

Community Development Committee Meeting
Front of Yonge Township Hall

February 1, 2018

In attendance: Council: Richard Marcoux, Jeff Poole
Residents: Elaine Covey
Guest: Nathan Driver

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 November, 2017 meeting be approved as circulated.

Unfinished Business

a) Mallorytown Country Market: Nathan Driver, who was a vendor at the 2017 market, was in attendance to discuss the upcoming season. He felt that there was a very good turnout at last summer's market, and offered some suggestions for 2018:

- i) The market season could be longer.
- ii) Vendor fees could be higher. A seasonal rate of \$100 would be an incentive for vendors to come each Sunday. Those who only wish to come occasionally, would pay a \$15 fee per day.
- iii) Nathan would like to see a second produce vendor. He will try to find another one.
- iv) Activities for children would bring in their parents and increase sales. Some examples would be face painting, arts & crafts, egg hunting or egg decorating.
- v) The Lansdowne market offers a program called 'market bucks'. Each purchaser gets a 50/50 ticket, which is put into a pool. There is a draw at the end of the day to win a \$50 certificate for spending at the market. We could consider something similar.
- vi) The music in the market was a good idea, but can be costly.

There was discussion about bringing in a second food vendor, possibly to provide burgers and other hot foods. Also, we need to confirm that there is insurance available for the vendors, to cover their products. Last season, a policy was purchased which allowed any vendors without insurance to be added for a small fee.

Kurt Leibe from the Lansdowne Market has been in contact with Richard, and will be invited to our next meeting. Richard and Jeff both had ideas for new signs made from chloroplast with wire holders. They will bring prices to the next meeting. Advertising was also discussed. Nathan will take the lead on this, and devise a plan for various types of advertising. Jeff suggested a coupon be added to a brochure or flyer. Elaine mentioned that posters/flyers for some of the Sundays were put up last season, showing the musical group who would perform, and listing the vendors. They could be put on the website and Facebook page as well.

2018 marks the anniversary of the end of World War One. Elaine will contact Justin Walsh to see if he would put on a display with costumes, replicas, etc. on one Sunday to celebrate this event, perhaps on Canada Day.

b) St. Lawrence Corridor EDC: Applicants were screened and a new Commissioner has been hired. Charlie Mignault a professor from Queen's University, was the successful applicant.

c) New Sign Status: The new "Canada's First Glassworks" signs are done and ready for delivery.

d) New Digital Township Bulletin Board: Richard suggested that the best location would be at the corner of County Rd. 2 and 5, in front of the Mallorytown Station. This was approved by the other members. The cost of a high resolution sign will be around \$20,000, part of which will be covered by the Front of Yonge Firefighters. This item requires approval by Council.

New Business

a) Ontario Revitalization Grant: The Township will receive \$38,252 from the province for main street revitalization. Some items listed were: sidewalk replacement south from the intersection of County Road 5 south, sidewalk extension on Quabbin Road to meet County Rd 2, and a fund which businesses could apply for, to improve the presentation of their property.

b) A list of potential items to be done using the grant money, is to be compiled and given to Council for approval. Richard has asked for items.

Other Business

There was no other business to discuss.

Next Meeting: The next meeting will be March 22nd at 7 p.m.

Adjournment: The meeting was adjourned at 8:45 pm.