

**Economic Development Committee
Meeting Minutes
July 19th, 2022**

Opening

The regular meeting of the Economic Development Committee was called to order at 6:00PM on July 20th, 2022 via zoom by Edie Fairburn.

Present

Edith Fairburn- Chair
Patricia Hnatuik
Amanda St.Michel
Tim Weatherley

Kevin Burke
Brian Channon
Adam Martel

Regrets

Tammy Manitowabi

Charlene Puzak

Old Business

1. East/West Township Signage

- a. Updates Discussed: Both signs were installed the week of July 11th-15th.

2. Pole Banners

- a. Discussion Re: Township Banners Approvals
 - i. The encroachment permit submitted to MTO has been approved.
 - ii. Bell has approved 10 poles in Webbwood on the north side of Highway 17 and 5 poles on the south side the Highway 17 in Massey. They will allow public works to install the brackets and banners on their poles.
 - iii. Espanola Regional Hydro has approved 11 poles on the North side of Highway 17 in Massey. But has noted that they prefer the bracket style type used be the bolted option instead of the banded. They have also noted they would be required to install the brackets at a cost, however, would allow public works to hang/take down the vinyl banners. For public works to work on ERHDC poles the township would have to provide proof of \$2,000,000 liability insurance and proof that the electrical safety awareness training has been completed (the link provided by ERHDS notes \$65 to take the course).
 - iv. A total of 26 poles have been approved for banners along Highway 17. Banner placement in Walford could potentially be along Walford Road but will be discussed once banners have been ordered/received.
- b. Discussion Re: Township Banner Order
 - i. Council had approved a budget of \$6,000-\$7,000 on April 13th based on an order of 30 banners and brackets at approx. \$200/set.
 - ii. The committee recommends ordering 30 banners and brackets or as many as a \$7,000 budget would get, as the quote received is now outdated. The EDO is to

get an updated quote from Flags Unlimited and to go ahead with ordering the township banners.

After meeting note: The township currently has 23 bracket sets that could be used for the new banners. The EDO will confirm their size with public works and Flags Unlimited if the existing brackets would fit the new banners to save on bracket costs. If they would fit, only 7 additional bracket sets would need to be purchased and therefore that money could be put towards veterans' banners.

After meeting note: After speaking with the public works supervisor regarding the banners above, we confirmed that the new banners would fit on the old brackets, and he noted that public works would be able to make 7 additional brackets if needed over the winter so the committee would not have to purchase brackets for the new banners. Potentially only for veterans' banners, if the veterans' banners and township banners were all up at the same time.

- c. Discussion Re: Veterans Banners
 - i. The EDO provided examples received from the Espanola Legion for veterans' banners and their information gathering process from the veterans' families.
 - ii. The EDO is to contact OJ graphics who did Espanola's banners for a quote per banner.
 - iii. Once a quote is received, the number of banners that potentially could be ordered can be determined based on the remaining budget.
 - iv. EDO is to advertise the banner idea on social media/township website to see the level of interest. The veterans honoured on banners would be a first come first serve style if there was too much interest for the proposed budget.
 - v. The timeframe may not allow for banners to be hung before Remembrance Day 2022 but could be ready for 2023.

New Business

1. MyCatch Fishing Tournament

- a. The EDO informed the committee that Council had approved option #3 at the July 13th council meeting.
- b. The Clerk-Administrator has signed the service agreement on July 19th.
- c. The tournament will run August 26th to September 5th.
- d. Discussion Re: Entry Fees
 - i. The committee noted that entry fees should be higher to create a larger prize to draw tourists to participate in the tournament and promote the "staycation" opportunities that government is also promoting to create economic activity in the township. But also acknowledged a higher buy in could discourage locals to participate.
- e. The committee recommends that the EDO will work with Jim Clarke the tournament director and Alan Schwartz the community representative to determine the scope, rules, and fees of the tournament. Once these elements have been set out, advertising can start.
- f. Discussion Re: Fishing Tournament Advertising

- i. Anglers Atlas provides the township with a promotion package and advertising throughout their site/ mailing list.
- ii. The Township will be responsible for advertising locally- the committee recommends various options including the around and about, social media, the township website, flyers, radio ads, booth at the Massey Fair etc.

After meeting note: Jim has noted that there can be a youth and adult entry fee to encourage families to participate.

2. Massey Fair Sponsorship

- a. The committee discussed the various sponsorship options for the Agricultural Society Massey Fair.
- b. The committee recommends that the platinum sponsorship be achieved by the township through a monetary donation or an in-kind donation. The EDO will consult with the Clerk to determine the best sponsorship option.
- c. The committee recommends having a township table set up at the Massey Fair on Saturday August 26th to promote the fishing tournament that starts that weekend and to promote the upcoming municipal election.

3. 2023 Flower Tender

- a. Discussion- the committee recommends keeping the 2023 flower tender the same as advertised in 2022.
- b. The EDO is to prepare and send out the tender to ensure vendors have time to submit quotes and potentially order seeds before prices increase in the fall occur.

4. Historical Markers

- a. Reviewed the Google Document Brian has started for the historical markers.
- b. Discussion: the committee would like to see a virtual presence for location purposes however believes that the physical locations should be updated/maintained for visitors/residents to travel to.
- c. There are several markers in good condition still, however many are cracked or missing altogether. Brian has offered his time to go out with public works member Ron to locate the missing ones as Ron was involved with their original install. The public works crew supervisor is to advise when he can spare Ron for this venture.
- d. The EDO is to continue to research replacement options and their costs for new markers and stands

5. Other

- a. Committee members inquired as to the status of the age friendly committee starting back up.
- b. The EDO noted the committee will need a new chair and possibly more members. The EDO is to reach out to past members to see where the interest lies.
- c. Brian mentioned the new horizons grant opportunities- the EDO will research what options are currently available and their requirements.

The meeting was adjourned at 7:25PM by Edie Fairburn. The next meeting will be held on August 16th, 2022, at 6:00pm or at the call of the chair. Meeting platform to be determined closer to the meeting date.

Minutes Submitted by: Amanda St.Michel

Approved by: Edie Fairburn