

✓

EDC MINUTES JULY 2, 2014

Present: Wave Weir (chair), Debbie McMurray, Paul Ferguson, Peter Hopkins, Jayme Parton (intern)

Excused: Peter Brewster Absent- Michel Richards Visitors: John Cole, Greg Godbeer

1. Minutes and Notes:

Motion: McMurray/Ferguson: ``The minutes of May 7, 14 be approved`` Carried

Motion: Ferguson, McMurray: ``The notes from June 4, 14 be accepted``. Approved

2. Wave declared a pecuniary interest regarding the Food Directory

3. No correspondence

4. Reports:

-a-Market: Jane Savile was hired as the Market Manager. She reported that the opening day- June 28 – was very successful. It was a beautiful day, 20 vendors, music by Bill Greig and over 100 visitors. Next week will feature renowned author John MacFie and over 10 vendors. Harvest Share may be present and will be there Aug 2. Various themes are being developed to attract more vendors and patrons. Jimmy`s want to help promote the market with a sign or cards. More radio ads are planned. Send a note to the vendors about the ads. The vendors were pleased with the day. PS Vendors have been contacted about McKellar. Al Last needs to be contacted. A Vendors meeting was held at Wave`s to review various issues and processes in this year`s market openness, costs , marketing and importance to EDC and McKellar

-b-Pioneer College: Jayme is now focusing on developing numerous courses through Pioneer College this summer and fall.

Watercolour course has 2 registered but needs 4. Concern it is expensive. New is a canoeing course for youth 9-17 this weekend; Quilting; Soap Making, Marketing through the Business Centre; Candle and Basket Making, Initiative Perspective. Wild Edibles had seven participants. Check the website

-c-SMART CO - awaiting various Council approvals to form a not for profit company to go forward for funding for the project over the next 3-5 years. McKellar approved their proposal.

-d-Audubon Certification: Wave attended a session arranged by the GBBR regarding Audubon Certification whereby communities develop plans to enhance nature and wildlife and ways to preserve and protect the environment. The Ridge Golf Course has this designation.

-e-RTO-12 Annual Meeting. Peter reported that Tourism is big business in the PS-Muskoka area. There were over 60 participants and numerous presentations. RTO-12 also known as Explorers Edge has a 1.3 million dollar budget and is focusing on a Destination Development Plan in trying to make it easier for travellers to decide to come to the area with on line bookings, better social media info and enticing video`s like the newly launched motorcycle video. Visit:

www.explorersedge.ca

-f-Active Living Fair: Jayme is working on a report for the next meeting. She verbally reported that there were 30 vendors, 14 paying ones which covered some of the costs but did not include the labour cost by Public Works staff of over \$400. Over 100 people enjoyed the event. She has developed a complete list of present, past and future vendors for next year. The

demonstrations were well received, especially the Georgian Jumpers. Harvest Share raised over \$200.

-g-Snowbugs Report: Debbie/Paul: Motion” That the April 30th report on the Broadbent Snowbugs be approved” carried.

5. Unfinished Business

-i-Food Festival: is being held as PSHS Sat Sept 28 and a Farm Tour is McKellar on Sun Sept 29.

-ii-Food Directory: Motion: McMurray, Ferguson: “ That the EDC donate the budgeted amount of \$500 to the GBBR for a portion of the cost of the Food Directory” – Approved

-iii- EDC development of a Long Term Strategic Plan: still have to meet with Roads and Fire staff in the next month. There is a need to develop an overall approach, format for everyone to follow. We have a lot of information and feedback, a conceptual paper, previous documentation, lots of concrete directions and plans and are working on a financial plan to implement these ideas. It was suggested by John Cole that we all review the Ministries document of the development of Economic Plans which he will circulate. Next meeting we are to come prepared to develop the overall long Term Strategic Plan of attack – format, facts, funding focusing on the “Destination McKellar” and “The McKellar Hub” vision. Peter circulated the section from the new Official Plan - Rural Objectives. Our new ED plan has to be in tune with the Official Plan as we move forward.

6. New Business:

1. Debbie McMurray pointed out the lake map in the Official Plan misnames a part of Grey Owl Lake as Lorimer Lake. Should be Grey Owl Lake leading into Still Creek to Lorimer Lake. Debbie to inform Shawn and John Jackson.

2. Quorum: EDC needs 51% for a quorum to formally meet. At two previous meeting we declared that we did not have a quorum of 51% when in fact we actually did have one. Peter B is not officially a voting member since he does not have his police check yet and Michel has never attended a meeting. Thus our voting members are – Wave, Debbie, Paul and Peter at this time.

EDC directed the chair to send an e mail/letter to Michel Richards regarding his lack of attendance to any EDC meeting and state that he will be removed if he doesn't attend the next meeting.

2. Special Upcoming Events include:

a- “Italie McKellar”- spaghetti dinner and dance – Fri July 11, CC – 6pm-tickets through the office

b. All Candidates BBQ- Saturday July 19 -1pm after the Market, Minerva Park

7. Next meeting:

WEDNESDAY AUGUST 6, 7PM, COUNCIL CHAMBERS – FOCUS ON REPORTS FROM STAFF and the DEVELOPMENT OF A PLAN FOR THE WRITING OF THE LONG TERM STRATEGIC ED PLAN.