

Front of Yonge Economic Development Meeting  
Front of Yonge Township Hall

September 27, 2012

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

#### Approval of Agenda

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

#### Approval of Minutes

It was moved by John and seconded by Jeff that the minutes of the August 23, 2012 meeting be accepted. Carried.

#### Proposal Area Map Partnership

The Committee discussed a proposal from Creative Image Design for the creation of a 2013 Tourist Map. The map would have Front of Yonge Township on one side and the Township of Leeds and the Thousand Islands on the other, and highlight all the local attractions. It was agreed that Township staff could provide a list of local businesses for the advertising which would be included on the map, and would help cover the cost of producing it.

It was moved by Alison and seconded by John that the Committee endorse this project, and encourage them to go ahead with it.

#### Committee Reports

*Final Update on Village Fair:* The Morrisons are away, and will report on the village fair at our next meeting.

*Final Update on Farmer's Market:* Alison reported that the 2012 season has now ended, with double the number of vendors having participated, and with the market having been open twice as many Sundays as last year. The vendors were generally very happy, and felt the turnout of customers was good. The signs were very attractive, but a couple more signs are needed. They experimented with changing the location to the Community Centre parking lot, but felt that having everything in the Coach House gardens worked better overall.

#### Status of Grant Requests

The two grant applications have been approved, with some details still to be worked out with regards to the timing of the funding. The Local Initiatives Grant must start before, or at least concurrent, with the Intern. The plan is to start both in February, but not apply to receive funding for the L.I.G. until April. Tom Russell is to get the contracts to us. We will need to find a sub-contractor to do the work required, as well as advertising for an intern. The intern will be based in the Township Office, but will spend some time at the Mallory Coach House.

Discussion took place about the need to get input from the community's younger generation, to help define both the strengths and shortcomings of the community, and determine what they would like to see in the future. This would be part of the marketing and branding exercise. Perhaps a young leader

could be appointed to head up discussions. A list of names of young people should be compiled, and divided into two groups. One group could cover grades 7 to 12, the other would be older teens and young adults. It was suggested that we start with an informal gathering during Reading Week, to get the discussion started. A short questionnaire could help get the group focused.

#### Update on Integrated Community Sustainability Plan

Richard reported that there had been public meetings to collect input on how to keep each community sustainable, and talk about where we go from here. There is a liaison group, of which Richard is a member, made up of councilors, business people, Ministry of Health officials, etc. In October the overall plan will be finalized, and a presentation made to each municipal Council. The final product is to be presented at the November 30<sup>th</sup> summit in Kemptville.

#### Outdoor Tourist Kiosk

Sean Burns will be asked to report on this item at a future meeting.

#### Resignation

It was moved by Elaine and seconded by Alison, that the committee accept the resignation of Joan Ruman. A thank-you letter will be sent, and we will continue to call on Joan for any special events in the future.

The members felt that at this time we should invite new members to participate on the Economic Development Committee. We should ask any people who might be interested, even if they are not a Front of Yonge resident.

#### Other Business

The Chair will invite Mayor Haley to come to our next meeting to talk about his recent trip to China. It might also be helpful to have him speak on this during the consultation process for the marketing initiative in the new year.

John Rhodes mentioned some improvements which could be made to the Township's website. However, the committee already has a quote for a website upgrade which has been put on hold, as it will be included under the Local Initiatives Grant project as part of the Township's contribution.

Next meeting will be held October 25<sup>th</sup> at 7 pm.

It was moved by John that the meeting be adjourned.