



Community Development Meeting

April 23, 2015

Front of Yonge Township Hall

In attendance: Council: Richard Marcoux, Jeff Poole

Residents: Jan Geertsema, Staff: Elaine Covey

Regrets: Gail Williams

In attendance from Leeds and the Thousand Islands Township Economic Development Committee: Vicki Leakey, Gerry Huck, Tom Lynch

Approval of Agenda

Moved by Jeff and seconded by John that the agenda be approved. Carried

Approval of Minutes

Moved by John and seconded by Jeff that the minutes of the February 26, 2015 meeting be approved as circulated. Carried.

Updates:

a) Mallorytown Country Market: Gail will be asked for an update at our next meeting.

b) Signage: The Township budget has now been approved, allowing the signs to be ordered. Richard reported that the Public Works crew are going to straighten the Township Office sign, by putting in new posts and a new frame. We need to confirm the number of Hamlet signs needed for Caintown and McIntosh Mills. Richard will send the graphics to the sign company.

c) New Business Guide: The revised Guide has been approved by Township Council. Once the various municipal tax rates are available, we will update the comparison chart for 2015.

d) T-Shirts: We will order thirty Township shirts from TNT Dynamite Signs at a cost of \$10.50 each. Elaine and Jennifer will advise on the sizes required, and Richard will order them.

e) Budget: Now that the Community Development budget has been approved, the committee must manage it closely this year.

New Business

a) Advertising: Recorder and Times Vacation Guide: The order has gone in for a ½ page vertical advertisement, with the three small ads sold to local businesses for \$225 each. The total cost for the ad is \$1200 plus tax.

Athens & Area Tourist Guide: The ¼ page ad will be the same price as last year, at \$170.

It was moved by Jeff and seconded by John that the ad will go in the Athens Tourist Guide again this year. Carried.

Guests:

Leeds and 1000 Islands Joint Event: Richard welcomed Vicki Leakey, Gerry Huck and Tom Lynch to our meeting.

Gerry Huck spoke about the shared Parkway, bike path and St. Lawrence River, and felt that a joint event should include these attractions. Richard confirmed that our members had shown interest in the concept of a bicycle ride from Brown's Bay to Rockport. It could be structured as a Poker Run, and/or include a checklist of items to pick up or find. There could be a shortened event for children. Possible dates suggested were Sept. 12, Sept. 26 and October 3.

Jeff asked if it could be a fundraiser for infrastructure and/or beautification of the rest areas. Benches at the rest areas and especially washrooms were suggested. We would need to have buy-in from the Parks Commission, in order to raise money to place these items on property controlled by them.

Vicky felt that in order to get the biggest success, the purpose of the event must be important to people, and they should prove that it is a priority. The bike path is quite well used now. It is important to encourage families to be involved with healthy, outdoor activity. "Healthy Communities" is a provincial initiative run by the Health Unit.

It was decided that a separate committee should be struck just to focus on this event. For now, the members will communicate via email. Various groups will be contacted and asked to participate in the event

St. Lawrence Parks Commission and Parks Canada: Elaine will invite both to our next meeting.

Health Unit: Richard will talk to Paula Stewart

"Group 9" Tourism: John will contact them.

Brockville Roadrunners Cycling Club: ?

Leeds & Thousand Islands: They will contact the Rockport Community Hall group, and F.A.B.R.

Next Meeting: The next C.D.C. meeting will be June 25th at 7 pm.

Adjournment: It was moved by Jeff that the meeting be adjourned.