



Community Development Meeting
Front of Yonge Township Hall

June 26th, 2014

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

1. **Approval of Agenda as amended**
Moved by Jeff. Seconded by Barb. Carried
2. **Minutes**
April 24th Minutes. Moved by Jeff. Seconded by Richard. Carried.
3. **Guest: Ann Weir, UCLG Economic Development Update**
Ann gave the 2013 Economic Development highlights, including a visit to each Council, the Economic Development Summit, the OnRoute tourist staffing and website improvements.
She also discussed new investment initiatives including Kouri Copters and others. She talked about marketing projects including on-line realty ads, and the four new videos which have been created. The Profile is now available in 18 languages. The 2014 Action Plan consists of:
 - Maintain and build economic readiness
 - Retention and expansion initiatives (ie Kemptville College)
 - Tourism leadership
 - Work with small business enterprise centre
 - Work with Ontario East Economic Development Centre
 - Facilitate multi-partner resource structure – such as 1000 Islands Parkway Trail
 - Strategic Marketing approach including social media (Youtube) and the promotional videos
4. Updates:
 - a. Kiosk: The map was scheduled to arrive this week, so it should be here shortly. The brochure holders and rack card holders were not ordered, due to the cost of shipping being too high. Another supplier will be sought.
 - b. Mallorytown Country Market: Reminders were sent to 70+ vendors. So far, 4 applications and 5 email confirmations received. Both paid and free advertising

have been fully taken advantage of, and Alison is planning to make rack cards for the OnRoute Centres.

- c. Village Fair: Barbara reported this is going well, with several sponsors to date. Sersa will sponsor the horse-drawn wagon. Purcell's made a donation and put out a donation jar at their BBQ. The date is August 23rd from 9 am to 4 pm.
 - d. Joint Fall Event: Alison will contact the LTI committee and send our list of ideas to them for discussion.
 - e. Cross Promoting Newsletters: We will follow up with this, including placing them on each other's websites.
 - f. Joint Map: This will not be pursued.
 - g. New Business Guide: We are to review this document over the summer and send any changes to Elaine.
 - h. Website: Under "Invest in Front of Yonge" we need to flesh out the content.
5. **Other Business**
UCLG Economic Development Review: Alison, Sean and Elaine will be the contacts for this review process.

6. **Next Meeting**

The next meeting will be held September 25th at 7 pm. Richard asked that signage in the Township be placed on the agenda for that meeting.

7. **Adjournment**

Moved by Sean, seconded by Jeff. Carried