

ECONOMIC DEVELOPMENT COMMITTEE MINUTES – WEDNESDAY SEPT 4, 2013

Present: Doug Weber, Wave Weir, Debbie McMurray, Paul Ferguson, Peter Hopkins, Stephen Webb

Visitors: Greg Godbeer, John Cole , Jamie and Lori Sim

1. Motion: Weir/McMurray: "that the minutes of the Aug 7th meeting be approved." Carried
2. No declarations of pecuniary interest
3. Visitors:
John Cole gave a report on Considerations re " Long Range Conceptual Paper"
4. Correspondence: The following was received by the Committee:
 - i-Peter Goods comments re the Conceptual paper
 - ii-RED program-possible grants for Rural Economic Renewal
 - iii-AMO-Report on Best Practices in Local Food-a Guide for Municipalities
 - iv-A Guide to Age Friendly Community Planning
 - v-Document regarding Labour Force in Parry Sound District

5. Motion: Weir/Ferguson: " The following individuals be recommended to Council to join as members of the Economic Development Committee – John Cole, Greg Godbeer, Jamie and Laurie Sim" – approved.

6. Unfinished Business:

-a-Stephen gave a verbal update on the Farmers Market. They are still working on a few joint markets along with special events- The Fair, Doors Open and a Christmas Market. A final meeting will be held with the Vendors and a summary report to follow.

-b-Pioneer College. Stephen is working on a fall series and will report back

-c- Kiosk: Paul Ferguson is putting a proposal together to build a kiosk in Minerva Park for next meeting

-d-Business signs: The number and locations were circulated. A plan is needed to improve the use of these sign and to generate more income. Up to \$11,600 is possible annually but presently only 41% is being realised based on the # of spaces available and annual cost of \$50/ space

-e-Draft Conceptual Plan. Most of the discussion was about what are the next steps: It was agreed that the following would be completed in the next two months:

-i- Meet directly with the Ridge, Camp Manitou, Camp Kodiac, Superintendent of Roads and the Fire Chief, MPAC: Peter, Wave and Paul will meet with the above while John and Peter will meet with MPAC,

-ii-All - will review the 2004 SP and glean what has been done and what appears possible and give feedback to Stephen and Jamie

-iii-All- will come up with 3-5 Key concepts that we can build on

-iv-John and Peter will continue to gather background data to support recommendations

-v-All- do a SWOT analysis for next meeting: Strengths, Weaknesses, Opportunities, Threats

-vi-Wave and Debbie will work on the Façade Improvement program

General Comments:

John's presentation defined Economic Development (Brull) and showed how development of property could raise income in the form of taxes for the municipality – over 200 lots available and could generate over a million in new tax revenue. Need a “wow” factor as one enters McKellar. Need new photos on website that attract people to McKellar. Concept paper has value, 2004 SP has things that should be explored. Emphasized the need to spend money to make money. Need marketing, improve image, make it more welcoming so that people will stay, spend and invest. Must develop concepts that will give McKellar return on investment. Must stage some of the recommendations – immediate to long range and attach some costs.

7. New Business

-i-REDAC – in transition and will meet shortly to review the new terms of referenced. RFP's for the Smart Community are due in Sept.

-ii-Intern Job description. Peter circulated some thoughts and Stephen is preparing a report on his duties and some recommendations. Other committees are also reviewing the position. There is some urgency since it does take a while to process and Stephen is leaving in November. The new intern's job must be new in order to get a new grant. Hopefully will be finalized by early Oct. and a new Intern could be in place in January 2014.

-iii- Doors Open Sept 28 – see link

-iv- Members on EDC do not a police check.

-v-Volunteer Appreciation Event is being planned by Council for 2014

8. Next Meeting: Wednesday Oct 2 *** 6:30pm**. Debbie to Chair and develop the agenda.