



Community Development Meeting  
Front of Yonge Township Hall

January 23, 2014

In attendance: Council: Richard Marcoux, Sean Burns  
Residents: Jeff Poole, Elaine Covey, Alison Wilson, Barb Morrison  
Youth Intern: Alison Merkley

1. **Approval of Agenda as amended** – January 23, 2014  
Moved by Jeff. Seconded by Sean.
2. **Approval of Minutes** – November 28, 2013  
Moved by Sean. Seconded by Alison.
3. **Kiosk/Map/ Brochure Holder**  
Using additional comments mentioned by members, a list of changes was reviewed. The cost to implement the added changes would be \$80/hour by TD Graham. It is intended that once the final changes are map, the map would only be altered every 1 to 2 years.
4. **Sign Quotes**  
Ali contacted companies about sign quotes. TNT Dynamite signs and Gordon Signs replied with their pricing. TNT would be \$335 each or \$275 each for larger orders. TNT said that we could sign a contract and they would honour the discounted price over the years if we are unable to update all of the signs at once. The signs would be made with the same material used in Augusta Township, and would last for 9 years. Gordon Signs price is \$670 each, or \$350 each when ordering 23 signs. Gordon Signs offers a 2 year warranty, using UV resistance vinyl material that would last 9 years. Elaine will contact the Augusta Township to see how satisfied they are with TNT.
5. **Mallorytown Country Market Dates**  
It was decided to change the number of Sundays to 8, with the MCM beginning July 13<sup>th</sup> and ending August 31<sup>st</sup>. The times would remain the same and it was mentioned that volunteers would be needed again during these days.
6. **Advertisements**
  - a. Frontenac Arch Biosphere: Ali created a sample image that incorporated both the Mallorytown Country Market logo and the new township logo.
  - b. Island Life Magazine: Jen has been added to the contact list to ensure that any correspondence between the township and the designer can be answered in a timely manner.
7. **Leeds and the 1000 Islands Joint Meeting**  
The Economic Development group in Leeds and the 1000 Islands requested having a joint meeting. It was decided that Elaine would request the meeting date be either March 20<sup>th</sup> (first choice), or March 27<sup>th</sup> at 7:00pm in the LTI Council Chambers.

8. **Website**

The wireframe was viewed and opened to comments and revisions. Sean had two questions to ask 14 Theories. Once satisfied, 14 Theories will be contacted to proceed. It was agreed that the layout should remain as shown.

9. **RiverQuest Request**

RiverQuest has asked for funding to retain our “friend” status. For its first year, RiverQuest will have 10-15 kiosks linking attractions in our area, with the number growing to 25 in 2 to 4 years. The cost of being a friend is \$1000 and includes a link on their website, the promotion of the township and mention on the kiosk and brochure availability (including at trade shows), and the use of their promotional videos. Richard offered to propose to RiverQuest that FOY become a “small friend” of offering a portion of the requested funds. CDC agreed to offer \$500 to RiverQuest and proposed the inquiry of joining with another township. Moved by Sean and seconded by Alison.

10. **Gap Analysis**

This document serves as a summary of the EDAP goals and how we can achieve them. It should be regarded as the “meat” of the EDAP. Members are asked to review the Gap Analysis and to send any comments to Ali by the morning of January 29<sup>th</sup>. The EDAP is to be placed on the Council agenda for their approval.

11. **Project Review**

Tabled.

12. **Other Business**

- a. Promotional Items: It was noticed at the New Year Levee that Roger wore a lapel pin with the old logo. Alison will collect prices for new pins which could range from \$1.76 to \$2.50 depending on the company and the price would increase as the size of the pin grows. Richard will approach TD Graham for design ideas. Sean will price the cost of a sign with the logo for the Council Chambers. It was discussed whether we should order more t-shirts in larger sizes. It was mentioned that we could wear/sell them during the Winter Festival.
- b. Great Waterway Update: Richard attended a meeting in Brockville earlier that day. It was concerning a feasibility study/strategic plan focused on scuba diving. The township is in one of the best diving areas with both consistent temperatures and wrecks, but diving is low on tourist attraction lists for the area. The consensus from the meeting was that yes, the Great Waterway should focus on this activity and should apply for grants from the Tourism Development Fund.
- c. Presentations: Barb gave an update about the number of people in attendance for the guest speaker Ted Barris. She also provided an update about the upcoming speaker events.

13. **Next Meeting**

The next meeting will be held in the Township Office on February 27<sup>th</sup> at 7:00pm.

14. **Adjournment**

The meeting was adjourned at 9:15 pm by Elaine, and seconded by Jeff.