

## **ECONOMIC DEVELOPMENT COMMITTEE REGULAR MEETING MINUTES**

**Monday, November 6, 2017**

The Township of Rideau Lakes Economic Development Committee held a Regular Meeting on Monday, November 6, 2017 at the Municipal Office in Chantry, Ontario.

The following committee members were in attendance: Councillors Arie Hoogenboom, Bob Lavoie, Cathy Livingston, Claire Gunnewiek, Mayor Ron Holman, and public representative Sharen Symondson. Public representative Jennifer Campbell was absent with prior notice. Michael Dwyer, CAO, was also in attendance.

### **ADOPTION OF THE AGENDA:**

#### **RECOMMENDATION #1**

Moved By: Claire Gunnewiek

Seconded By: Cathy Livingston

To pass a Recommendation that the following items be added to the Agenda:

7.2.1 Rideau Heritage Network

Carried:

#### **RECOMMENDATION #2**

Moved By: Claire Gunnewiek

Seconded By: Cathy Livingston

That this Committee adopt the Agenda, as amended.

Carried:

### **DECLARATION OF PECUNIARY INTEREST & GENERAL NATURE THEREOF:**

Chairperson Lavoie asked if anyone had a pecuniary interest and the general nature thereof and none were declared.

### **ADOPTION OF THE MINUTES:**

Minutes of the October 2, 2017 Economic Development Committee Meeting were distributed to the Committee. Chairperson Lavoie asked for any errors, omissions or questions and none were heard.

The following recommendation was duly moved and seconded:

#### **RECOMMENDATION #3**

Moved By: Cathy Livingston

Seconded By: Arie Hoogenboom

That this committee approve the Economic Development Committee Meeting Minutes of October 2, 2017, as submitted.

Carried:

### **ACTION LISTING:**

Mike Dwyer, CAO provided a brief overview of the Action Listing items and their progress.

Councillor Gunnewiek requested that small homes be revisited and added as an Action Item.

**NEW BUSINESS:**

**REGIONAL ECONOMIC DEVELOPMENT MEETING**

Chair Lavoie provided a verbal report to the Committee regarding the Regional Economic Development meeting held in Lansdowne in October that he and CAO Mike Dwyer attended.

Chair Lavoie stated that the event was well received and provided an opportunity for surrounding municipalities to share ideas and opportunities for collaboration. The meeting also allowed its attendees to identify areas of strengths to build upon, and areas of weaknesses to address.

After discussion, the following recommendation was duly moved and seconded:

**RECOMMENDATION #4**

Moved By: Arie Hoogenboom

Seconded By: Ron Holman

That the Economic Development Committee acknowledges the Regional Economic Development meeting update by Chair Bob Lavoie.

Carried:

**RIDEAU HERITAGE ROUTE – ECONOMIC IMPACT OF THE RIDEAU CORRIDOR**

Mike Dwyer, CAO, provided a verbal overview of the Rideau Heritage Route report which was released at the Annual General Meeting. The report focuses on the importance of tourism for communities along the Rideau waterway, and to highlight the need of having a collective tourism entity to promote the Rideau as a world class destination.

The Committee asked how this report differs from others that have stated the importance of tourism. Mike Dwyer, CAO, stated that this report provide quantitative information and outlines the unique characteristics of each community along the Rideau Heritage Route.

The Committee also asked if they should prepare for any future steps towards supporting the Rideau Heritage Route and their efforts. Mike Dwyer stated that no further actions are required from the township at this time.

Councillor Livingston offered a brief overview of the new Rideau Heritage Network which will link heritage locations along the Rideau together to encourage cross promotion and increased participation.

The following recommendation was duly moved and seconded:

**RECOMMENDATION #5**

Moved By: Cathy Livingston

Seconded By: Arie Hoogenboom

That the Economic Development Committee acknowledges the Rideau Heritage Route – Economic Impact of the Rideau Corridor update by Mike Dwyer, CAO.

Carried:

## **COMMUNITY PROFILE**

Alison Merkley, Administrative Assistant, provided an overview of the report outlining the importance of a Community Profile and the need to update the township's 2009 Demographic Profile.

Sharen Symondson stated the importance of having a Community Profile as a tool to help attract potential businesses and residents to the area, as the information outlines the many attributes found within the municipality.

The Committee discussed some additional items they would like added to the document.

The following recommendation was duly moved and seconded:

### **RECOMMENDATION #6**

Moved By: Claire Gunnewiek

Seconded By: Arie Hoogenboom

That the Economic Development Committee direct staff to continue with creating the Community Profile.

Carried:

## **WEBSITE/REBRANDING**

Mike Dwyer, CAO, spoke about the request for a new website and branding made by the Committee earlier in the year, and the Committee's opinion that their costs should not come from the Committee's budget. Mr. Dwyer continued to state that the current website is limited in its abilities due to its age.

The Committee discussed the need for a new website and that the request for upgrade has been eliminated from previous budgets.

The Committee continued to state that rebranding is currently not a priority and may be more appropriate to revisit after the 2018 election to allow the new Council to be involved in the process.

The following recommendation was duly moved and seconded:

### **RECOMMENDATION #7**

Moved By: Arie Hoogenboom

Seconded By: Cathy Livingston

That the Economic Development Committee request to Council that the following item be considered to the 2018 budget under Administration costs:

1. Website redesign and technical upgrade

Carried:

## **PORTLAND WELCOME SIGNS**

The Committee discussed the request for an added slogan sign in Portland made by business owner Heather Heins and their support to create an open dialogue with local businesses.

The Committee discussed the ongoing efforts of a Portland community group in establishing a Portland brand and image and decided that new signs should not be decided on until the community group has formed direction and goals for the Portland rebranding.

The following recommendation was duly moved and seconded:

**RECOMMENDATION #8**

Moved By: Ron Holman  
Seconded By: Arie Hoogenboom

That the Economic Development Committee acknowledge the request made by business owner Heather Heins.

Carried:

The Committee observed a 10 minute break.

**PRELIMINARY BUDGET**

The Committee discussed the preliminary budget which outlined the costs associated with the projects they expressed interest in pursuing. They deliberated about the likelihood of the budget being approved as presented, and the benefit of having tangible projects to strive for in 2018.

The Committee acknowledged the 20<sup>th</sup> anniversary of the township and questioned whether special recognition should be prepared and budgeted. Sharen Symondson stated that 25<sup>th</sup> anniversaries are typically when special projects and celebrations take place.

Members asked whether the ongoing Business Retention and Expansion (BR+E) project should be reflected in the 2018 Committee budget. Mike Dwyer, CAO, stated that there are no costs expected for the upcoming year which is why the item was not included on the preliminary budget. The Committee recommended that the BR+E be added to reflect the intent of completing that project in 2018.

The following recommendation was duly moved and seconded:

**RECOMMENDATION #9**

Moved By: Ron Holman  
Seconded By: Arie Hoogenboom

That the Economic Development Committee acknowledge the preliminary budget discussion.

And further that the draft budget as amended, be forwarded to Council for consideration.

Carried:

**RURAL ONTARIO LEADERS AWARDS 2017**

Alison Merkley, Administrative Assistant, detailed the Rural Ontario Leaders Award which is accepted nominations until November 15<sup>th</sup>. Ms. Merkley stated that if the Committee would like to submit a nomination that the meeting would have to go into closed session.

The Committee stated the short timeline may not allow staff to form a proper nomination in time. They also stated that the item was brought presented at a previous MSC meeting.

**BUSINESS ARISING:**

**BUSINESS RECOGNITION PROGRAM 2018**

Alison Merkley, Administrative Assistant, provided a verbal update about the business recognition program which has been scheduled to take place on Friday, April 6<sup>th</sup> at the Old Town Hall in Delta.

Ms. Merkley stated that the Committee will have to decide at a future meeting whether to ask for donations from attendees or charge a fee at the time of registration. The Committee stated that donations should be requested for the 2018 breakfast and given to the Delta Mill Society.

The Committee discussed potential changes to the breakfast event for the 2019 year, including potentially seeking sponsorship to assist with the cost of the event.

The following recommendation was duly moved and seconded:

**RECOMMENDATION #10**

Moved By: Ron Holman

Seconded By: Claire Gunnewiek

That the Economic Development Committee acknowledge the preliminary budget discussion.

And further that the draft budget as amended, be forwarded to Council for consideration.

Carried:

**PARKS CANADA**

The Committee reviewed the cumulative boat traffic statistics from Parks Canada for September and October, 2017 and commented on the popularity of the locks within the township.

**CORRESPONDENCE**

The Committee discussed the correspondence items. The members noted the obstacles identified in the Ontario Chamber of Commerce report from a provincial survey were the same hurdles many businesses face locally.

Mayor Holman mentioned a few recently published articles that may be of interest to the members.

**GENERAL DISCUSSION OF NEXT MEETING AGENDA ITEMS:**

Guest speaker Cyril Cooper, Economic Development and Tourism Manager for Smiths Falls has accepted the invitation to speak to the Committee at their December meeting.

**ADJOURNMENT:**

The Chair declared the Economic Development Committee Meeting adjourned at 11:20 a.m., until the next Regular Meeting.

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Bob Lavoie  
Chairperson

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Michael Dwyer  
Secretary