

## **Economic Development Committee**

### **Meeting Minutes**

**February 18<sup>th</sup>, 2020**

#### **Opening**

The regular meeting of the Economic Development Committee was called to order at 6:30PM on February 18<sup>th</sup>, 2020 in Massey by Susan Sonnenburg.

#### **Present**

Susan Sonnenburg - Chair  
Kevin Burke  
Lisa Hobbs  
Leslie Gamble

Tammy Manitowabi  
Pat Hnatuik  
Brian Channon  
Amanda Ellsworth

#### **Regrets**

Charlene Puzack  
Merri-Ann Hobbs  
Cindy Stewart

Chad Sonnenburg  
Don More  
Adam Martel

#### **OLD BUSINESS**

1. Docking System 2020 – update
  - a. Reviewed engineer feasibility report.
    - i. Decision of postponing public dock until next year.
    - ii. Focus on enlarging parking area, repairing the concrete launch in the water and possibly clearing more shoreline- Amanda to look into costs for repairs, contact MNRF for rules/regulations, contact Tex in the Trees for quotes.
2. Design the sign contest
  - a. Contest closed February 15<sup>th</sup>.
  - b. Reviewed new submissions.
  - c. Decision to look into other options- Amanda to get quotes from Laird Signs and research the free-lancer graphic design site.
  - d. Need to put out a thank you for sign submissions- Amanda to draft a thank you letter.
3. Age-friendly update
  - a. Eira Robinson and Claudette Holden have volunteered to Co-Chair with assistance from Pat Hnatuik when needed.

- b. Looking for new members- particularly from Webbwood and Walford. Amanda to advertise this on Fb page and website.
  - c. Minutes were approved by the committee (ATT).
4. Electronic sign like Espanola-Rona
    - a. Proposed location in the South yard.
    - b. Lisa and Amanda meeting with Mark Vainio from Libertelevision on February 25<sup>th</sup> for more information regarding sign costs, operations etc.
  5. Large billboards in Webbwood
    - a. Will be postponed until decision on electronic sign is made.
  6. 2020 Budget Submission
    - a. Reviewed the budget for 2020 (ATT).
    - b. Will need to get more information on costs (electronic sign, boat launch repairs) in order to finish going through the budget.
    - c. Proposal to re-evaluate Economic Development Materials Parts and Supplies with an addition of \$50,000 to accommodate flowers, Christmas lights and electronic sign.

**NEW**

**1. Sagamok Classic**

- a. Sagamok fishing derby will not be sanctioned by the Northern Ontario Walleye Trail organization.
- b. Tammy is putting together a team in Sagamok to develop a work plan to run a fishing derby and look for grants- looking to also have a partnership with the township.
- c. Sagamok and Twsp may be able to secure funding thru CEDI(Community Economic Development Initiative) as a joint venture
- d. Possibility for tournament May long weekend (dependent on funding deadlines) likely 2021. September date may be more realistic due to time constraints.

**2. Flea Market**

1. New Name Approved – The Marketplace.
2. Stat Date- Mid June to Labor Day. June 12-Sept 4.
3. Logo- committee has decided that the old logo will be used again, the new name will just be added to replace “Farmers Market”.
4. Committee will need to review/revamp the vendor application/terms of reference to be appropriate for a Flea Market instead of a Farmers’ Market.
  - a. Once this is completed will need to get this information to the new municipal insurance company for review/Quote.
  - b. Quality Control- Committee will need to decide if there is a standard of product that vendors must meet/ how to enforce it.
  - c. The sale of pets/livestock and motor vehicles will not be allowed.
  - d. The sale of services/ promotional booths will be allowed.
5. Advertising

- a. Once logo is updated advertising can start.
    - i. Call for Vendors.
    - ii. Call for BBQ non-profits.
  - b. Radio- Amanda to look into the cost for radio ads with local stations under community events heading.
    - i. The Moose-Elliot Lake and Espanola
    - ii. Aaron Ferguson and Roz
  - c. Around and About will be used for a call for vendors and for the grand opening of the market (\$200 for an ad).
  - d. Mail out flyer- Committee undecided, will depend on information regarding radio advertising.
  - e. Facebook/website.
  - f. Amanda will post flyers around town on community boards.
  - g. Committee members to send potential vendors contact information to Amanda.
6. Marketplace BBQ
- a. Need to ask potential non-profits about hosting a weekly BBQ at The Market
    - i. Legion, Minor Hockey, Eagles, Splash Pad (contact Maureen Rowe), Church groups etc.
    - ii. Groups running the BBQ are responsible for acquiring the proper permits required from the health unit.
    - iii. Committee to decide what non-profits need to bring/ the time they are required to be at The Marketplace.

**Post meeting note:** The fire Department would be able to participate in the BBQ and qualify as non-profit if they participated per station. E.g. Station #2 could run it themselves one week, Station #4 the next but it could not be the entire department at once.

7. Need to get new T-Shirts and Signs
- a. Committee had decided that the new sandwich boards should be 6' high x 4' wide. They will be constructed with a lighter frame with a weight (sandbag) holding it in place to ensure stability- Amanda to look into pre-made wood frames/if Public Works is able to build them.
  - b. Committee would like to also have banner/flag signs with "The marketplace" on them at Heritage Park- Amanda to look into suppliers/ costs.
    - i. Discussion about storing these signs/where to place them.
    - ii. Susan will talk to property owners and get permission for east and west ends of Massey.
    - iii. Will need to get a quote from Janet at Coyote Woodworks for these new signs for budget- Janet's computers are currently down and she will get back to us when she is up and running again.

Meeting was adjourned at 7:50PM by Susan Sonnenburg. Next Economic Development general meeting will be held on March 17<sup>th</sup>, at 6:30PM. Next Flea Market meeting will be held on March 17<sup>th</sup>, 2020

immediately following the Economic Development Meeting. All meetings to be held in Council chambers.

Minutes submitted by: Amanda Ellsworth

Approved by: Susan Sonnenburg