

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

Approval of Agenda

It was moved by Sean and seconded by Jeff that the agenda be approved as amended. Carried.

Approval of Minutes

It was moved by Barb and seconded by Jeff that the minutes of the January 24, 2013 meeting be accepted. Carried.

Marketing Update – Tom Graham

Tom Graham of T.D. Graham Consulting reviewed all of the submissions from the committee members. They were asked to record the reasons why this township is a great place to work or live, what makes it unique or memorable, where they tell people they live and what pictures or images come to mind related to Front of Yonge/Mallorytown. Also, the members were asked to describe the township/area in five or six words or phrases. The consensus was that "Mallorytown" would be the featured place name, with Front of Yonge Township taking a lesser role in the marketing program. Based on these results, Tom's firm had come up with six logo drawing ideas, and a list of potential phrases to choose from. The committee discussed their likes/dislikes, and the first choice of picture and tag line was selected. It was agreed that the official Township seal would remain the same for legal documents, but the new logo would be the Township's official brand, used on any marketing material.

More discussion took place regarding the next steps in the process. It was agreed that Council approval was the first step, and that the buy-in from residents/stakeholders was also important. Due to the March 8th deadline for advertising in the Frontenac Arch Biosphere brochure, Tom was asked to attend the March 4th Council meeting. Barb Morrison offered to contact the Heritage Committee, Village Fair Committee and her other contacts, so they could attend the presentation as well. Then, if Council's response was favourable, and the general response from the committee members was positive, the new logo could possibly be inserted in the full page ad when it goes to print later in the spring.

Doors Open Ontario

It was moved by Sean and seconded by Barb that the Committee donate \$200 to the Doors Open program. This will guarantee that Front of Yonge will be listed as a sponsor in the booklet.

Frontenac Arch Biosphere Network

The Biosphere Network is in the process of creating a 70-page brochure which will include maps, events, Local Flavours and other information. 20,000 copies will be produced. The

Township has donated \$1000 and will get a full page ad. Alison Merkley has confirmed that Mallorytown will appear on the maps in this year's edition. Tom Graham showed a draft full page ad with photos and text. This was reviewed by the committee, and received a positive response. He will contact Ian Coristine for permission to use his photo, and the new Township logo will be inserted at a later date, if it receives the go ahead from everyone.

Barb requested that the MCM be given permission to put a small ad in the brochure as well. It was moved by Jeff and seconded by Sean that the Mallorytown Country Market submit a separate ad for \$75.

Recorder and Times Vacation Guide

Alison Merkley spoke about the Vacation Guide, which distributes 17,500 copies for over 7,000 locations. It was very popular at the Service Centre tourist kiosks last summer. The deadline for submission is April 4th, for publication in early May.

She reviewed the various options included with the \$1200 cost of a ½ page ad, which will get the Township a full page write up for \$495, and the inclusion in the BackPack magazine for another \$175. The members asked that this be deferred to the next agenda.

Table of Contents for Economic Development Plan

Alison Merkley presented a draft table of contents for the Economic Development Plan. The members will be given a deadline to comment on this, and the members will work with Alison to create the plan.

Mallorytown Country Market: The dates are set for the 2013 Market. Alison Merkley may be asked to help out in some way. This item will be on the next agenda.

Integrated Community Sustainability Plan: Richard reminded everyone that the five targets in Front of Yonge's ICSP must appear in the Economic Development Plan.

T-Shirts

Sean has a line on T-shirts from Pete's Music Exchange, which has acquired a new T-shirt printing press. The cost would be \$11 per shirt, with coloured print on a white shirt. T-shirts with white ink would cost more.

The next meeting will be held March 28th at 7 pm at the Township Hall.

It was moved by John and seconded by Sean that the meeting be adjourned.