

**Economic Development Committee
Meeting Minutes
January 18th, 2022**

Opening

The regular meeting of the Economic Development Committee was called to order at 7:00PM on January 18th, 2022 via zoom by Edie Fairburn.

Present

Edith Fairburn- Co-Chair
Patricia Hnatuik
Amanda Ellsworth

Kevin Burke
Adam Martel
Charlene Puzak

Regrets

Glenda Massicotte- Co-Chair
Brian Channon

Tammy Manitowabi

Old Business

1. 2022 Proposed Budget

- a. Overview of what was submitted to the Treasurer.
- b. Historical Markers were acknowledged that they should be accommodated in the budget- the committee will include them under the "Special Programming Expenses" line- no dollar values were changed.

2. Manitoulin-La Cloche Tourism Adaptation Strategy

- a. Discussion Re: workshops that MDB Insight Inc. is hosting on Jan 19th to gather businesses/resident input regarding tourism strategies in their area.
- b. Marcus Mohr of Central Manitoulin noted there are not many registrants for both time slots.
- c. The committee would like the EDO to sit in on the workshop to represent the TSSR and Adam Martel will try to make one of the time slots.

After meeting note: Amanda and Marty attended the 2pm workshop, there were approximately 25 participants primarily from Manitoulin Island.

3. Pole Banners

- a. Discussion: EDO provided the follow up correspondence from Laird, MTO and Espanola Hydro.
 - i. Espanola Hydro- recommends submitting a banner proposal before purchasing. The committee would like the EDO to follow up on their regulations to install brackets on the poles and price of installation. Also, if they would install on the pole, they don't own such as Bell. The EDO is also to ask Public Works also if they recall how brackets are installed.
 - ii. MTO- Debra Burke provided information on pole mounted event banners, these require an encroachment permit. The EDO has asked for clarification regarding

the price of the permit, the area it covers and its “one-time fee”. Clarification has also been requested regarding the type of banner that requires the permit, pole banner vs. banner strung along a highway. The EDO is still waiting for a reply from MTO.

- iii. Laird- noted that the historical banner example they provided would each have a setup fee if the picture was different on each banner. There would also be a design fee per design if they had to provide it.
- iv. Bell- The EDO has not had a reply from Bell yet regarding the restrictions of mounting banners on their poles in Webbwood. Patricia noted that Espanola Hydro mounts our Christmas lights on these poles. The EDO will continue to contact Bell.
- b. The committee feels that a knit banner may be more durable than a vinyl banner, and that they would like to ensure that supply chains allow for all future banners and brackets ordered to come at the same time.
- c. The committee will revisit purchasing banners once there is further correspondence/ clarification from the mentioned organizations, and all questions regarding permits and pricing have been answered.

New Business

1. Ontario Ice Fishing Challenge Sponsorship

- a. The committee would like to see an ad in the Around and About regarding the Townships sponsorship of the Ontario Ice Fishing Challenge Sponsorship. The EDO will follow up with Anne to see if this would fit within the deadline timeline/ if there is space for the ad.
- b. The committee would like the EDO to provide local businesses and the committee with flyers to put up around town to boost awareness and registration
- c. The committee recommends that the township provide local prizes in addition to the provincial ones offered by the Challenge organizers. Specifically, 2-3 \$50 gift cards per week from local businesses, the Township would purchase these gift cards as opposed to asking for donations. Proposed businesses included: Poirier’s Confectionary, Home Hardware or Rona, Burks Shell, Stewarts General Store, McTwinn Bait and Tackle, Chutes Confectionary, Sure Catch Baits and Agnew Lake Lodge.
- d. Edie mentioned she will speak with Agnew Lake Lodge to see what they would be willing to offer.
- e. Prizes would be delivered through the “random draw” style through the challenge website. The EDO would supply the information regarding the prizes to the event organizers and they would upload them into the Anglers Atlas website and MyCatch App.

2. Review of the Strategic Plan

- a. The EDO acknowledged that the current Strategic Plan is now outdated, and it will have to be researched as to how to go about organizing a new one. Patricia noted LAMBAC assisted in creating the last one. The EDO will refer to past project files and contact LAMBAC for information on how to start this process.

- b. The committee acknowledged that most initiatives in the current Strategic Plan either could not happen due to financial feasibility, a lack of public participation or covid halted them. Two topics touched on- vendor market and signage.
- c. Discussion Re- Signage: the committee noted that steps have been taken to update signage through the new east/west signs and the tourism adaptation wayfinding signage to come.
 - i. Kevin would like to see signage along Lee Valley Road. Proposed to move the old west township sign that is being replaced to the end of Lee Valley Rd, right when you leave Espanola. The committee strongly recommends this in order to reuse existing infrastructure.
 - ii. The EDO will confirm with Public Works if this is possible and if any permits would be required.
- d. Discussion Re- Vendor Market: the committee would like to see some sort of different approach for a vendor market to continue in the new strategic plan.
 - i. Edie mentioned the possibility of the township going into partnership with other established vendor markets and having a streamlined approach (one set fee, table provided-to be able to “show up and sell”). E.g., the market hosted by Tanners and The Elks Lodge in Espanola. The EDO is to contact Tanners to see if they have the contact information of the person that ran that market.
 - ii. Different locations suggested such as the arena and the south yard.
 - iii. It was noted that input from the community could be requested, prior to organizing an event, in order to determine the needs of vendors/ what they feel could be changed. The EDO noted that the committee does currently have a survey monkey subscription that could be used.

3. Age Friendly

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

The meeting was adjourned at 8:10PM by Edie Fairburn. The next meeting will be held on February 15th, 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: Glenda Massicotte