

THE CORPORATION OF THE TOWNSHIP OF SABLES-SPANISH RIVERS
Economic Development & Community Services Committee Meeting Minutes

REGULAR MEETING

MAY 16, 2023

PRESENT: **CHAIR (S):** Edie FAIRBURN
MEMBERS: Harold CRABS, Thoma CRABS; Merri-Ann HOBBS; John MOONEY
ABSENT:
STAFF: Amanda ST. MICHEL

Opening

The regular meeting of the Economic Development and Community Services Committee was called to order at 6:35 p.m. on May 16th, 2023, by Edie Fairburn.

Economic Development

A REGIONAL EDO INITIATIVES

- After meeting note: the LaCloche Foothills Career Fair hosted in Espanola on May 9th was very well attended with approximately 280 attendees and 41 employer/organization booths.

B GRANTS AND FUNDING OPPORTUNITIES

- Discussion regarding the Trillium Capital Grant and potential projects. This grant supports arts, culture, heritage, and recreation projects and is due June 14. The Deputy Clerk will contact the Parks & Recreation Coordinator to discuss potential projects.

C TSSR BUSINESS COMMUNITY UPDATES/OPPORTUNITIES

- No update.

D DONATIONS/COMMUNITY SPONSORSHIPS

- No update.

E TSSR STRATEGIC PLAN

- The committee reviewed the proposed timeline to complete the 2024-2028 Strategic Plan- members feel the timeline is appropriate so that the process is not rushed and acknowledge that more time may be needed. Adjustments to the timeline will be made as necessary, however the proposed goal is to have a complete plan by the end of April 2024.
- Review of the past Strategic Plan process and all action items within it.
- Review and agreement on the questions council members are to complete to determine the broad themes as outlined in the proposed levels of abstraction to base public consultations on. The committee feels councillors should be given time to answer the questions thoughtfully rather than be put on the spot at a meeting. Their answers would be made public afterwards.

Community Services

F COMMUNITY AESTHETICS

- Discussion regarding purchasing additional flowers and maintaining beds along the Highway 17 corridor, such as Burk's Shell and the Hope Garden. The Deputy Clerk is to reach out to private owners to inquire if they would be interested in partnering with the Township to better maintain these flower beds. The Parks & Recreation department would also need to be consulted for the feasibility of this as they maintain the parks and flowers.
- The committee inquired if the Hope Garden sign was replaced. The Deputy Clerk will consult with the Parks and Recreation Coordinator on its status.
- The Deputy Clerk noted that banners should be going up shortly along Highway 17.

G AGE-FRIENDLY PROGRAMING

- No update.

H MUNICIPAL EVENTS/INITIATIVES

- MyCatch Fishing Tournament- review of the 2022 Fishing Tournament, prizes, and statistics. The committee would like to pursue Option #3 for the virtual MyCatch tournament again for the 2023 season. The intent is to make the tournament an annual event that will continue to build momentum within the community and provide excitement for anglers to visit our communities.
 - The committee would like to increase advertising efforts to maximize participation- information booths leading up to the event, posters, social media campaign, radio ads, contact community groups, flyers at the grocery store, advertise at the July 1st events etc.
 - The committee would like to provide \$500 in additional prizing on top of the entry fee cash prizes and will also ask for donations from businesses, like 2022, to further entice participants.
 - The committee intends to host the tournament from August 18th to September 5th, 2023.
 - Community volunteer Alan Schwartz has noted he would be willing to assist the committee in working with the Deputy Clerk and Anglers Atlas representative Jim Clarke to establish the tournament.

I COMMUNITY ENGAGEMENT

- Featured Fridays Launch- engagement has increased since launching these posts. Although the first 7 weeks were to highlight the members of council, the committee would like to see events mixed in if they fall on that week. The discussion of advertising businesses and their efforts in the community was also explored. The Deputy Clerk noted that traditionally we have only advertised non-profit organizations on our website/social media pages but will consult the Clerk-Administrator regarding this idea.
- Discussion of starting a community calendar so residents know what is going on each month in the Township, but also so various groups/organizations can reference it when planning their events to avoid conflicts. The Deputy Clerk will work on putting something together/advertise to the public.
- Discussion of creating a “What to do this Summer in TSSR” information package, that highlights ongoing opportunities throughout the summer in Sables-Spanish Rivers. The Deputy Clerk will work on putting something together/advertise to the public.

Other Business

J BUDGET

- The committee reviewed the approved 2023 budget.

K Economic Development Corporation

- The committee would like to explore the idea of an Economic Development Corporation that runs as a separate entity from the committee but would report to/work in conjunction with Council. The Deputy Clerk is to contact other municipalities how they have gone about this or if they have any information regarding this process.

Recommendations to Council

- That Council approve the proposed timeline and outlined process for the 2024-2028 Strategic Plan.
- That Council approve the committee to pursue option #3 with Anglers Atlas at a cost of \$5,000+ taxes and 20% of entry fees to host a Township MyCatch Fishing Tournament from August 18th to September 5th, 2023.

The meeting was adjourned at 8:45 p.m. The next meeting will be held on June 20th, 2023, in Council Chambers, at 6:30pm or at the call of the chair.