

**Economic Development Committee  
Meeting Minutes  
November 24<sup>th</sup>, 2020**

**Opening**

The regular meeting of the Economic Development Committee was called to order at 6:00PM on November 24<sup>th</sup>, 2020 at the Massey and District Community Centre and Area by Susan Sonnenburg.

**Present**

|                         |                  |
|-------------------------|------------------|
| Susan Sonnenburg- Chair | Merri-Ann Hobbs  |
| Kevin Burke             | Patricia Hnatuik |
| Charlene Puzack         | Don More         |
| Brian Channon (6:30pm)  | Amanda Ellsworth |

**Regrets**

|                  |                   |
|------------------|-------------------|
| Tammy Manitowabi | Glenda Massicotte |
| Adam Martel      |                   |

**Old Business**

**1. East and West Township Signs**

- a) Reviewed the Burpee Mills example that was used to create a TSSR specific version.
  - i. The committee found this proof to be the most favorable when compared to other examples from Sign Effects and Laird's other designs that were limited because of the smaller budget.
- b) The committee recommends to raise the original \$4,000 budget to approximately \$9,250 per sign for a total of approximately \$18,770 for two signs.
- c) This price includes (per sign):
  - i. An 8ft by 8ft reflective entrance sign with raised waves, background panel, tree, and website panel on aluminum and aluminum composite materials.
  - ii. Aluminum posts, frame and decorative ball caps powder coated blue
  - iii. Travel and installation of the signs and concrete tube foundations.
  - iv. The committee would like to see the amenities icons on a separate sign below the township logo to be able to remove/modify these icons if ever required.
  - v. Amanda to confirm with Laird that the removable amenities icon sign is possible and will not have an added cost.

**2. Electronic Sign**

- a) After further review, the committee recommends that a freestanding electronic sign not be pursued on the proposed South yard location, nor a wall mounted sign on the proposed location of the washroom facilities at Heritage Park.
- b) Discussion:
  - i. The cost of the sign, installation and hydro hookup is too large for its potential use.

- ii. There are already two electronic signs within the Highway 17 corridor in Massey (Brouse Rd to Imperial St).
- a. Susan suggested she talk to Chad Sonnenburg in regards to renting his electronic sign, located in the Rona parking lot, to advertise events, township information and notices.

**After meeting note:** Susan has discussed advertising possibilities with Chad and he is not interested in renting out the sign at this time.

#### **Teasdale Park**

- a. Possible partnerships with Sagamok regarding a trail were not discussed as Tammy Manitowabi was not present.
- b. Amanda to continue to look into funding opportunities and trail options.

#### **Flower Tender 2021**

- a. Update: Rose-Lynn Martin has accepted the tender and public works has delivered the baskets to her.

#### **Hope Jackson Flower Bed**

- a. Review of the advertisement for perennial flower donations.
- b. The committee will revisit this initiative in the spring and may provide funds to purchase additional perennials.

#### **Age Friendly**

- a. Update: meetings are cancelled until further notice due to the current COVID-19 pandemic situation in Massey.

#### **Design the Sign**

- a. Discussion regarding contest participants concerns that a winner was never chosen.
- b. Review of the letter sent out to all persons who submitted a design to the contest.
- c. The committee does not feel any further action is required however; it is noted that a disclaimer should be used the next time the committee puts on a contest that outlines a winner may not be picked.

#### **New Business**

##### **2021 Proposed Budget**

- a. The proposed 2021 budget was reviewed (ATT).
- b. The committee proposed amendments to materials, parts and supplies to accommodate the increased budget of the East and West township signs and would also like to discuss a larger advertising/publication budget at the next meeting.
- c. The committee was reminded by the EDO that surplus budget funds do not necessarily get carried over to the next year, and referenced the memo distributed earlier in September from the treasurer regarding budget surpluses.

### **Seniors Housing Sub-committee**

- a. Brian and Kevin did not have any updates for the committee.

### **Other**

- a. Brian Channon proposed that the committee look into the implementation of further broadband opportunities. He proposed the committee put aside \$1,000 in order to display a commitment to broadband and potential research and development.
- b. He suggested the company Starlink, however it was noted that the implementation of Starlink is on an individual basis, based on personal needs and wants of each resident.
- c. It is unknown what the township funds would be used for as the EDO is capable to conduct such research, and it is not the responsibility of the municipality to pay for resident's personal services or influence them into using a particular internet service.
- d. The EDO will do further research on the Starlink company.

### **The Marketplace**

1. Brian Channon has spoken to the Agricultural Society and they are in agreement of hosting the township marketplace event at the fairgrounds.
2. Insurance
  - a. Memo re: township insurance coverage at the fairgrounds was reviewed.
  - b. The committee feels that purchasing the Facility User Group additional insurance needed would be of value because members feel the fairgrounds are a better location for the marketplace.
  - c. The committee has proposed to have a meeting in February, (date to be determined at the next economic development meeting in January), with members from the agricultural society to discuss entering into an agreement with the township for insurance purposes.
  - d. Brian had also inquired with the Agricultural Societies insurance company that outlined other avenues available for insurance, these avenues would need to be research further to determine if a flea market style event would be supported.

**After meeting note:** The information Brian provided regarding insurance has been forwarded to the clerk.

3. The committee would like to see what the intent of participation for the 2021 marketplace would be from the public.
  - a. Amanda is to put out an advertisement outlining the upcoming changes and if the public is interested in either becoming a vendor or would attend the marketplace held at the fairgrounds.
4. Members noted that the change from a farmer's market to flea market is expected to draw a larger vendor and visitor base.
5. Discussion whether to keep vendors local or expand it to include surrounding areas such as Espanola, Spanish, The North Shore etc.
  - a. This would be dependent on local vendor interest- they would get priority.

- b. Members noted that expanding the vendors brings in more visitors to boost the local economy.

Meeting was adjourned at 7:00PM by Susan Sonnenburg. The next Economic Development general meeting will be held the third week of January 2021, the committee will not meet in December. The next meeting will be January 19th, at 6:00PM and will be held at the Massey and District Community Centre and Arena.

Minutes Submitted by: Amanda Ellsworth

Approved by: Susan Sonnenburg

| Account Number   | 2019 Budget           | 2019 Actual           | 2020 Budget           |
|--|-----------------------|-----------------------|-----------------------|
| <b>Economic Development Revenues</b>                               |                       |                       |                       |
| 01-800-801-6402 Economic Development Advertising Revenue           | \$ -                  | \$ -                  | \$ -                  |
| 01-800-801-6560 Economic Development Other Revenue                 | \$ -                  | \$ 1,243.18           | \$ -                  |
| 01-800-801-6620 Economic Development Transfer from Reserve         | \$ -                  | \$ -                  | \$ -                  |
| <b>Total Economic Development Revenues</b>                         | <b>\$ -</b>           | <b>\$ 1,243.18</b>    | <b>\$ -</b>           |
| <b>Economic Development Expenditures</b>                           |                       |                       |                       |
| 01-800-801-7010 Economic Development Wages                         | \$ 23,100.00          | \$ 12,001.30          | \$ 18,144.00          |
| 01-800-801-7015 Economic Development Benefits                      | \$ 6,600.00           | \$ 1,673.08           | \$ 3,465.00           |
| 01-800-801-8000 Economic Development Materials, Parts & Supplies   | \$ 13,500.00          | \$ 8,707.32           | \$ 20,000.00          |
| 01-800-801-8010 Economic Development Office Supplies               | \$ 100.00             | \$ -                  | \$ 100.00             |
| 01-800-801-8020 Economic Development Postage, Courier              | \$ 200.00             | \$ 40.95              | \$ 200.00             |
| 01-800-801-8025 Economic Development Advertising, Publications     | \$ 500.00             | \$ 450.00             | \$ 500.00             |
| 01-800-801-8051 Economic Development Telephone & Internet          | \$ 600.00             | \$ 468.27             | \$ 600.00             |
| 01-800-801-8060 Economic Development Training and Conference Expen | \$ 500.00             | \$ 50.00              | \$ 500.00             |
| 01-800-801-8061 Economic Development Mileage                       | \$ 300.00             | \$ -                  | \$ 300.00             |
| 01-800-801-8062 Econ Dev Meals & Accommodations                    | \$ 200.00             | \$ -                  | \$ 200.00             |
| 01-800-801-8081 Ec. Dev. Special Programming Expenses              | \$ 8,500.00           | \$ 5,352.76           | \$ 13,500.00          |
| 01-800-801-8110 Economic Development Consulting and Legal Fees     | \$ 500.00             | \$ 500.00             | \$ 500.00             |
| <b>Total Economic Development Expenditures</b>                     | <b>\$ 54,600.00</b>   | <b>\$ 29,243.68</b>   | <b>\$ 58,009.00</b>   |
| <b>EXCESS OF REVENUES OVER EXPENDITURES</b>                        | <b>\$ (54,600.00)</b> | <b>\$ (28,000.50)</b> | <b>\$ (58,009.00)</b> |

2020 Actual @  
Nov 19, 2020

2021 Proposed  
Budget

Comments

|    |            |    |             |   |
|----|------------|----|-------------|---|
| \$ | -          | \$ | 18,144.00   |   |
| \$ | -          | \$ | 3,465.00    |   |
| \$ | -          | \$ | 30,000.00   | Raised to accommodate approx. \$18,770 budget for East/West Signage |
| \$ | 3,319.92   | \$ | 100.00      |   |
| \$ | 382.65     | \$ | 200.00      |   |
| \$ | 4,927.09   | \$ | 500.00      | Discussion re: increasing advertising budget, next meeting in 2021  |
| \$ | -          | \$ | 600.00      |   |
| \$ | -          | \$ | 500.00      |   |
| \$ | 406.00     | \$ | 300.00      |   |
| \$ | -          | \$ | 200.00      |   |
| \$ | -          | \$ | 13,500.00   |   |
| \$ | 500.00     | \$ | 500.00      |   |
| \$ | 9,535.66   | \$ | 68,009.00   |   |
| \$ | (9,535.66) | \$ | (68,009.00) |   |