



Front of Yonge Community Development Meeting
Front of Yonge Township Hall

November 28th, 2013

In attendance: Council: Sean Burns

Residents: Alison Wilson, Barb Morrison, Jeff Poole, Elaine Covey

Youth Intern: Alison Merkley

1. **Approval of Agenda as amended** – November 28th, 2013
Moved by Alison W. Seconded by Sean.
2. **Approval of Minutes** – October 24, 2013
Moved by Sean. Seconded by Alison W.
3. **Approval of Economic Development Action Plan**
Moved by Barb and seconded by Elaine that the revised Economic Development Action Plan be approved.
4. **End of Year Budget/Unfinished Projects**
 - a. Website – Elaine spoke about the \$3900 quote provided by 14 Theories to update the municipal website which would place us slightly over budget. Elaine mentioned that Council has approved the overspending. TD Graham was also consulted and provided a quote of \$6000 to create a new website which would have the committee be in too large of a deficit. Sean summarized some of the website alterations that would be done. The committee feels that the 14 Theories quote is reasonable and that they will resume the project with them. Sean mentioned that the new website address, www.Mallorytown.ca should be used for the new website and that the email address should change after the elections with the introduction of the new Council. It was moved by Barb and seconded by Alison W that Ali will contact 14 Theories so they can begin the redesign.
 - b. Kiosk – It was determined that the kiosk project would be placed on hold until springtime. The map will then be finalized and printed. Questions were raised as to whether the new commercial building on County Road 5 should be included onto the map. The items for the kiosk, including the map and brochure holders will be purchased using the 2014 budget. This should be placed on the agenda for the next meeting.

- c. Signs – Elaine mentioned that the replacement entrance and area signs may be eligible for a grant. Elaine also mentioned that the sample signs prepared by TD Graham should be sent to companies when collecting quotes. Discussion about the order in which the signs should be replaced, as well as their size, determined that the project would begin with the Front of Yonge signs. The dimensions would reflect the sizes suggested by TD Graham, except for the township signs would be 3 x 6 ft. Sean mentioned that this size sign would be able to fit on top of the existing structure poles. Sean also mentioned that he will contact a person who oversaw the Prescott 401 signs to see what the process was, as overpasses are the Ministry of Transportation’s property. Alison W. mentioned that the United Counties may have funds available to assist with the project and Ali will send out information to companies to get quotes.
5. **Economic Development Summit**

Alison W was congratulated on her nomination for the Bill Thake Award by the committee. The township was represented by Councillor Bob Morrison, Intern Alison Merkley, nominee Alison Wilson and Clerk Elaine Covey. Elaine provided a summary of presentations, including speakers from Newterra and HFI Pyrotechnics. There was an update from UCLG and the Federation of Ontario Municipalities.
6. **Quick Glance Review**

Ali created a short document listing some of the features of the township for the committee to review. She said that other municipalities, like North Grenville and Brockville have similar ones, and that it can replace the Invest Ontario community page that is now retired. Alison W mentioned that Mallorytown should be used more often in place of Front of Yonge, to reflect the direction the committee wishes to take with both Sean and Elaine arguing that a balance is needed. Sean suggested removing the proper names entirely when possible to avoid confusion over using Front of Yonge or Mallorytown.
7. **Advertisements**
 - a. Island Life Magazine – Ali has submitted the artwork to the editor.
 - b. Parks of the St. Lawrence – It was determined that the committee did not have the budget to advertise in the Parks of the St. Lawrence magazine.
 - c. Living Magazine – Ali presented a new local magazine and their upcoming article about the Glass Works. Ali mentioned that the committee should consider supporting them in the future as they do cover our area and have reasonable advertising prices. She also mentioned that there are non-profit organization rates and that the Mallorytown Country Market should consider the magazine closer to the market season.

d. Frontenac Arch Biosphere Guide – Alison W informed the committee that the production of the Biosphere Guide Books will be doubling in 2014. She continued to say that some visitors discovered the market due to the book and that the price to list the event, or to be advertised is expected to remain the same. Alison W has also talked to various vendors about them taking control of the market and did not receive responses. She will contact them after the holiday season.

8. **Other Business**

Ali mentioned a Welcome Cyclist program that would offer free promotions. The program is listing locations that are cyclist friendly, such as offering a rest area with basic amenities. The Township Office would be exempt from the criteria and would not have any out of pocket expenses. Ali mentioned that the Mallory Coach House could join the program at a cost and Barb stated the the organization would not be interested. Ali volunteered to contact the program organizer in order to establish the Township Office as a cyclist friendly location.

Barb mentioned the creation of signage for washroom facilities in the Heritage Garden, should they become available again next summer.

Alison W. mentioned that the Leeds and the 1000 Islands Development group would like to hold a joint meeting with the committee to discuss partnering opportunities.

9. **Next Meeting**

The next meeting will be held in the Township Office on January 30th at 7:00pm.

10. **Adjournment**

Moved by Elaine and seconded by Sean that the meeting be adjourned at 8:30pm.