

**Economic Development Committee
Meeting Minutes
September 21st, 2021**

Opening

The regular meeting of the Economic Development Committee was called to order at 6:00PM on September 21st, 2021 at the Massey and District Community Centre and Area by Glenda Massicotte.

Present

Glenda Massicotte- Co-Chair
Kevin Burke
Charlene Puzack
Brian Channon
Amanda Ellsworth

Edith Fairburn- Co-Chair
Patricia Hnatuik
Don More
Adam Martel
Tammy Manitowabi

Regrets

None.

Introduction of new co-chair

Edith Fairburn has agreed to co-chair the economic development committee with Glenda Massicotte.

Old Business

1. East and West Township Signs

- a) Review of the purchased signs as approved by council on June 23rd, 2021.
- b) Sign Locations:
 - i. The EDO informed the committee that the West sign location will remain the same, the East sign location will be moved within the township boundary, off of private property.
 - ii. Both signs should be installed within the MTO right of way, permits for the signs have been submitted to MTO and installation of the signs by Laird Signs will be scheduled once permits are approved.

2. Broadband

- a. Review of the last Huron Shore and Manitoulin Island Community Owned Fiber Infrastructure project.
- b. Discussion regarding their progress and the experience committee members have had through satellite internet providers, such as Starlink.

New Business

3. New Residents package

- a. Review of the letter and information package that is being sent out to new residents and that the complimentary recycling bins for these new residents are being well received.
- b. The committee would like to see a “blurb” on the information brochure regarding the various organizations that residents can volunteer for or participate in. This blurb would ideally refer back to the economic development page on the township website, where a list of applicable organizations could be found along with their contact information. The

EDO will look into gathering this information. The committee would also like this information provided to the Massey Museum.

4. Flower Tender 2021

- a. Discussion regarding the hanging baskets and highway construction of 2021 and what that means for 2022.
 - i. In 2021 25 hanging baskets were ordered and installed on Imperial St, instead of installing 33 along the Highway 17 as done in 2019, due to the 2021 highway construction.
 - ii. It was noted by the committee that this location did not create the same positive impact/impression to the community/travelers in the same way as along the highway.
 - iii. The EDO noted that the timeline for construction to end on Highway 17 in Massey and Webbwood is currently unknown for the 2022 season. The EDO recommended that instead of hanging baskets, more barrels be purchased for along the sidewalks, or larger planters similar to the Town of Espanola be researched that provided for easy care and maintenance.
 - iv. The committee is recommending that 33 hanging baskets be purchased along with the standard 10 cedar barrels, 2 large plastic barrels and 2 extra-large planters.
 - v. The committee would like a letter sent to the regular vendors that have submitted tenders in the past years, to notify them of the township flower tender. The EDO will send these notices once the tender is approved. The committee would also like to see advertisements on all township social media pages, the website and possibly the Around and About.
 - vi. A 2022 Flower Tender will be advertised once approved by Council.

After meeting note: There is a Health and Safety concern that summer students will not be able to care for the baskets on the highway if construction resumes into summer 2022. There is also concern that the township will not have enough staff to properly care for the baskets, as there was a reduced number of summer student applications in 2021.

After consultation with the Public Works Crew Supervisor, it was noted that the main highway paving will most likely not be completed in Webbwood until 2022 and the connecting side streets/ shoulders of Massey would be refurbished in 2022 also. In conjunction Public Works and the Health and Safety Committee, safety concerns were noted with the installation of the baskets as not all workers have proper working at heights training and that harnesses would need to be replaced, and the weight of the baskets is concerning. They recommend larger ground planters for the ease of watering for ergonomic safety and easy installation via township equipment.

5. Manitoulin-La Cloche Tourism Adaptation Strategy

- a. Review of the funding request that was approved by Council to provide \$1,200 towards the Tourism Adaptation Strategy Report and wayfinding signage project.
- b. The RFP for the study closes September 24, 2021 and will be reviewed the week after. Once the strategy study is completed, wayfinding signage can be pursued based on its results.

- c. The committee noted concern regarding permits that will be needed to erect the wayfinding signage- the EDO noted that installing signage is not a concern until the study is completed, but will contact the Municipality of Central Manitoulin regarding their plan for future permits and their costs.

6. Rural Economic Development Program (RED)

- a. Reviewed the currently open RED program. The EDO noted that currently the economic development committee does not have any “shelf ready” projects prepared, however it is something to start thinking about to be prepared for the 2022 RED intake.
- b. The EDO suggested that to be eligible for future funding that the committee start looking into the smaller kickstart programs offered under the Downtown revitalization Program such as the First Impressions Community Exchange Program.
- c. Tammy noted that the committee review the current Township of Sables-Spanish Rivers Strategic Plan 2018-2021 to determine where the committee is at and what projects should be being pursued. The EDO will include a review of the Strategic Plan on the next economic development meeting agenda.

7. Historical Markers

- a. Update: The majority of marker information has been gathered from the past EDO files.
- b. The EDO will have to conduct site visits to see the condition of each marker to determine which markers need to be repaired/replaced.

8. Age Friendly

- a. Discussion: these meetings have not yet reconvened at this time.

Other

a. Volunteerism

- i. Discussion: various challenges of volunteerism within the community-older volunteers are burnt out and there is difficulty recruiting younger people to take their place. Members noted that the economic development committee should be exploring how to promote volunteerism within the community.

b. Seniors Housing

- i. The committee would like to pursue some form of seniors housing within the township. It is unclear at this time how or who would operate it as well as where it would be located.
- ii. Brian and Kevin had formed a senior housing sub-committee- they had no updates at this time.
- iii. The EDO noted that a report regarding seniors housing was presented to council in 2020 and would forward it on to the economic development committee and seniors housing sub-committee.

c. Splash Pad

- i. The committee was under the impression that the splash pad is a shelf ready project that just required funding to be started.

After meeting note: The past Parks and Recreation Coordinator had conducted some research regarding the implementation of a splash pad, however the project report is not finished and may now be out of date and will need to be revisited should a splash pad be pursued.

- ii. Noted that the splash pad could benefit the age Friendly
- iii. The committee believes this initiative should be joint with the parks and recreation department, and that they would like to see more communication between the economic development and parks and recreation committees.

After meeting note: When determining the 2021 budget council was asked by the Treasurer regarding funds for the splash pad, no actions were taken to allocate funds to this project. If/when Council determines to go forward with the splash pad project, it will remain within the Parks and Recreation Portfolio only.

d. Community Involvement/Outreach

- i. The committee would like to create more outreach initiatives- an engagement night with community business owners and tourism operators to generate ideas for shelf ready projects.
- ii. Tammy noted that the committee should discuss the Community Safety Plan survey results once they are in.
- iii. The EDO will explore covid friendly ways to interact with the business/tourism community within the township and will provide the survey results to the committee when they are available.

e. Zoom Meetings

- i. Discussion: The committee does not want to exclude members who many not be doubled vaccinated for Covid-19, however some members still wish to have in person meetings. Currently meetings held in person at the Massey and District Community Centre require patrons to be double vaccinated.
- ii. The EDO advised that meetings should either be all in person or held all via zoom. Logistics to offer both platforms at once would be difficult at the arena.
- iii. The committee did not come to a decision whether to hold meetings in person or via zoom, the EDO advised committee members if they are not comfortable to express their opinion at the meeting, they can contact the EDO/Co-chairs directly to discuss.

The Marketplace

- 1. Discussion: The Agricultural Society had taken over the marketplace for 2021, and used their own insurance provider.
- 2. Update from Brian: the market was not as successful as intended- most farmers are selling their products through wholesale platforms. There were few non-produce vendors that participated.

The meeting was adjourned at 8:03PM by Glenda Massicotte. The next economic development meeting will be held October 19, 2021 at 6:00pm. The meeting delivery platform and location will be determined at a later date closer to the meeting.

Minutes Submitted by: Amanda Ellsworth

Approved by: Edie Fairburn and Glenda Massicotte