

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

Approval of Agenda

It was moved by Jeff and seconded by Barb that the agenda be approved as amended. Carried.
The two items added to the agenda were "Name Change" and "Doors Open Report".

Approval of Minutes

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

Mallory Coach House Requests

Bob Morrison was in attendance to ask the committee their opinion on the renting of portable washrooms for the Mallory Coach House grounds, and the placing of signage to identify the area as a public park. The washrooms would be a short term measure, to help determine if there is a need to construct a permanent washroom. This need was identified during the First Impressions Community Exchange process, to encourage visitors to stay around the village area. Some of the concerns about the idea were the appearance, vandalism, and whether they should be left unlocked at all times. Discussion took place around where signage should be placed, and what it should say. One suggestion was "Public Park", but Heritage Committee members were asked to come up with ideas for an official name for the park. The argument was made that signage is necessary because visitors assume it is a private yard.

Barb and Bob agreed to bring these ideas to the next meeting of the Mallory Coach House Committee. The 'Public Park' item is to be added to the next Council agenda.

It was moved by Richard and seconded by Jeff that the signs for the Coach House gardens be added to the list of new signs required for the Township. Carried.

Mallorytown/Front of Yonge Marketing Plan

It was moved by Richard and seconded by Jeff that the committee approve the Marketing Plan. Carried.

Mallorytown/Front of Yonge Community Profile

The members felt that the Community Profile, prepared by Alison Merkley, was excellent and contained a lot of valuable information. It is a marketing piece which will be valuable in many ways. It was recommended that copies be printed and bound, with several suggestions of where this could be done.

It was suggested that a line be added on the History page, to say:

“A more detailed history of the Township is available at the Township Office and on the website.”

It was moved by Jeff and seconded by Barb that the Community Profile be accepted as amended. Carried.

RiverQuest Agreement

Richard moved and Jeff seconded that the RiverQuest Memorandum of Understanding be accepted. Carried.

Frontenac Arc Biosphere Brochure and Maps

Discussion took place regarding the FAB maps, and a map was reviewed. It was moved by Elaine and seconded by Richard that we purchase five maps and sell them for \$5.00 each. Carried.

Area Profile Sign (TODS)

Members commented on the newly installed Area Profile Signs for Leeds and the Thousand Islands, Gananoque, and Brockville. Brockville’s sign is located in Front of Yonge Township. Front of Yonge has not been given the option to have a sign, as we did not have a Marketing Plan in place. Tom Graham provided the suggested layout for this type of sign.

Tourist Oriented Directional Signs (TODS) is an independent company hired by the Ministry. In order to be granted a sign, certain criteria must be met, such as population, core attractions, etc. The committee must work on getting 401 TODS signs, east and west.

Community Economic Development Activity Matrix

Members had been asked to fill out the matrix for this meeting. They were given to Alison Merkley to help her with the formation of the Economic Development plan.

Status Reports

a) Mallorytown Country Market: Alison Wilson sent out reminders to the vendors. Some have confirmed and one has declined. It was decided that more signs should be used, and the roads department should be asked to trim the lower branches of the trees along County Road 5, so that the area is more visible from the road.

Richard suggested that cooking classes could be held during market days, and other new attractions such as yoga demonstrations, children’s events or possibly a blood drive were also suggested. One committee member must be there to help, each Sunday that the market is open.

b) Kiosk: The structure is built, but it’s installation is on hold. A map proposal was received as part of the marketing package from T.D. Graham. The cost will be \$1200 for a two-sided map. The plastic rack card holders still have to be ordered. Richard will get some information from Sean and order them.

c) Website: Richard, Sean and Alison Merkley held a teleconference with staff from 14 Theories, to go over the required changes to the website. They now must review some other websites to find examples of layouts, and get back to 14 Theories with their preferences.

Other Business:

Name Change: The current name of this committee is focused on 'business', and does not reflect the bigger role of the committee. The idea is to change the name to entice more people to come on board. Brockville has a "People Attraction Committee" for example. Some suggestions were made, and the members were asked to think about a better name for the next meeting.

Doors Open Report: Barb reported a very successful day at both sites, with 110 – 120 people visiting the Coach House. Walking tours were held Saturday and Sunday. A group from Michigan was attending a family reunion, and they went on a walking tour, attended a presentation by Dale Gibson at the Legion, and enjoyed a lunch at the Mallory Coach House. It was suggested that a press release with photos be sent out. Alison Merkly will look after this.

There will be a presentation by Ann Weir, on the UCLG Economic Development Plan at the next regular Council meeting. A reminder is to be sent to the committee members.

The next meeting will be held June 27th at 7 pm at the Township Hall.

It was moved that the meeting be adjourned.