

**Economic Development Committee  
Meeting Minutes  
November 16<sup>th</sup>, 2021**

**Opening**

The regular meeting of the Economic Development Committee was called to order at 7:00PM on November 16<sup>th</sup>, 2021 via zoom by Edie Fairburn.

**Present**

Edith Fairburn- Co-Chair  
Patricia Hnatuik  
Amanda Ellsworth

Kevin Burke  
Adam Martel

**Regrets**

Glenda Massicotte- Co-Chair  
Brian Channon

Tammy Manitowabi  
Charlene Puzak

**Old Business**

**1. East and West Township Signs**

- a. Discussion re: new design with “Tall Pines and Sparkling Waters” slogan on it and installation pushed to spring 2022.
- b. EDO noted Laird has said they will store the signs at no cost until installation.

**2. Manitoulin-La Cloche Tourism Adaptation Strategy**

- a. Discussion Re: updates- MDB Insight Inc. has started their research for the study. TSSR provided 2 tourism influenced businesses to participate in the selective interview process- Poirier’s and Waterfalls Lodge.
- b. They have started gathering information to conduct the additional “Gaining Tourism Operator Perspectives” phone survey, hoping to reach out to the 300-400 business across the Manitoulin-La Cloche area.

**3. Flower Tender 2021**

- a. Discussion Re: 2022 flower tender awarded to Rose Lynn Martin- \$1,824 less than 2021 due to the removal of hanging baskets.

**4. Pole Banners**

- a. Discussion: EDO provided examples of banners and pricing for banners/brackets- the committee noted that they feel Laird should be used to stay local, however also acknowledged that out of town suppliers were more economical.
- b. EDO noted that price per banner was dependent on the number of banners ordered for each supplier, costs were also impacted based on the number of art files used and bracket type ordered. Because brackets would need to be ordered, the startup cost for banners would be up to approximately \$300/banner (banner \$60-\$100, bracket \$100-\$180).

- c. The committee liked the heritage banner example that Blind River has had done by Laird-EDO to clarify with laird if different pictures on the same heritage banner would be considered separate art files. The committee felt that Massey and Webbwood could each get 3-4 different types of heritage banners and that they would “improve the visibility of the municipality”, “give the municipality an identity” and would continue the positive impression that Blind River and Espanola have set along the Highway.
- d. Kevin noted the Library and Museum could be asked to provide historical pictures.
- e. The committee was unsure on the number of banners in total they would like ordered.
- f. Pat noted that banners would need to be taken down in the winter from the poles that have the Christmas lights installed.
- g. EDO noted Espanola Hydro (Massey Poles) does require notification of banners being hung on their poles for their approval but does not have specific guidelines or application. EDO to contact them again to determine what would be allowed/ how many poles would be allowed to have banners. Poles in Webbwood are owned by Bell (according to Espanola Hydro)- EDO contacted them and has not received a reply yet.

## **5. Age Friendly**

- a. Meetings are still on hold- no updates.

## **6. Review of the Strategic Plan**

- a. Differed to the new year.

## **New Business**

### **1. Ontario Ice Fishing Challenge Sponsorship**

- a. The committee feels this is a good opportunity to get exposure for the natural resources in the township and promote winter tourism.
- b. The committee would be interested in providing local prizes, in addition to the provincial prizes, as outlined by Jim Clarke (challenge rep) during the presentation to the EDO.
- c. The committee recommends that the Township provide the \$1,000 sponsorship to the Ontario Ice Fishing challenge put on by Anglers Atlas and MyCatch.

### **2. Review of 2022 Proposed Budget**

- a. Discussion re: 2022 expenses- Minimal changes from 2021. The committee would like the EDO to inquire with other staff whether the \$360 Survey Monkey subscription is used often enough.
- b. EDO to send a draft of the proposed 2022 operating budget to the Treasurer by Dec 1<sup>st</sup> 2021.

The meeting was adjourned at 8:06PM by Edie Fairburn. The economic development meeting of December 21<sup>st</sup>, 2021 is cancelled. The next meeting will be held on January 18<sup>th</sup>, 2022 at 7:00pm or at the call of the chair. Meeting platform to be determined closer to the meeting date, depending on current Covid-19 restrictions.

Minutes Submitted by: Amanda Ellsworth

Approved by: Edie Fairburn