

Front of Yonge Economic Development Meeting
Front of Yonge Township Hall

March 28, 2013

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

Approval of Agenda

It was moved by Jeff and seconded by John that the agenda be approved as amended. Carried.
A letter from the Village Fair organization was added under "Other".

Approval of Minutes

It was moved by Barb and seconded by Jeff that the minutes of the February 28, 2013 meeting be accepted. Carried.

There were no visitors present.

Reports:

a) Marketing Plan: Tom Graham provided some sample layouts for the Township website, signs, map and backdrop for the glassworks sign. He is working on the marketing plan, with the following schedule in mind:
April 2 – draft will be sent
April 3 – presentation to MCH Committee
April 8 – draft plan goes to Council
April 10 - public meeting
April 22 - final draft goes to council.

b) Mallorytown Country Market: The proposed budget for 2013 was \$1600. Depending on the number of vendors who sign up, there should be some extra funds to play with. The vendor application needs to be placed on the Township's website. Alison has been looking after the advertising.

c) Advertising (FAB, Vacation Guide, Doors Open): Alison Merkley reported that the full-page ad for the FABR Guide is finished, and the Recorder & Times Vacation Guide is nearly complete. Two other options were the 55 Plus magazine which would cost \$2500, and the Destination magazine, which was not very popular when it was offered at the OnRoute Centres. The Committee did not wish to purchase any additional advertising at this time. Barb reported that the Doors Open donation was sent, so we will appear on the website and in their brochures.

d) Tourism Kiosk: Sean showed a photo of the nearly finished kiosk. He is waiting for the final measurements before ordering the plastic rack card holders. It will be located beside the driveway into the Township Hall parking lot. Lighting should be considered.

e) Website: Alison Merkley reviewed some of the changes she has made to the website. John commented that the business directory page has too much white space and should be more condensed. Alison will contact UCLG as they manage the business directory page. Jeff asked if we could have a FaceBook page. Some discussion took place and it was decided not to do this. The Economic Development page is outdated, and should be remedied. Any additional feedback is to be sent to Alison no later than our next meeting date.

f) Economic Development Plan: Richard explained the need for such a plan to outline the tangible action plans and goals for the next 2, 3 or 4 years, based on our vision for the community. We are to take different items such as the ICSP, First Impressions Report, Business Retention and Expansion Plan, etc., and pull all the pieces together into a cohesive plan. He has taken a course on collecting data for these type of plans, and presented a Community Economic Development Matrix. There are 9 sections to be considered, and members were given a copy to work on for our next meeting. It asks us what are we doing, and what should we be doing, in each category. Finally, what items should we concentrate on? The members were given 60 days to complete this.

New Business

a) Community Profile: Alison Merkley has created a comprehensive Community Profile. This will be a good resource for businesses or residents who may wish to locate here. It just needs page numbers, some pictures and to be bound. Suggestions were requested for the list of contacts on the last page.

b) Mallory Coach House Committee: This committee had created a list of tasks and mentoring for Alison Merkley. Many of these items are already being covered at this time. Other ideas were approved as well.

Other: Village Fair Letter

A donation request was received.

It was moved by Jeff and seconded by Elaine that the Committee donate \$100 to sponsor the Village Fair.

The next meeting will be held May 23rd at 7 pm at the Township Hall.

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