

TOWNSHIP OF MCKELLAR, ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

JAN. 2, 2013

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

REGRETS: Paul Ferguson.

CALLED TO ORDER: 7:30

I. MOTION TO ACCEPT MINUTES: Moved by Doug Weber, seconded by Debbie McMurray, that the Minutes of the Dec. 5, 2012 meeting be accepted, as amended with the date corrected to Jan. 19 for the cooking class. Carried.

II. DECLARATIONS OF PECUNIARY INTEREST: None.

III. VISITORS: Greg Godbeer, Mary Ann Henskins.

IV. CORRESPONDENCE: None.

V. REPORTS OF MEMBERS: None.

VI. MOTIONS AND NOTICE OF MOTIONS: None.

VII. UNFINISHED BUSINESS:

Discussion of EDC directions as presented in the paper submitted by Peter. The committee was asked read it and send Peter ideas for draft revisions before the next meeting.

Ideas to be put on future agenda were proposed: Partnering with other communities in the First Impressions Program and revisiting the Information Kiosk for Minerva Park.

In regard to the conceptual paper, letters of support were discussed. To date the received responses have been positive, supportive, and even suggesting that the proposals therein might be more far reaching. Much of the discussion centered on rewording the piece so that the tourism angle might be more pronounced. Discussion also considered how to get events and services "out there". People are drawn to the beauty of the area but then ask "what do we do when we get here?" This feedback came through MLCA, the local golf course, and Georgian Bay Country tourism center.

Store front appearances to enhance the McKellar downtown were discussed.

The development of at least two events per year to draw people to McKellar was discussed. The planned events, tied in with the Farmer's Market, are the Holistic Fair planned for June 29, 2013 and the November Christmas Market. It was queried how to get events, competitions, trails, museums, and the unique status of the Farmer's Market the necessary exposure. It was proposed that getting such

information to the clients at the golf course would be an asset. Discussion then turned to online exposure and the status of the township website.

The prospect of "Branding the town" was discussed, as well as getting information on the status and potential of the Inn at Manitou.

There was discussion of the farming focus and sending out a letter of invitation to local farmers for the next EDC meeting. Wave will word the letter. Peter will get the list of recipients.

Peter is to find lists of area farmers and tourism related operators.

Wave is to draft a letter of invitation and the next agenda.

Interviews will be held January 7, 2013 for the position of intern. The start date will be January 14, 2013.

#### VIII. NEW BUSINESS:

Discussion was held on "In kind donations," as in the idea of having a webpage that can list the needs of various committees (ie: sports equipment for the Rec. Committee or kitchen appliances, etc). It was suggested that Shawn may have resources that can be checked to see what other municipalities have in place. AMO may have policies to consider. It was also suggested that this may be more appropriate for the Recreation Committee as EDC is not a committee that generally needs "stuff". Perhaps the intern may be able to research.

Liz McWalters from REDAC will be doing a presentation around Smart Communities at the next council meeting of Jan. 7, 2013. High Speed Internet for all 7 municipalities is the overarching topic.

Doug is to approach Sherri in the office regarding the budget format.

Debbie will work with Doug on budget development.

IX. MOTION TO ADJOURN: Moved by Debbie McMurray, Seconded by Wave Weir, that the committee adjourn to meet again on Feb. 6, 2013 at 7:30 PM. Carried.

X. ADJOURNMENT: 9:15 PM