

ECONOMIC DEVELOPMENT COMMITTEE MINUTES – WEDNESDAY, OCTOBER 3, 2012

MEMBERS PRESENT: Doug Weber, Paul Ferguson, Peter Hopkins, Wave Weir, Debbie McMurray

VISITORS: 10 community visitors

MINUTES:

2). DECLARATIONS OF PECUNIARY INTEREST: None

3). VISITORS:

Wave Weir introduced Larry Taylor, Northern Development Officer with the Ministry of Northern Development, Mines and Forestry and Julie Poirier Mensinga, Agriculture Development Advisor with the Ministry of Agriculture, Food and Rural Affairs.

Mr. Taylor made a presentation on the funding programs available through the Ministry of Northern Development, Mines and Forestry. They are as follows: Northern Ontario Entrepreneur Program, Youth Internship and Co-Op Program, Young Entrepreneur Program, Infrastructure and Community Development Program, Northern Energy Program and Private Sector Emerging Technology Program. Information sheets on all the programs were on hand.

Questions arose from the floor as follows:

- a) Is there a minimum application amount? Answer: No.
- b) What impact will government cut-backs have on the programs? Answer: Internship program and private sector programs not affected.
- c) How long does it take to process intern applications? Answer: 6 – 8 weeks.
- d) Who to talk to about accessing funding for the municipality? Answer: Depends on the project being considered. Could fall under the umbrella of Trillium, Fednor or NOHFC. Larry suggested inviting the 3 agencies to a future meeting to discuss specifics or sitting down to talk to him once a project had been identified. Example of a successfully funded project is the waterfront development in Rosseau.

Ms. Poirier Mensinga made a presentation on the funding programs available through the Ministry of Agriculture, Food and Rural Affairs. They are in the areas of Environment and Climate Change, Business Development for Farm Businesses, Farm Financial Assessment, Agriculture Skills Development, Advanced Business Planning, Business Plan Implementation, Agricultural Management Institute and Ontario Wildlife Damage Compensation Program. Information kits on Starting a Farm and other programs were on hand. Julie suggested the Leadership and Governance Training program may be of interest to the Economic Development Committee and possibly also the Event & Speaker funding of up to \$5000.

Questions arose from the floor as follows:

- a) Where are the voluntary workshops conducted? Answer: Anywhere there is the need. The workshop must pay for itself – either through sponsorship or per person fee.
- b) Where are the mandatory workshops conducted? Answer: Contact the program administrator.
- c) Are the workshops published in the on-line newsletter? Answer: Yes.

- d) Could one get training for starting a honey bee business? Answer: Yes.
- e) What is meant by “value added”? Answer: Anything that a customer would pay more for – ie: husking the corn cobs. Tends to be a labour component. Capital expenditures would fall under the auspices of the NOHFC.

A short break was held after the presentations to permit visitors to pick up brochures and talk to the speakers.

1) ACCEPT THE MINUTES OF THE SEPTEMBER MEETING:

The minutes of the September 5, 2012 meeting were amended as follows:

Change “Vision Paper” to “Conceptual Paper” in each of the 2 occurrences in the document.

Moved by Wave Weir, Seconded by Paul Ferguson that the Minutes be approved as amended.

Carried.

4) CORRESPONDENCE:

Discussion deferred to item (7b) on the agenda.

5) REPORTS OF MEMBERS:

- Peter: Reported that he attended a REDAC Executive meeting. Focus will be on 3 – 4 key projects: a) the Smart Community initiative, b) increase jobs, c) one-stop shopping for business information. Info. will be circulated to all area EDCs. No interest in having a casino in the area. Looking to achieve economies of scale. Wave asked if farm support industries fall into the category of job creation. Peter said emphasis will be on i) airport, ii) cottage industries (home-based), and iii) industrial park.

Peter looked up Welcome Wagon on the Internet – this is a commercial enterprise. His thoughts were to make it more of a community welcome program – still considering the concept.

- Paul: Inquired into First Impressions Program. Investigation not complete – will report back to committee at a later date.
- Debbie: Circulated copy of Savour Muskoka map with suggestion that a similar format be used for McKellar map – displaying area businesses. Advised that a local business owner recommended that new McKellar Business and Community Directory be mailed to all households. Discussion ensued about selling ads in the directory and what content to include. Direction will need to come from the EDC to Tamara and Phil. Email needs to go to all community groups requesting input for the directory. Peter has compiled list of all community contacts and will forward to committee members with the suggestion that personal contact be made soliciting this information. Doug mentioned that Julia Archer will do the artwork. Businesses that advertise will go on the map – being developed by the MLCA.
- Wave: The “Whereas” document was forwarded to Council. Asked if the Conceptual Paper is on the MLCA website – Doug will check. Posters to request feedback have been put up in the Hall, Post Office and General Store and Broadbent. Market Vendors’ meeting was attended. Vendors formed 3 sub-committees. Recommendations from these groups will be ratified by the whole and forwarded to the EDC for consideration.

Discussion ensued about the structure of the market going forward – one possible option is the formation a non-profit community group to carry on in future.

- Doug: Advised that he was elected to the Board of the Ontario Federation of Snowmobile Clubs.

Doug declared a conflict in the following motion:

The EDC supports the implementation of an in-kind exchange of advertising support between the MLCA and the Township of McKellar such that the MLCA would post information for the Township on its website and the Township would permit the MLCA to post its advertisement on the Township signboards, subject to availability.

Moved by Debbie McMurray, Seconded by Paul Ferguson. Carried.

Wave will prepare a letter documenting the EDC's support and forward it to Doug for presentation to Council on October 15/12.

7) UNFINISHED BUSINESS:

- a) Intern Position Update: no information other than what Larry Taylor mentioned regarding the timeframe. Will ask clerk to inquire.
- b) Conceptual Paper Update: Doug circulated a letter from the MLCA which was very positive in support of the paper.
- c) Holistic Fair Update: No report.
- d) Christmas Market Update: This initiative is going forward. The vendors will pay the hall rental fee.
- e) Directory Progress: As previously discussed.
- f) Pioneer College Discussion: Cooking courses are being offered. More plans in the works.
- g) Kiosk in Minerva Park: Paul will contact Tom Stockey, the CAO of Seguin Township, to determine how the funding for the Rosseau waterfront was obtained.

8) NEW BUSINESS:

Wave advised that Council will review the "Whereas" document and revise as necessary before making a resolution in support.

Peter advised that the trail will be extended to Hwy. 124.

Peter distributed the draft EDC Directions document for the Committee to review and discuss at the next meeting.

The subject of new members came up. Wave will visit one prospect in person and Doug will likewise approach another.

9). ADJOURNMENT:

Moved by Paul Ferguson, Seconded by Wave Weir that the meeting be adjourned.
Carried.

10). NEXT MEETING:

The next meeting will be held on Wednesday, November 7, 2012.