



Community Development Meeting
Front of Yonge Township Hall

February 27, 2014

In attendance: Council: Richard Marcoux

Residents: Jeff Poole, Elaine Covey, Alison Wilson, Barb Morrison

Youth Intern: Alison Merkley

1. **Approval of Agenda as amended** – February 27, 2014
Moved by Jeff. Seconded by Elaine.
2. **Approval of Minutes** – January 23, 2014
Moved by Richard. Seconded by Jeff.
3. **Updates:**
 - A) **Map/ Brochure Holder:** Richard reported that the map is finished. He had summarized the revisions, 23 in total, and sent them to T.D. Graham. All of the changes have been made, and the Illustrator file is ready to be used to produce a sign for the kiosk, which will be 72" x 30". One quote has been obtained from D & D Signs, but we should get one more quote. We will also need two Mallorytown Logo signs for the top as well as the "info" sign. Brochure holders will also be ordered.
 - B) **Website:** Richard, Sean and Ali had a teleconference with 14 Theories, and asked them to make some changes to the wireframe for the website. This has now been done, and the company has been given the go-ahead for the next step. We still need more good quality photos, especially for the background of the website. Residents should be encouraged to give us any photos taken in the Township during all four seasons. Elaine will write up a short item for the website and the newsletter, stating that we are re-designing our website, and would love to have any outdoor photos of all seasons, in jpeg or electronic format.
4. **Lapel Pins**

Most members liked Option #1 as their first choice for the design of the new lapel pin. It was decided to order pins this year, from the company recommended by T.D. Graham, which was the lowest price.

Moved by Jeff and seconded by Barb that we purchase 500 lapel pins, 1.25" in size made of soft enamel, at \$1.55 each. Carried.
5. **Advertisements**
 - A) **Island Life Magazine:** Ali reported that Island Life is upgrading the size of our ad at no extra cost.

B) **Frontenac Arch Biosphere:** Discussion took place regarding the size of the ad we should purchase for this year.

It was moved by Barb and seconded by Richard that we purchase a ½ page ad in the Frontenac Arch Biosphere Guide for 2014, at a cost of \$700. Carried

6. **Mallorytown Country Market**

The advertisement was sent to the FABR Guide and a cheque was issued. The holding of a featured vendor or event at the Market each Sunday was discussed. Some suggestions were Eagle Point Winery, a musical performer or group, and a 'anniversary' or birthday party with cake, balloons and giveaway items. Elaine offered to organize the party concept for the opening Sunday in July.

7. **New Fall Activity Discussion**

Discussion took place about holding a special event in the fall. Some options were to join it with the Back to School BBQ, or to have a Mayor's Breakfast and business expo combined. This could possibly be held at the Legion. Members were asked to think of ways to enhance or join in with the School BBQ.

8. **Leeds and the 1000 Islands Joint Meeting**

The Economic Development group in Leeds and the 1000 Islands have asked that we join them for their meeting on March 27th at 7:00pm in the LTI Council Chambers. Elaine will request an agenda be sent as soon as possible. All of our members are able to attend, with the possible exception of Sean.

9. **Other Business RiverQuest/Aquarium**

RiverQuest had asked for funding to retain our "friend" status. Richard was successful in reducing our cost to \$500 for this year. They need us to produce ten Trivia questions in total for the kiosks. Ali and Elaine have already produced seven questions, and the group agreed to come up with three more.

10. **Next Meeting**

The next meeting will be held in the Township Office of Leeds and the Thousand Islands on March 27th at 7:00pm.

11. **Adjournment**

It was moved by Barb that the meeting be adjourned at 9:00 pm.