

ECONOMIC DEVELOPMENT COMMITTEE MINUTES- WEDNESDAY NOV 6, 2013 – Approved

MEMBERS PRESENT: DOUG WEBER, WAVE WEIR, DEBBIE MCMURRAY, PAUL FERGUSON, PETER HOPKINS

VISITORS: JOHN COLE, GREG GODBEER, BONNIE AND HENRY BEIER. REGRETS FROM THE SIMS

1. MINUTES: Motion - Weir/McMurray: “ That the minutes of Oct 2, 13” be accepted” – approved
2. PECUNIARY INTEREST - No declarations of pecuniary interest
3. CORRESPONDENCE –
  - a-The provincial government has given 3<sup>rd</sup> reading to the new Food Act encouraging local food production.
  - b-In today’s paper there was an article indicating that Sequin Council has approved the use of their community cooking facilities to encourage local entrepreneurs as well as setting up a small business centre with computer stations to assist local small businesses.
  - c- We have received pertinent information about the new Fire Hall in Foley size, design and cost and an invitation to tour
4. REPORTS FROM MEMBERS:
  - a- meeting summaries with the Ridge, MPAC and Camp Kodiak will be circulated to Council with these minutes.
  - b-No one attended the Oct 29 Workshop in Barrie- Culture Grows Here
  - c-Market Vendors Meeting is Wednesday Nov 13 at 6pm at the Market Managers house
  - d-The Province is creating snowmobiling loops- we are now in the Northern Air Force loop
  - e-The Red Door Bakery expressed an interest in a future location in McKellar
  - f-The MLCA will be making a presentation to Council regarding the purchase of some new more sophisticated water testing equipment which do much more than identify e coli and phosphorous readings
5. UNFINISHED BUSINESS:
  - a- FARMERS MARKET – John has discussed the concept of having a minimum of 51% vendors with produce and food relating to health regulations. 51% is not needed or enforced as long as food permits are obtained. Need more clarification. The Cranberry growers may be interested next year.
  - b-PIONEER COLLEGE -presently there is only a quilting course occurring. Need to develop a series of Pioneer Workshops for 2014. It was suggested that we offer an astronomy course, repeat the social media workshops and invite Carly Hughes to offer a workshop on starting a small business. Need more Pioneer courses – maybe a trapping course or hunting course.

-c-KIOSK and SIGNS: EDC will be submitting a budget item for the creation of a Kiosk in Minerva Park by March 2014 . No report on the sign boards around McKellar but hopefully the income could be directed to the new Kiosk. Need a plan. Notices get sent out in March. Township entrance signs need to be designed and costed out over the next year.

-d-REVIEW OF THE LATEST CONCEPT PAPER: We still have to meet with Camp Manitou, Broadbent and the following staff – Public Works, Fire Chief and Building Officer. We have received an excellent booklet from MMAH – A Financial Tool for Economic Development. Look at going on a tour of the new Fire Stations in Foley and Whitestone with members of the Fire department. Have met with the Clerk and the Treasurer to gather accurate data on which to develop a new plan.

-e-OFFICIAL PLAN: The overall process for the review of our Official Plan was circulated. It will be an open and transparent process over the next year or so. Lots of opportunity for input along the process. The first meeting with the Planner, John Jackson is Tuesday Nov 12 at 2pm in Council Chambers. If you have any issues or areas of concern as it pertains to economic development please let us know.

-f- NEW FOOD DIRECTORY – Wave has the go ahead to develop.

## 6. NEW BUSINESS:

-a-REDAC – is in transition to a new format with less meetings and costs to each municipality and be more specific as to area projects. The present concern is how to best involve the expertise from the previous business leaders in relation to the decision - making of the political leaders. The Smart Community project report is expected in December.

-b-INTERN UPDATE – a replacement intern has been applied for using the same job description. Hopefully the position will be approved before the new year and a hiring committee can be formed.

-c-DOORS OPEN EVENT – previously reported

-d-VOLUNTEER:- Council did not approve John Cole's application to be a volunteer on EDC. Three indicated it was because of previous comments he had made about Council and Councillor Black had not received a copy of his application. The application was given to the Clerk on the previous Thursday but he was away and it was never part of Council's package.

-e-EXPLORERS EDGE – RTO-12, our provincial tourism organization is holding a workshop on Nov 18 at 1:30 pm at the Stockey Centre. Peter was turned down to represent Council. It was suggested that someone from EDC attend.

MOTION: Ferguson/McMurray: “ That Wave Weir attend the RTO workshop on behalf of EDC”  
Approved.

-f-TRAIL HUB CONCEPT: Inquiries have been made to White Squall, Park to Park and Sequin regarding their Trail projects. We have already worked with Active Transportation regarding cycling. It was suggested by Wave that this may be an excellent collaborative area project for REDAC and all the municipalities.

-g-ELECTIONS: According to our By Laws we have to hold elections every two years:

MOTIONS:

CHAIR: Weber/Ferguson: " that Wave Weir become the new chair". Approved

VICE CHAIR: Weber/Weir: " that Debbie McMurray be the new Vice chair". Approved

SECRETARY: Weber/Ferguson: " that Peter Hopkins be the new secretary". Approved

-h-NEXT MEETING: Wednesday December 4, 13 – 7:30-8:30 pm emphasis on a SWOT analysis and a review of the 2004 ED Report. Social to follow.

NB: We are in dire need of 4 new members.

## REVISED SUMMARY OF A MEETING WITH THE RIDGE – FRIDAY OCT 10, 13

PRESENT: UDO PEDERSON, DREW RACHER, PAUL FERGUSON, PETER HOPKINS

BACKGROUND: It was explained that the EDC has been working on a Conceptual Paper for over a year which will be basis of a new Economic Development proposal for McKellar. This will dovetail with the new Official Plan which is being developed over the next year or so. The EDC has met with various community and business groups, organizations and received a variety of correspondence from individuals and associations. A public meeting was held in August to look at a revised Conceptual Paper. The EDC felt that they were still missing some key areas that could provide some valuable input before a final report is compiled: two villages of Broadbent and in Hurdville, two camps-Manitou and Kodiak, The Ridge, MPAC and staff. We were there to listen to your concerns and issues regarding the future economic development in McKellar.

THE RIDGE: is a jewel. A winner of several top golf course awards, recently being ranked #17 across Canada for public access golf courses from Score golf and 5<sup>th</sup> in Ontario. As well they were ranked 25<sup>th</sup> in Canada out of 2500 courses. It is owned by Udo who believes in continuous improvement - of the course, its marketing , events and facilities. They are always trying to improve and are willing to work with council to accomplish positive changes. It employs 48 people, mostly on a seasonal basis with 80% of staff being local. It is the largest investment in McKellar. Over 14,000 rounds were played this year and is increasing every year. Want to have 30,000 rounds/year in the future. They want to market for the course especially in Europe and Asia. Excellent management and water quality studies. Fireworks display is very popular. Want to make The Ridge a “destination”. Very positive word of mouth.

### ISSUES AND CONCERNS:

- need a gas station and Tim Horton's in McKellar. There is a lot of traffic – counts –on #124
- Have the General Store expand so people will not have to go to Parry Sound and improve its appearance
- need to increase attractiveness to McKellar -Get rid of eyes sores: Public Works and port -a- potties in the park and put a TH and gas station there and better signage
- Need to continue to upgrade the roads and improve signage –more paving
- major concern over the “ lagoons” on the road to the Ridge - Aesthetics, potential major water shed pollution and safety concerns. Needs to be fenced off , improve the landscaping and request the MOE to ensure there is no threat to the long term water quality of the lake.
- Want to increase the number of rounds played per year – 30,000/ year. Developed excellent specials and agreements with PS to increase the number of players.

Several concerns:

-i- Housing: Stay and Play - lack of local accommodations - Rentals. They have an agreement for a Stay and Play with a PS hotel. Have two rental properties that are well used during the weekends but need more space – demand exceeds supply. Trying to find cottage partners to increase rental availability. Have a cottage on property on Manitouwabing but cannot rent because of Official Plan – commercial development on the waterfront. Would like to develop 4-6 back lots for accommodation with the development of a road from Holly’s road to the course- was a previous objection

-ii-Docking – wants to expand docking privileges at the Ridge

-iii- By Law and Official Plan concerns re development

-iv-The Ridge is a first class facility. It would be a shame to have it close. This would be a major financial and employment concern to the Municipality - after losing the restaurant, gas station and the Inn. Would like an improved connection with McKellar since they market world wide

Long Range:

- Need youth apprentice training programs to keep youth here
- Need a partner for a hotel, inn to be part of the Ridge
- Maybe we should explore a casino/hotel/golf facility at the Ridge.