

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

1. **Approval of Agenda** – September 26, 2013  
Moved by Sean. Seconded by Jeff
2. **Approval of Minutes** – June 27, 2013  
Moved by Jeff. Seconded by Sean
3. **Summer Reports**
  - a. Mallorytown Country Market  
The market averaged 8 vendors and 128 people each week over the season. Both vendors and visitors were happy with the season. No refunds were issued. Question of how the CDC would continue the Market was raised due to the high time commitment, especially by Alison W. Potential solution would be to have the vendors run their own market. Questions about fees, the length of the market (as the last 2 weeks were slow), and payment were raised. It was moved by Alison W and seconded by Elaine that Alison W would hold discussions with vendors, and explore the opportunity for a vendor-led market for 2014.
  - b. Website  
Ali M., Sean, and Richard looked into some websites that interested them in features and styles. They will narrow the list down to 3-4 and present them to 14 Theories. 14 Theories will provide a proposal and quote. They will meet October 24 at 5:30 to discuss their options. FOY staff is requested to provide input.
  - c. Tourist Kiosk/Map  
Richard and Ali M are to review the map to confirm their locations and decision about the placement of the map was made to have it facing the east. The west side of the kiosk is to have a bulletin board and brochure holders. Richard is to verify the mapping and finish up with TD Graham. Richard is going to collect information on the costing for the entire project.
  - d. Mallory Coach House  
Barb estimates the Coach House saw 2600-2700 people and 3000 hours of volunteer work this season. The Coach House held school tours, Doors Open, Strawberry Social, Blueberry Social, Village Fair, Sunday Tours, Amazing Race stop, wedding, at least one weekly meeting. Barb reports that the park is being used more thanks to the new signs and public washroom.

4. **Upcoming Events**

- a. Brockville & 1000 Islands Tourism Forum (Oct 2)  
Ali M has reserved a table for FOY and will be attending and has contacted some businesses for rack cards.
- b. Sustainability and Growth Employer Symposium (Oct 8)  
It was decided that CDC would not attend.
- c. Place-Based Cultural Tourism (Oct 16)  
Ali M will be attending this event in Kingston
- d. Economic Development Summit (Nov 22)  
Deadline to register is Nov. 15. It is encouraged that all members attend. Reminder emails will be sent out periodically.

5. **CDC New Initiatives**

Group is to think about new projects and ideas and bring them to the next meeting.

6. **Economic Development Action Plan (EDAP)**

Ali M has been given some revisions. Tabled.

7. **Next Steps**

The Business Assessment Survey is to support the EDAP. Ali M and Elaine are to review the Business Assessment Survey results to ensure they are incorporated into the EDAP.

8. **Branding Strategies**

- a. Signatures  
All CDC members are encouraged to have a Township signature with logo when dealing with Township issues. Sean was able to solve the image issue for Yahoo and Gmail and composed instructions.
- b. Brochures  
Ali M showed our current brochures with the new logo on a sticker covering the old logo. It is encouraged that all groups/committees incorporate the new logo onto signage and brochures.

9. **Funding**

- a. Rural Economic Development Program (RED)  
RED is reviewed on a monthly basis. We may be able to apply for promotional materials
- b. Trillium Fund Foundation  
Focuses on Arts & Culture, Sports & Rec. We may be able to apply for public washroom

10. **Other**

- a. Property Standards  
The 2013 program was successful. Richard would like to see it continue into the following year. Moved by Jeff and seconded by Alison W. that CDC recommends to Council that the program continues into 2014.
- b. Vision Statement suggestions are to be sent to Alison W.

11. **Next Meeting**

The next meeting will be held in the Township Office on October 24<sup>th</sup> at 7:00pm.

12. **Adjournment**

It was moved by Sean that the meeting be adjourned.