B. Approval of Minutes from September 6, 2018

Motion #25--18: Winters-McFarlane: THAT the minutes of the September 6, 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 #26-18: Spencer -McFarlane: THAT the agenda be approved as copied, AMENDED and circulated.

CARRIED.

Subitem (j) added: Green routes

F. Delegations: None

G. Current Business

a) Municipal Branding

J. McFarlane provided an update on the next steps and production.

Action: T. Atkinson to provide template tender documents. McFarlane to take the lead on drafting the tender with the assistance of Public Works on the specifications and installation details for the tendering document.

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Future initiative to be consider includes phase two of branding, which would include additional signage.

b) Internet Updated (Swift, Bell, Rogers)

Member Spencer provided an update regarding Bell co-locating opportunities, and the Rogers sites. Winters provided information regarding 5G, initiatives elsewhere and the importance of building relationships with the telecommunication providers. Rural internet continues to be a big concern. Spencer provided an update with respect to timing and anticipated works for the first and second quarters of 2019.

Additional discussion ensued regarding co-locating, 5G, affordable internet, increased coverage, services for rural residences, competitive pricing and MPP meeting. A meeting has been scheduled with MPP for November 23rd, 2018.

Action: Member Spencer will continue to liaison with Mr. Armstrong.

c) Red Program Grant – Public Outreach and Ideas Discussion

The committee discussed opportunities for projects including Phase 2 branding, soccer facilities, River Road Green routes and determining their future project and budget needs.

d) BR+E Program Representative and Businesses for Survey

EDC will not be taking a roll in the current County BR+E initiative.

e) Budget

The committee would like to roll over funds remaining from the 2018 budget for a total 2019 budget of $25,000. Possible budget items included under item “c”

f) Tracking (hyperlink) and measuring effectiveness

Member Spencer spoke to effectiveness and means to determine the effectiveness of the EDC initiatives and communication/outreaches. While analytics are not available, the committee has received antidotal evidence of newsletter success. Additional discussion warranted about communication strategy, analytics and website/newsletter utility. Score cards as a measure of success and monitoring was also raised.

The success with the telecommunication tower and branding were raised as means of measuring the effectiveness of the committee.

g) Geo Mapping/GPS corrections. (D. Spencer)

No discussion

h) Brand Ambassador Program/Welcome Package (D. Spencer)

Member Spencer spoke to the merits of a Brand Ambassador program or a welcome package that could be used as an EDC tool. This initiative is something that could be

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considered a project in itself for future consideration. This item would have budget implications that require further discussion.

i) Communications Strategy & Strategic Plan

Member Spencer spoke to the timing and importance of a communication strategy and getting started on a strategic plan. The current strategic plan was for 2014 to 2018. Work has not yet commenced on the next strategic plan. Discussion occurred regarding goal setting, strategic sessions, facilitated discussion and opportunities for strategic plan and communication strategy development. The committee also discussed its roll and mandate moving forward. Atkinson advised that the Committee continues until Council selects a new committee, and that the new Council will likely select committees in December and look to recruit in January.

j) Green routes

Member McFarlene presented an opportunity to address motorcycle matters by creating periodic "green routes", designed as road – closures what allow for green, low-impact/passive use of the road. The roads could be closed to all traffic except for local traffic, cyclists and pedestrians. The idea could be further developed with attractions and destinations along the routes. There were further discussions regarding a Road Safety Committee and whether this should be a matter for such a committee. Member McFarlene will provide a summary of the proposal.

H. Information Items: None

I. Items for Future Meetings

- Tendering Signage
- Telecommunication Update (Rogers, Bell)
- Green routes
- Succession / members

J. Adjournment

Motion #27-18: Winters-McFarlane: THAT we do now adjourn at 8:57pm and agree to meet again on Thursday November 22, 2018 at 7:00 pm.

CARRIED.

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Angela McMonagle, Chair

Tracey Atkinson, Secretary