

TOWNSHIP OF MCKELLAR, ECONOMIC DEVELOPMENT COMMITTEE MINUTES

APRIL 2, 2013

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

REGRETS: Barbara Mallory, Marianne Henskens, Stephen Webb

VISITORS: Charles McDermid (Lions), Phil Boyd (MLCA), Brian Begy (MCA), Maxine Begy (Library) plus Doug (DunAhmic), Greg Godbeer

1. MINUTES: Motion: Weir, McMurray: To approve the minutes of the March 5,13 meeting. Carried
2. DECLARATION: There was no declaration of pecuniary interest
3. CONCEPT PAPER DISCUSSION: The committee heard the following concerns and ideas from the various community groups:
 - a- Groups are having trouble with not enough volunteers, with aging volunteers and lack of young ones: Some groups might dissolve without new blood.
Some ideas to help were considered:
 - advertise on a Facebook page to attract the younger generation
 - advertise on the MLCA website and the new Municipal website
 - need a WELCOME BOARD`` at each entrance to McKellar to promote local service groups with contact information and key annual community events
 - investigate amalgamating appropriate organizations and service groups
 - have promotional booths at special community events like the Fall Fair, Doors Open, Active Living Fair and at the Farmers Market.
 - need a Volunteer Appreciation evening in McKellar to acknowledge and recognise all their volunteer efforts
 - more networking among groups
 - look at a Youth Group of volunteers- for 40 hours of credit in the HS
 - b- quite pleased with the concept paper and the need for a restaurant, gas station and finding ways to make McKellar a destination where people want to stop and enjoy, liked an area for local McKellar wares.
4. REPORTS:
 - i- Intern- see attached. Reports on Seedy Saturday, Market, Pioneer College, Active Living Fair, Doors Open, Websites, Social Media etc.
 - ii-Phil: Directory is finished and will be produced next week and mailed mid April and are available in the office and at the MLCA

5. MOTIONS:

- a-Weir, McMurray: "That EDC reimburse the intern \$10.26 for the cost of the domain web name for Pioneer College" - Approved
- b-Ferguson, McMurray: "That Julia Archer be hired to develop a branding logo for McKellar products up to \$150."- Approved
- c-Ferguson, McMurray:" That the EDC approve the Intern`s report recommendations" - Approved
- d-Ferguson, McMurray: "That EDC approve the amended budget". Approved

6. UNFINISHED BUSINESS –covered earlier

- i-Financial Accounting for events- a draft procedure was circulated and is being vetted by the Treasurer. This will assist all organisers properly handle all financial transactions
- ii-Council budget meeting is Monday April 8
- iii-Wave is to follow up securing a Market Manager asap
- iv-John Hake sent a letter to Council which raised concerns about speeding on the lake
- v-There is a possibility of a 90 metre Bell Tower being erected on Route 300- citizens within 300 metres will be contacted
- vi-Sideroads- three excellent articles featuring McKellar in the spring edition of Sideroads
- vii-The Feds gas tax has expanded its categories to include recreation facilities, tourism, culture and sport
- viii- The Federation of Snowmobile Clubs circulated a letter to have communities to look at becoming a destination point
- ix-Age Friendly Communities Forum April 25, Canadore College –contact Peggy at phawthornabell.net
- x-Jane Savile also circulated a report on Seedy Saturday
- xi-Stephen circulated an update on the various social networks he has been working on for our next meeting and workshop
- xii-Fun in the Sun publication has a publication deadline of April 12 for a May 17 distribution. Stephen is to follow up with current McKellar Happenings from May 17-for the time period of May 17-end of Sept

-xiii-Active Living Fair – June 22 has 15 tables to date. A meeting of the Fair committee will be meeting the end of April to firm up a few details and start a marketing campaign.

-xiv-Stephen will be circulating the McKellar Happenings to all committees and organizations

-xv- Paul will follow up with Sequin`s new Welcome Wagon system

-xvi-EDC need 1-4 new members. Personal contact is the best method. Please invite interested parties to our next meeting.

MOTION: McMurray, Weir: that the EDC adjourn. Approved

NEXT MEETINGS :

Wednesday May 1 – 7:30pm Focus : Businesses Input into the Concept paper

Wednesday June 5 – 7:30 pm. Focus: Staff input into the Concept paper

Wednesday July 3 – 7:30 pm Focus: Public at large input into the Concept paper