



AGENDA
ECONOMIC DEVELOPMENT COMMITTEE
June 16, 2022 4:00 PM

MEETING DETAILS

In-Person Location: Mulmur Township Offices, located at 758070 2nd Line East

Phone Connection: 1 647 374 4685 Canada / 1 647 558 0588 Canada

Video Connection: <https://us02web.zoom.us/j/84602248258>

Meeting ID: 846 0224 8258

1. CALL TO ORDER

2. APPROVAL OF THE AGENDA

Recommendation: THAT the agenda be approved.

3. MINUTES OF THE PREVIOUS MEETING

Recommendation: THAT the minutes of May 30, 2022 be approved.

4. DISCUSSION ARISING OUT OF THE MINUTES

5. DISCLOSURE OF PECUNIARY INTERESTS

6. ADMINISTRATION

6.1 Think Local Video Quotes

Recommendation: THAT the Economic Development Committee recommend Council secure the services of _____ for the development of local promotional/economic development videos to be funded through the allotted 2022 Economic Development Committee budget.

7. INFORMATION ITEMS

7.1 Draft Burger Competition Poster

8. ITEMS FOR FUTURE MEETINGS

9. ADJOURNMENT

THAT the meeting adjourns at ____ pm and meet again on _____, 2022 at _____ pm, or at the call of the Chair.



**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.

EDC 2022 BUDGET

Annual Budget	\$10,000
Gateway Signs	\$ 1,480.61
Sign Hardware	\$ 45.50
Bike Station Torx	\$ 10.60
Additional Gateway Signs	\$ 2,740.25 (forthcoming)
Gateway Sign Materials (posts, cement, hardware)	\$ 500.00 (forthcoming)
APPROX. BUDGET REMAINING	\$5,223

Roseann Knechtel

Subject: FW: Dufferin Days Videos

From: Anthony Fenech

Sent: February 8, 2022 4:41 PM

Subject: Re: Dufferin Days Videos

Hi Roseann,

Thanks for Reaching Out!

I am proud to have produced 'Think Local' video promos for the Municipality of Grand Valley, Centre Wellington and Dufferin Board of Trade.

This year I am very excited to mention that I was nominated for two awards: The Orangeville Arts and Culture *Community Impact Award* and

The Orangeville Banner's Readers Choice Award for *Best Graphic Designer and Web Developer*.

I mention this prior to my rates to emphasize the quality and value of my work.

I'd be honoured to add Mulmur.

Typically I charge \$250 no tax per minute of polished footage.

That depends on travel time and frequency but again that's usually my rate.

During these challenging times I pride myself on charging sensibly.

I see a lot of other producers and videographers taking advantage of people.

Please let me know if I can be of any assistance and Thank You for the Opportunity.

Sincerely,

Anthony Fenech





Improving Community Engagement with Video Storytelling

Prepared for: Township of Mulmur

Contact: Roseann Knechtel

Date: June 10th 2022

Situation Appraisal

The Township of Mulmur has a desire to highlight local business and economic development in an engaging manner similar to what other municipalities have done. This requires promotional video content to drive awareness, encourage and attract new businesses, residents, and tourists. As a result, the Township desires to embark on a video project.

Now, you're looking for help with your content to support local business and economic development in Mulmur and need support from a company that can create engaging professional storytelling videos and support Town staff through the production process.

Storytelling videos will give the Township of Mulmur content for social media, paid media and the website, positioning Mulmur as an ideal location to live, work and play and increase awareness beyond the community. By showing how and why *Everything is better in Mulmur* you'll support local businesses while attracting new visitors, residents and businesses.

With your unique people, and beautiful landscape, and our Storytelling experience, we'll create memorable stories and engaging content to be loved and shared.

Outcomes

The outcomes of our work together will include:

- Creating memorable content and stories that make residents feel proud.
- Delivering content to be used on multiple platforms over time to attract new visitors, residents and businesses.

Value

The value of this project is multifold, including:

- Showcasing what makes Mulmur special and unique
- Showing support for local business by the Town
- Improved awareness of Mulmur as a place to live and work
- Attracting visitors to the area by highlighting attractions
- Creating connection between the Town and the community
- Economic Development of the Town



Options for working together

There are three levels of working together that can be effective for this project, depending on the amount of content you desire. Custom packages are also available.

Option 1) Basic Storytelling Video Package

This option is best for single project requirement or small business.

- One 2-3 minute video featuring 2-3 businesses, One 1 minute edit from the longer version
- 1-2 days filming on location
- Closed captioning for accessibility
- Exporting in landscape and square formats for different platforms.

Fees \$3000 plus HST

Option 2) Storytelling Videos and Photography Package

This option is best for organisations that need more content for a short campaign.

- Two 2-3 minute videos featuring 2-3 businesses, Two 1 minute edits from the longer version
- 2-3 days filming on location
- Closed captioning for accessibility
- Exporting in landscape and square formats for different platforms.
- Professional photography of each location and portraits of the people at work.
- Drone and/or time-lapse footage .

Fees \$6500 plus HST

Option 3) Storytelling Content Complete Package

This option is best for creating a bank of content that can be used for a longer duration of time and platforms.

- Two 2-3 minute video featuring 2-3 businesses, Two 1 minute edits from the longer version
- 2-3 days filming on location
- Closed captioning for accessibility
- Exporting in landscape and square formats for different platforms.
- Professional photography of each location and portraits of the people at work.
- Drone and/or time-lapse footage .
- 4-6 individual video edits 1 minute each.
- 4-6 written articles for blogs, newsletters, website, magazines, brochures.

Fees \$9000 plus HST



Next steps

If you choose to go ahead we will supply a contract and 50% deposit invoice and begin pre-production planning.

Past work social proof

See our five star Google Reviews [here](#)

For samples of our portfolio go to www.theartofstorytelling.com

Diana Morris - Dufferin Board of Trade

The Art of Storytelling is an amazing local business to do work with. They took the time to learn what we wanted, and communicated with us every step of the way. They were flexible with scheduling issues we had, and the finished product is outstanding.

Sheila Duncan - Town of Orangeville

The Town of Orangeville has engaged The Art of Storytelling in a couple of recent video projects and the response has been totally positive. The team is incredibly professional, is pleasant to work with, and delivers an outstanding production. They are obviously committed to quality work and to customer satisfaction. Their work is top-notch!

Carol Maitland - Town of Shelburne

Through Innovation Guelph Community Collaboration Project, Miranda O'Connor and her team worked with Shelburne businesses to create a video to promote "support local" businesses. Her team was extremely professional and the quality of the story telling was excellent.

About The Art of Storytelling

We see things differently – and have the ability to amplify the unique things that residents take for granted about the place they live. Through stories we bring a destination brand to life in a way that create a sense of belonging – a desire to participate. When your mission is to attract, facilitate and retain direct investment or tourism, our mission is to help you tell that story through video and photography.

We have produced similar videos for Dufferin County, Dufferin Board of Trade, Downtown Orangeville BIA, Headwaters Tourism, Town of Orangeville, Town of Shelburne, Town of Grand Valley, and overseas for the Inbound Investment Company of Trinidad and Tobago (InvesTT), and the Tourism Development Company of Trinidad and Tobago.

Roseann Knechtel

Subject: FW: Economic Development Video

From: Sara May
Sent: May 31, 2022 4:17 PM
To: Roseann Knechtel
Subject: Re: Economic Development Video

Hi Roseann,

Thank you for getting in touch. I had a fantastic experience working with Savannah so I'm happy to hear she recommended me.

Here are a couple price breakdowns:

1 Minute Video with 2 Hour Shoot

Video Shoot - On Location 2 Hour Shoot - Interview + B-Roll Footage Includes Travel to Location in Mulmur	\$300
Video Editing - 1 Minute Social Media Video With Music, Branding Includes 2 Rounds of Revisions	\$250
Total	\$550 +hst

2-3 Minute Video with 4 Hour Shoot

Video Shoot - On Location 4 Hour Shoot - Interview + B-Roll Footage Includes Travel to Location in Mulmur	\$500
Video Editing - 2-3 Minute Social Media Video With Music, Branding Includes 3 Rounds of Revisions	\$500
Total	\$1000 +hst

Let me know if you have any questions or require any other information. Thank you!

Sara

Sara May

--

TRUE NATURE MEDIA
truenaturevideo@gmail.com
www.truenaturemedia.ca
647-459-2078

VIDEO EXAMPLES

Art of Storytelling

<https://dufferinbot.ca/eat-local-feature-video/>

<https://dufferinbot.ca/play-local-feature-video/>

True Nature Media

<https://www.truenaturemedia.ca/promovideos>

Fenech Designs

See Dufferin Days Spotlight Videos

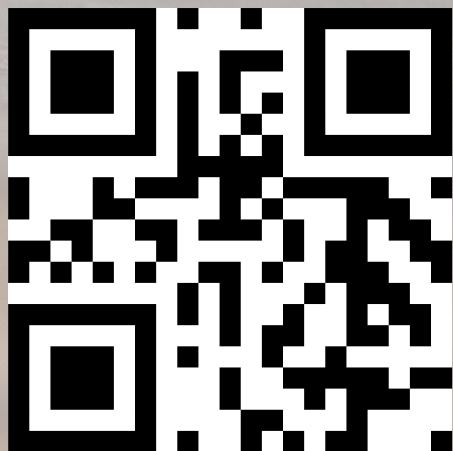
<https://dufferinbot.ca/think-local-video-series/>

Best Burger Contest

YOU
COULD
WIN!

- ✓ Burger Bus
- ✓ Champ Burger
- ✓ Fam Burger
- ✓ Superburger

ORDER.
EAT.
VOTE.



Scan the QR code to vote for your favourite burger for a chance to win a \$100 gift card to the winning restaurant! For restaurant locations visit www.mulmur.ca

www.mulmur.ca

TOWNSHIP OF
MULMUR