

**ECONOMIC DEVELOPMENT COMMITTEE REGULAR MEETING MINUTES
Monday, October 2, 2017**

The Township of Rideau Lakes Economic Development Committee held a Regular Meeting on Monday, October 2, 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 representatives Jennifer Campbell and Sharen Symondson. Michael Dwyer, CAO, was also in attendance.

ADOPTION OF THE AGENDA:

The following recommendation was duly moved and seconded:

RECOMMENDATION #1

Moved By: Arie Hoogenboom

Seconded By: Ron Holman

That this Committee adopt the Agenda, as submitted.

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 September 5, 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 #2

Moved By: Cathy Livingston

Seconded By: Arie Hoogenboom

That this committee approve the Economic Development Committee Meeting Minutes of September 5, 2017, as submitted.

Carried:

ACTION LISTING:

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

Mr. Dwyer stated that the Business Retention & Expansion (BR+E) project was recently awarded a grant and that new developments will be coming forward in the upcoming months.

NEW BUSINESS:

INTRODUCTION OF NEW MEMBERS

Public representatives Jennifer Campbell and Sharen Symondson informed the Committee of their extensive backgrounds and how their experiences can be used towards economic development.

Chair Lavoie performed introductions of the remaining Committee members.

ONTARIO EAST MUNICIPAL CONFERENCE (OEMC)

Councillor Hoogenboom provided a verbal report to the Committee regarding the Ontario East Municipal Conference (OEMC) held in Kingston in September. He stated that the conference was well received and offered a variety of sessions.

Councillor Hoogenboom stated that sessions he attended focused on the need to appeal to the masses and not only the ones with influential power, advised of changes for various agencies, and the importance of immigration for small and rural communities. He continued to summarize sessions regarding water and wastewater management, partnerships, and various grant announcements.

Additional sessions Councillor Hoogenboom attended highlighted the ways to measure the success of a project which can take years to achieve, establishing an "Age Friendly Community", and the importance of a Business Retention & Expansion plan.

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

RECOMMENDATION #3

Moved By: Claire Gunnewiek

Seconded By: Cathy Livingston

That the Economic Development Committee acknowledges the Ontario East Municipal Conference update by Councillor Arie Hoogenboom.

Carried:

ACTION PRIORITIES FOR 2018

Mike Dwyer, CAO, provided an overview of the earlier "Year in Review" report which outlined survey responses. Mr. Dwyer stated that the comments received should be considered during the action priorities discussions.

The Committee discussed the importance of a complete Business Retention & Expansion (BR+E) exercise for 2018 and Mike Dwyer provided an update of the partnering BR+E with the United Counties of Leeds and Grenville.

A desire to establish an infrastructure and street scape plan for the various communities was also discussed as a means to increase the area's appeal and vitality. Mike Dwyer, CAO stated that Community Improvement Plans for each village could be of great benefit.

Chair Lavoie stated a target marketing campaign should be explored.

The Committee discussed their desire to continue to consider repurposing township owned land into a small home community.

Members also discussed ideas of utilizing vacant stores or vacant store fronts to ensure communities remain vibrant and active and acknowledged that this would have to be done in agreement with willing owners. The Committee also discussed the need to motivate vacant store owners to develop their property to ensure that it remains desirable.

Councillor Cathy Livingston stated that the "How we can Help" campaign should be enacted and finalized in 2018.

Mayor Ron Holman stated that the Committee needs the full support of Council to dedicate the necessary funds towards economic development and acknowledge that investment now will lead to positive results both short and long term.

The following recommendation was duly moved and seconded:

RECOMMENDATION #4

Moved By: Arie Hoogenboom
Seconded By: Cathy Livingston

That the Economic Development Committee acknowledges the Action Priorities for 2018 discussion.

Carried:

The Committee observed a 10 minute break.

PRELIMINARY BUDGET

Mike Dwyer, CAO, stated that as the Committee now has a list of Action Items that staff can prepare a preliminary budget to be discussed at the following meeting.

BUSINESS RECOGNITION PROGRAM FOR 2018

Alison Merkley, Administrative Assistant, provided an overview of the 2017 business recognition breakfast and stated that preparations will begin in the upcoming month for the 2018 event and is looking for feedback from the Committee regarding the award categories.

Ms. Merkley proposed changes to the previous nomination guide and form to allow for more potentially eligible businesses to be nominated, as well as preventing past winners from being nominated for the same award.

The Committee discussed the changes and made recommendations regarding the 2018 event date, venue, and breakfast.

The following recommendation was duly moved and seconded:

RECOMMENDATION #5

Moved By: Arie Hoogenboom
Seconded By: Ron Holman

That the Economic Development Committee direct staff to implement the proposed Nomination Guide and Form changes.

Carried:

“WIN THIS SPACE”

Mayor Ron Holman discussed the program operating in Huron East which allows entrepreneurs to apply for a grant to win retail space for a period of time. Mayor Holman stated that the competition is mutually beneficial as it minimized risks and costs to new business owners, while encouraging new endeavours and businesses within the community.

The Committee discussed whether a similar program could be offered within Rideau Lakes.

The following recommendation was duly moved and seconded:

RECOMMENDATION #6

Moved By: Cathy Livingston

Seconded By: Ron Holman

That the Economic Development Committee acknowledge the “Win This Space” discussion.

Carried:

BUSINESS ARISING:

BR+E

Mike Dwyer, CAO, stated that a brief overview was provided during the Action Items discussion.

PARKS CANADA

The Committee discussed the Parks Canada Monthly Boat Traffic Numbers information which detailed the number of vessels that crossed each lockage between June and August of 2017. They acknowledged the closing of the locks due to the high water levels impacted the number of travellers but were pleased to see that the number of boats increased.

The Committee also discussed ways to encourage boat visitors to travel further into the township and the need for way find signage to encourage this.

The following recommendation was duly moved and seconded:

RECOMMENDATION #7

Moved By: Arie Hoogenboom

Seconded By: Claire Gunnewiek

That the Economic Development Committee acknowledges the Parks Canada Rideau Canal Monthly Boat Traffic Numbers.

And further that staff draft a letter to MP Brown seeking the continuation of free lockage on the Rideau for 2018.

Carried:

CORRESPONDENCE

The Committee discussed the media release stating that Ann Weir, Economic Development Manager for the United Counties of Leeds and Grenville was declared winner of the economic Development Officer of the Year award at the Ontario East Municipal Conference. The Committee also discussed sending a congratulatory card to Ms. Weir.

Councillor Arie Hoogenboom spoke about a proposed promotional video project from the Cataraqui Trail Management Board (CTMB). The CTMB is seeking donations to assist with production costs. The Committee stated their support of the project and willingness to help with costs should the United Counties elect to not offer a financial contribution.

Alison Merkley, Administrative Assistant, summarized a competition where local areas can be recognized as one of the "Great Places in Canada". Ms. Merkley stated that the upcoming deadline prevents the Township from entering the competition in 2017 however the Committee should strive to have a submission for the following year.

The Committee discussed the various upcoming events and their interest in attending them.

The following recommendation was duly moved and seconded:

RECOMMENDATION #8

Moved By: Ron Holman
Seconded By: Claire Gunnewiek

That the Economic Development Committee acknowledges the Correspondence items.

And further that the Committee authorized a \$350.00 donation to the CTMB to support the promotional video project subject to an ask being made to the United Counties first.

Carried:

GENERAL DISCUSSION OF NEXT MEETING AGENDA ITEMS:

The Committee requested that a pre-budget discussion, BR+E update, and Parks Canada end of season update be discussed at the next meeting.

ADJOURNMENT:

The Chair declared the Economic Development Committee Meeting adjourned at 11:47 a.m., until the next Regular Meeting.

Bob Lavoie
Chairperson

Michael Dwyer
Secretary