

Economic Development Committee
Meeting Minutes
May 17th, 2022

Opening

The regular meeting of the Economic Development Committee was called to order at 6:10PM on May 17th, 2022 via zoom by Edie Fairburn.

Present

Edith Fairburn- Chair
Patricia Hnatuik
Amanda Ellsworth

Kevin Burke
Adam Martel
Charlene Puzak

Regrets

Tammy Manitowabi

Brian Channon

Old Business

1. Manitoulin-La Cloche Tourism Adaptation Strategy

- a. Discussion/Update Re: final strategy to be completed end of May.
- b. EDO has a meeting with the steering committee and Deloitte (previously MDB Insight Inc.) to discuss the strategy on May 19th.
- c. The committee would like to see more emphasis placed on tourism within our township, particularly based on the draw from the provincial park and surrounding lodges. The committee would like promotional products sent to all tourism businesses in the township. EDO to work on putting together a package to be sent out each season.

2. East/West Township Signage

- a. EDO notified the committee that Laird intends to install the signs by late May/early June. They will give the EDO one week notice prior to installation.
- b. The East sign installation depends on which section of the Highway is being worked on at this time.
- c. Public Works will be removing the old West sign prior to new installation. Dependent on its condition the committee would like it to be repurposed and used elsewhere in the Township, possibly on Lee Valley Road.

3. Pole Banners

- a. Review of the budget and report that had been sent to council on April 13th.
- b. The committee recommends choosing banner option 2 with a slight modification to bold the script writing and the adjustable banner bracket.
- c. Once the updated design is received, the committee recommends submitting it to MTO and Espanola Regional Hydro for permit approval.
- d. The committee would like to order 30 banner and bracket combinations to put up in Webbwood, Walford and Massey to be installed along Highway 17, or as many as MTO permits.

- e. The committee recommends postponing the “heritage style” banner until 2023, and that they could also include some wayfinding aspects along local roads at that time.
- f. The committee also recommends postponing the veteran’s banners until 2023 when the number of veterans who’d like to participate is known. The EDO is to contact the Legion to initiate the process of contacting veterans/ their families, and advertise the veterans banner idea to allow enough time for the families to provide photos, information etc. A virtual display for 2022 was discussed and is recommended depending on what information is provided by fall 2022.

New Business

1. Flowers

- a. Update- Roselynn Martin will deliver the flowers the first week of June.

2. MyCatch Fishing Tournament

- a. MyCatch approached the EDO if TSSR would be interested in a summer event, hosted in our area rather than province wide. The committee reviewed the power point slide deck provided by Jim Clarke, Tournament Director.
- b. 3 options were presented with different levels of service from MyCatch and their corresponding prices.
- c. The Ontario Ice Fishing stats- 17 participants from TSSR. The committee felt this number was low but understandable due to the new nature of the event, the advertising time was short and the uncertainty of Covid-19 regulations.
- d. The committee notes that if either option 1 or 2 was pursued an organizer with knowledge of fishing and running past fishing tournaments would be required and they would need to have sufficient time to manage angler issues. Option 3 is costly but may be worth the expertise that comes with it. The committee feels it might be too late to organize such an event, however, also doesn’t want to pass up the opportunity.
- e. The committee would like to speak with Jim Clarke directly regarding the options provided to get a greater understanding of the responsibilities the township would have should they choose to invest in a tournament. EDO to contact Jim regarding his availability for the next economic development meeting.

3. Age Friendly

- a. Seniors exercise classes are running on Wednesdays from May 4-25th and will reconvene in September.
- b. Discussion re: greater advertising for the classes in the fall (Around & About, Falls Newsletter, social media etc.), opening the age range to attract more participants etc.

The meeting was adjourned at 7:11PM by Edie Fairburn. The next meeting will be held on June 21st, 2022, at 6:00pm 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