

Community Development Committee Meeting
Front of Yonge Township Hall

March 22, 2018

In attendance: Council: Richard Marcoux, Jeff Poole, Roger Haley
Residents: Elaine Covey, John Geertsema, June Noble
Guests: Nathan Driver, Kurt Leibe
Approximately 20 members of the public were also in attendance.

Approval of Agenda

Moved by Jeff and seconded by Elaine that the agenda be approved.

Approval of Minutes

Moved by Jeff and seconded by Elaine that the minutes of the February 2018 meeting be approved as circulated.

Unfinished Business

a) Mallorytown Country Market: Nathan Driver has enlisted Jennifer L. to help with vendor recruitment, issuing receipts, etc. He now has control of the Facebook page, and it has received more than 50 "likes" so far. They will need to draft a sign up sheet for the vendors. He has a friend who is interested in coming as a produce vendor this season. Some ideas included having children's activities, a 'paint in the park' day, and possibly having some food brought in by Northern Soul, or having someone bring in a barbeque. There should be an ad brochure for the market.

Elaine will draft a chart showing the music provider and CDC member to attend for each market date. Jeff found a website where MCM signs can be purchased for about \$2-\$3 each. The suggestion was to order around 100 small signs, which leaves lots of extras for replacements.

Kurt Leibe spoke about the Lansdowne Market, which is located at the Lansdowne fairgrounds. He has talked to Nathan about some of the resources which could be shared. He said that 2017 was a challenging year, and getting produce vendors is always a problem. He spoke about the Health Unit's interest and involvement in markets, and some of their regulations.

b) St. Lawrence Corridor EDC: An event will be held on April 10th, to introduce the new Commissioner, Charlie Mignault. In his first three weeks, he has made 115 contacts, had 50 interested parties and nine face-to-face meetings.

c) Revitalization Grant: The township has received just under \$40,000 in total for a main street revitalization grant. Richard is compiling a list of ideas for the use of this fund, which will go to Council for finalization. Suggestions are needed asap.

d) 1000 Islands Parkway Challenge: Plans are underway for the 3rd annual Parkway Challenge on the first Saturday in June, National Health and Fitness Day. Participants can start at Brown's Bay park or Mallorytown Landing and walk, run, cycle, etc. to Rockport where prizes will be drawn. There are rest stops along the way.

New Business

a) Teeny Tiny Summit: The next summit is on June 14th in Tweed.

b) Front of Yonge Strategic Plan: A consultant has held two 4-hour sessions to work on this project, and they now have a basis for a plan. Council and the Clerk used laptops for the sessions, and had to respond to various questions and ideas. The Clerk will prepare the results for Council by the end of April. Richard presented a couple of choices for a Mission Statement for the township. People in attendance were asked to choose the one they prefer.

Other Business

d) New Digital Township Bulletin Board: (This item was added to the agenda.)

John Geertsema reported his research on digital signs in use at the Animal Hospital and Luna Pizza. The cost was \$6,000 from the Flag Store at Newbliss for the first sign, and \$10,000 for the Luna sign. Several township residents had questions regarding the proposed digital sign:

Q) What will the cost be? A) The budget amount is \$19,900, of which \$5,000 is coming from the Firefighters.

Q) How big will it be? A) Approximately 3' x 6'.

Q) Given the proposed location for the sign, has there been any contact with the OPP or Counties regarding it being a distraction for drivers? There should be a better site.

A) A meeting was held with the Counties Road Supervisor to discuss site lines. The Counties will do a traffic study. A location is needed where the most people can see it, and it will not cause accidents.

Q) Does the location depend on line of site to the Township Office? A) Yes, it uses a radio signal to link to the Township Office.

Q) What will go on the sign? A) Municipal events, Township meetings and volunteer committee information, etc.

Q) Why use a digital sign? A) It is very easy to change the message, unlike the other signs. New messages can go up faster. Council has started using social media, as well as the newsletter, but they are still not reaching young people.

Q) Why not place it in front of the Township Office? What about the heritage aspect of the property? Did the Township not receive a Heritage Grant? A) A traffic study will help determine the best location. There is no heritage designation under the Heritage Act, and no Heritage Grants were received for this property. Richard explained that Council heard a delegate from the Heritage Committee, and he will be meeting with them to discuss how the sign can be designed to blend with the rest of the property.

Q) Is any of the money for the sign coming from the new grant? A) No.

Q) Is the sign really needed? A) It's just another channel to advertise.

Other questions related to why the Township would 'mess up' the beautiful appearance of this property, and the appearance of message, ie: scrolling or flashing signs. It was

suggested that the sign should be located at the Library or in front of the Township Hall, and that the current signs (Fire Hall, school, etc.) should be improved or removed. It was commented that Council should keep an open mind about the location, and not base the decision solely on a traffic study. There is concern that there is no way to make the sign fit in with the Heritage aspects of that property.

Residents wanted to know when the next meeting will take place, where the sign will be on the agenda. Richard will get the meeting agenda on the Township's website two days before the next meeting. The CDC minutes for the past year also need to be posted on the website.

Next Meeting: The next meeting will be April 26 at 7 p.m.

Adjournment: The meeting was adjourned at approximately 9:00 pm.

