

TOWNSHIP OF MCKELLAR, ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

6 MARCH, 2013

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

REGRETS: Paul Ferguson.

CALLED TO ORDER: 7:31 PM

I. MOTION TO ACCEPT MINUTES: Moved by Debbie, seconded by Wave, that the Minutes of the 6 February 2013 meeting be accepted. Motion carried.

II. DECLARATIONS OF PECUNIARY INTEREST: None.

III. VISITORS: Stephen Webb (Intern), Greg Godbeer, Phil Boyd, Julia Archer, Henry Beiers, Bonnie Beiers, Grace McKay, Gordon McKay.

Phil Boyd and Julia Archer reported on the status of the Business Directory. They have managed to include more township information and have sold more ads. In the current format this presents a printing dilemma due to the difference in pricing a 32 page versus a 34 page booklet. A solution was offered whereby the format would be modified with the outside of McKellar advertising interspersed throughout the directory and a full page ad would take up the back page of the booklet. This would keep the directory on budget for both printing and for postage in the sending of the directory to residents.

Phil Boyd also reported that he is working through MLCA to develop road maps of the township that could be sold at the library and would have a listing of all of the businesses and public buildings listed in the directory.

The Tourism Operators who attended to discuss the Long Term Conceptual Paper with the EDC were Henry and Bonnie Beiers, and Grace and Gordon McKay. Discussion considered the need for more draws to the community, such as a restaurant or gas station. The idea was presented of a restaurant that could also function as a more permanent retailer of McKellar Market products. It was commented that there was a natural draw to the area with resorts, camps, and events. It was commented that the natural beauty needed to be better represented in marketing through visual means of pictures and videos. The tourism operators reported that they regularly sent clients to area events such as the McKellar Market and Pioneer College and those clients enjoyed and supported these initiatives. The issues of concerning zoning and bylaw hurdles were raised by the tourism operators as major reasons why developers were unwilling to choose McKellar and moreover that the municipality needed to actively court these sorts of developments if they hoped to develop economically. Especially when it came to waterfront and business, the tourism operators felt there was too much stringency in code regulations for development of business. The issue was raised of differing concerns and visions for the future development of the community between cottagers versus tourism operators. Moreover, the issue of potential conflict

between Farmer and tourist was reiterated from the last EDC meeting for the tourism operators, who agreed that that was a potential concern for them. However, in terms of business, the tourism operators were told that through the operation of the farm there was a possibility of opening a subsidiary business without rezoning. There was discussion of the future of the Inn at Manitou and the EDC's steps to find out about that future. The tourism operators reported that they saw a distinct shift in trend from cottage rentals to trailer park rentals. Moreover, they reported that private campgrounds were declining due to government regulations, some of which (water) did not seem to equally apply to provincial parks. With high fees for campsite rentals in provincial parks, there seems to be a demand for private campgrounds while the actual number of these is diminishing. The tourism operators reported that trailer owners were often very supportive of local shops and businesses because they had a reduced tendency to travel far distances for necessities or entertainment. Finally, it was suggested that trailer owners were often known to segue into full land ownership and establishing themselves in the area, thus supporting the area over time and feeling a sense of stewardship in keeping with residents.

IV. CORRESPONDENCE:

Phil Boyd of the MLCA had sent a letter to Council concerning cross-advertising and Council had suggested that the EDC and MLCA be the parties to consider the cross-advertising arrangement. An agreement between EDC and MLCA regarding signage and online advertising was discussed. The MLCA would offer event advertisement on their website for the EDC initiatives such as the Pioneer College and McKellar Market. In exchange the MLCA would be given signage of equal value on the township signs. Phil Boyd is to write up a more comprehensive letter on how the relationship would work. Julia Archer would be able to develop the online advertisements for the EDC and these could be changed for special events.

V. REPORTS OF MEMBERS:

Stephen Webb – The report that was presented was attached (with the exception of the Social Media presentation which was held over for a future meeting).

VI. MOTIONS AND NOTICE OF MOTIONS:

Moved by Wave Weir, Seconded by Debbie McMurray, that the EDC approve the reformatting of the McKellar Directory so that pages with advertisements from businesses outside McKellar are dispersed throughout the directory instead of being condensed in one section and so that the back page is used by an advertiser in order to save \$750. Motion passed.

Moved by Debbie McMurray, Seconded by Wave Weir, that the EDC agree to enter into a *quid pro quo* partnership with the Manitouwabing Lake Community Association for the exchange of advertising services. Motion passed.

Moved by Debbie McMurray, Seconded by Wave Weir, that the EDC approve the proposed 2013 EDC budget as amended. Motion passed.

VII. UNFINISHED BUSINESS:

(a) Farm Market Issues and document changes

Copies of the Market Committee revisions of the Market Guidelines were distributed and read through with notation of changes between them. The EDC was advised that the McKellar Market Committee had resigned. It was observed that as the EDC is a committee of council and the Market was an initiative under the EDC, there had to be some liaison person between the groups and a governance structure which was appropriate to a public initiative. Moreover, it was observed that the need for the Market to have insurance under the EDC and the free rental of Minerva Park tied the McKellar Market to the EDC. The discussion turned to timing and the need for swift measures that would see the Market begin the necessary planning soon. It was proposed that the EDC reconsider a Market Manager for this market season for the sake of efficiency. The Market Manager would organize the meeting of the Market Association and report to the EDC, and be in charge of general market issues during market days. In regard to the revisions made by the Market Committee, the discussion considered the many ways that these revisions sought to make the market more open to vendors and expansion. However, it was observed that the market necessarily would need to comprise itself of 51% or greater food producers to maintain the Farmer's Markets Ontario status of a "Farmer's Market." It was decided that the Market Guidelines required further revision and that the new draft would be taken to the Market Vendors for their review.

It was decided that a separate market entity operating in tandem with the McKellar Market would be created. This is to be tentatively named Artisans' Alley.

A letter is to be drafted by Stephen Webb and then revised and sent by Doug Weber to the Market Association informing them of the decisions made and future goals concerning the McKellar Market.

(b) Doors Open Update

It was reported that the EDC needed to alert Vivian Moore of the Historical Committee as to what they could contribute to the event and also give her updates on this.

(c) Pioneer College Update

See attached report of Stephen Webb.

(d) Budget Approval

The proposed budget draft was circulated and amended to reflect decisions made since the past meeting.

VIII. NEW BUSINESS:

(a) REDAC Update

The Smart Community initiative was discussed. Destination Parry Sound and area was discussed. It was reported that a Job Fair had taken place on March 6th at Bobby Orr Community Centre.

(b) McKellar Happenings

A draft of McKellar Happenings was distributed and it was reported that the events and activities listed have now been compiled in a calendar online. The intent of the McKellar Happenings is to present it to Council.

(c) Next Group with whom the EDC should meet

It was decided that the next group with who the EDC wishes to meet will be the local volunteer organizations. Stephen Webb is to draft a letter of invitation which will then be sent to them alongside the Long Range Conceptual Paper.

IX. ADJOURNMENT:

Moved by Wave Weir, Seconded by Debbie McMurray, that the committee adjourn to meet again on 3 April, 2013 at 7:30pm. Motion carried.

Meeting adjourned at 10:52pm.