



MINUTES ECONOMIC DEVELOPMENT COMMITTEE JULY 26, 2021

Members:

Chair Angela McMonagle
Vice-Chair Ruben Rindinella
Janet Horner
Ernie Lynch
Jeanette McFarlane
Diana Morris
Roseann Knechtel – Secretary

Julie Pollock - Absent

1. CALL TO ORDER

The Chair called the meeting to order at 5:03 p.m.

2. APPROVAL OF THE AGENDA

Moved by Horner and Seconded by Rindinella
THAT the Agenda for July 26, 2021 be approved.

CARRIED.

3. MINUTES OF THE PREVIOUS MEETING

Moved by McFarlane and Seconded by Rindinella
THAT the Minutes dated May 20, 2021 be approved.

CARRIED.

4. DISCUSSION ARISING OUT OF THE MINUTES - None

5. DISCLOSURE OF PECUNIARY INTERESTS - None

6. ADMINISTRATION

6.1 EDC Mandate and Strategic Plan Alignment

Member Horner spoke to Council's strategic plan review and discussed the new EDC mandate that reflects the outstanding action items of Council's strategic plan goals.

Members agree that high speed internet and cell service is still a priority within the Township.

6.2 Events Committee Mandate

Secretary Knechtel provided an update on the Events Committee mandate and the re-establishment as a committee of Council. Members were in favor of one event supporting cycling and equestrian activity in the Township.

6.3 Think Local Market Verbal Update

Member Morris provided a verbal update that the DBOT Think Local Market has been postponed until September 14, 2021. To date, there are 43 vendors registered. The Township and Committee are to continue to encourage Mulmur vendors to join and participate.

Member Morris will send new information package for distribution at the Township.

Member discussed renting the Township pop-up tents to small business for use at markets and business functions as a way to support, encourage and allow for business participation.

Moved by McMonagle and Seconded by Lynch

THAT the Committee recommend that the municipal pop-up tents be available for rent to Mulmur businesses for business use;

AND THAT staff develop a protocol and nominal rate for rentals.

CARRIED.

6.4 Cycling Station Materials and Locations

The Township did not receive any submissions to the Open Call for Design/Build Cycling Stations. Members will follow-up with companies that previously expressed interest.

Members reviewed the approved Council locations and discussed what cycling station infrastructure should be included at each location.

Dufferin County Forest Main Tract: Members will consult with County Forest Manager and cycling groups to determine appropriate infrastructure and installation locations. The Dufferin County Forest was identified as an area for the unique design/build installation.

Pine River Fishing Area: Cycling stands: 1
Bench: 1
Fix-it Station: 1

Kilgorie: Bench: 1

Municipal Office: Cycling stands: 1
Bench: 1
Fix-it Station: 1
Identified as an area for unique design/build installation

Honeywood Park: Cycling stands: 1
Bench: 1
Fix-it Station: 1
Approval from NDCC Board required to install materials at recommended location.

Thompson Trail Park: Cycling stands: 2

Bench: 4

Mansfield Community Park: Cycling stands: 2

Members agreed that infrastructure should have a message or logo. Direction to secretary to bring ideas forward at next meeting.

Private locations are encouraged to participate in the installation of infrastructure but would be required to purchase their own materials through the Township.

Moved by Lynch Seconded by Horner

THAT the Committee approve the locations of cycling station infrastructure for the Pine River Fishing Area, Kilgorie, Municipal Office, Thompson Trail Park and Mansfield Community Park;

AND THAT the Committee consult with Dufferin County and active cyclists within Mulmur to determine an appropriate location for cycling station infrastructure at the Dufferin County Forest Main Tract;

AND THAT the Committee seek approval from the NDCC Board of Management for the installation of cycling station infrastructure at the Honeywood Park at the identified location;

AND FURTHER THAT the Committee invite local business to purchase and install cycling infrastructure to partner with the Municipality for inclusion in digital collateral and signage.

Carried.

Members will consult with cycling groups and bring infrastructure recommendations back at next meeting for purchase.

6.5 Cycling Signage and Digital Materials

Members discussed what digital materials and signage they would like created and designed. Members agreed that a sign will be installed at each cycling station and a map of cycling station materials would be included on the website. Member McFarlane noted that a Cycle Mulmur Logo has already been created and will forward to members for consideration.

Member McFarlane will consult with Christian Beausoleil to assist in the development of signage and digital materials to identify and promote Mulmur's cycling infrastructure.

6.6 Prosperous Goal 1: Retain, Enhance and Attract Business

Deferred to next meeting.

6.7 Prosperous Goal 2: Pursue Responsible Growth in Residential and Employment Areas

Deferred to next meeting.

6.8 Supportive Goal 2: Facilitate Education and Training for Mulmur Residents, Entrepreneurs and Businesses

Deferred to next meeting.

6.9 Supportive Goal 4: Celebrate Success of Residents including students, volunteers, Mulmur team members and business achievements

Deferred to next meeting.

7. INFORMATION ITEMS

- 7.1** Invitation for Design/Build Cycling Station
- 7.2** Dufferin County Workforce Strategy Notes
- 7.3** Small Business Enterprise Centre

8. ITEMS FOR FUTURE MEETINGS

- 8.1** NDCC Board Approval
- 8.2** Dufferin County Forest Approval
- 8.3** Purchase recommendations for cycling station infrastructure
- 8.4** EDC Mandate and Strategic Plan Goals

9. ADJOURNMENT

Moved by Lynch and Seconded by Rindinella

THAT the Committee adjourns the meeting at 6:46 p.m. to meet again on August 30, 2021 at 4:00 pm, or at the call of the Chair.

CARRIED.

Angela McMonagle

Chair

Roseann Knechtel

Secretary