

Front of Yonge Economic Development Meeting
Front of Yonge Township Hall

January 24, 2013

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

Approval of Agenda

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

Approval of Minutes

It was moved by Jeff and seconded by Alison that the minutes of the September 27, 2012 meeting be accepted. Carried.

Introduction of Visitors

Richard introduced Tom Graham of T.D. Graham Consulting. Mr. Graham submitted the successful proposal for the Township's marketing project.

Proposal For Area Map Partnership

The Committee was informed that the Township of Leeds and the 1000 Islands was not interested in the proposal of Creative Image Design for the creation of a 2013 Tourist Map. The map will now include tourist attractions in the townships to the east. It was recommended that Creative Image Design include any new Township logo, branding, etc. on this map. It should be reviewed by the committee before the final draft is created.

Committee Reports

Mallorytown Country Market: Alison has circulated a vendor feedback form to all of the vendors. She had previously submitted a budget for the market, and asked that it be considered in the committee's overall budget. She would like to purchase signs advertising the market to be put on the gateway signs for the season.

WebSite: It was reported that 'mallorytown.com' has been purchased from Xplornet for \$400. The staff at 14 Theories have been asked to do the on-line transfer.

Final Update on Integrated Community Sustainability Plan: Richard reported that the final product was presented at the November 30th summit in Kemptville. Front of Yonge Township's plan contains five strategies. This will be placed on the next Council agenda.

Outdoor Tourist Kiosk: Sean Burns showed the drawing produced by Public Works employee Reg Simpson. This was based on photos of other kiosks, and has space for outdoor rack card holders. The materials will cost \$300, and will take one to two days to construct.

It was moved by Jeff and seconded by Sean that the committee agrees to spend up to \$600 on the tourist kiosk.

Youth Intern: Richard described the process of advertising, short-listing and interviews for the Youth Intern. He conducted the interviews along with Mayor Haley, Elaine Covey and Jennifer Ault. A blind vote was taken at the close of the session, and the choice was unanimous. Alison Merkley was chosen based on her economic development related experience as well as her other qualifications. A work plan will be developed for Alison, which will include work on the business directory, compiling a photo library, and assisting Tom Graham with the marketing project.

Integrated Marketing Program: The Grant which was received from the 1000 Islands Community Development Corporation was for \$9500, with an additional \$5,000 being allocated from the Township. Richard wrote a RFP which was put on the Township's website. The panel consisting of Richard, Alison and Elaine reviewed the proposals and selected the one from T.D. Graham and Associates.

Tom Graham was invited to speak to the committee about his background, and his experience. He has been in business for 23 years, and has worked with a number of municipalities on similar projects. His portfolio includes Augusta, North Grenville, Merrickville, Glengarry and the United Counties of Leeds and Grenville. Merrickville's project would have been a similar process and budget to ours. His portfolio was circulated to the members for their review.

A planning meeting was scheduled for February 6th at the Fire Hall, and Alison Merkley will be invited. Each person was asked to come up with five or six words or statements to describe Front of Yonge Township. These should be emailed to Elaine, if possible. These will be discussed at the planning meeting. Once the wording has been decided, Tom will assist in coming up with visuals. The drafts will be shown to the public before any final decisions are made.

The next meeting will be held Wednesday, February 6th at 7 pm., at the Fire Hall.

It was moved by Alison that the meeting be adjourned.