



MERRICKVILLE-WOLFORD
Jewel of the Rideau

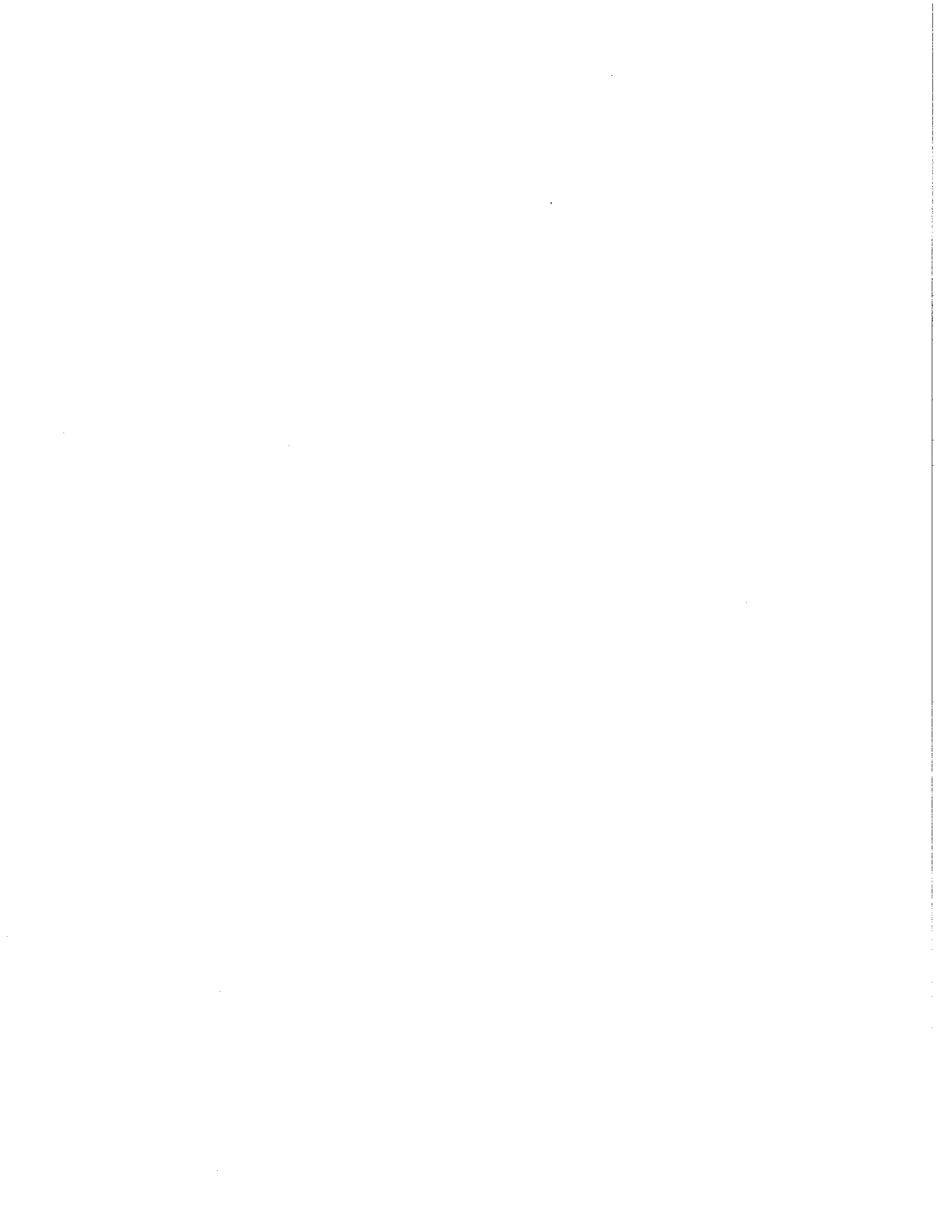
MAIN STREET REVITALIZATION AD HOC COMMITTEE

AGENDA

JULY 23, 2019 at 6:00 p.m.

Council Chambers, 317 Brock Street West, Merrickville, Ontario, K0G 1N0

1. **Call to Order: Mayor Struthers**
2. **Approval of the Agenda**
3. **Review of CAO-06-2019 re: Main Street Revitalization Initiative**
4. **Overview of the Establishing By-law, Terms of Reference and Timeline**
5. **Overview of Procedure By-law 30-17**
6. **Overview of Role and Appointment of Chairperson**
7. **Overview of Role and Appointment of Secretary**
8. **Next meeting date**
9. **Adjournment**





Village of Merrickville – Wolford

**Report CAO-06-2019
of the CAO/Clerk's Department
Report to Council: May 13, 2019**

RE: Main Street Revitalization Initiative

OBJECTIVE: To inform Council regarding a potential approach for determining how to allocate the Main Street Revitalization Initiative funding.

RECOMMENDATION:

THAT Council receive report CAO-06-2019 regarding the Main Street Revitalization Initiative for information.

BACKGROUND:

On May 14, 2018, Council received report FIN-01-2018 (attached) informing Council that the Village of Merrickville-Wolford has been allocated \$40,358.75 from the Province for this initiative. The report indicated that municipalities have until March 31, 2020 to spend the funds.

ANALYSIS:

Given the critical potential benefit of this initiative for the community, Council may wish to consider alternatives for engaging the community directly in the process of determining how these funds will be allocated.

One such option available to Council, as outlined in the Procedure By-law Definitions, Section 1.2, which reads:

"Ad hoc Committee" means a special purpose committee with a limited duration, appointed by Council to carry out a specific task and which is dissolved automatically upon submitting its final report to Council, unless otherwise directed by Council.

Procedure By-law Part 9 – Committees of Council, reads:

- a) *Council may, from time to time, establish Committees in response to specific issues requiring immediate or long-term attention. No Committee shall have departmental jurisdiction.*

Council may wish to consider creating an ad hoc committee, potentially referred to as the "*Main Street Revitalization Initiative Ad Hoc Committee*", to advise Council regarding optimal use of these funds. In keeping with Part 9 of the Procedure By-law, the committee's purpose is to provide advice and input to Council, it would have no decision-making authority, and Council shall adopt a Terms of Reference.

The ad hoc committee would also be governed by the Association of Municipalities of Ontario (AMO) Guide to the Municipal Funding Agreement. Schedule B of this document (attached) provides specific information regarding the potential uses for the funds. This document should be provided to the committee who, in turn, could incorporate it in drafting a Terms of Reference for Council's approval.

BUDGET/LEGAL IMPLICATIONS:

There are no implications for the 2019 municipal budget.

LINKS TO STRATEGIC PLANS:

On January 23, 2017, the Council of the Corporation of the Village of Merrickville-Wolford passed By-Law 10-17, being a by-law to adopt the Merrickville-Wolford Strategic Plan 2017-2025.

The priorities of the strategic plan that can be linked to this report are as follows:

Ensuring Efficient, Effective Services & Civic Engagement.

CONCLUSION:

This report is for information purposes only.

ATTACHMENTS:

FIN-01-2018 – Main St Initiative
AMO Guide to the Municipal Funding Agreement - Schedule B

Submitted by:



Doug Robertson MBA
CAO / Clerk / Director, Economic Development



Village of Merrickville - Wolford

Report FIN-01-2018

Finance Department

Date to Council: May 14, 2018

Action/Information Report to Council

RE: 2018 Ontario Main Street Initiative

OBJECTIVE: To provide Council with an overview of the 2018 Ontario Main Street Revitalization Initiative and a By-Law to enter into a funding agreement for this program.

RECOMMENDATION:

THAT Council receive report FIN-01-2018 regarding 2018 Main Street Revitalization Initiative; and

THAT Council authorize the By-Law to enter into a Municipal Funding Agreement with the Association of Municipalities of Ontario for Ontario's Main Street Revitalization Initiative.

BACKGROUND:

The province of Ontario is making \$26 million available for allocation for the purposes of supporting municipal Main Street Revitalization Initiatives in Ontario. The idea behind the fund is that investment in revitalization activities will support small businesses.

ANALYSIS:

The Village of Merrickville-Wolford has been allocated \$40,358.75 from the province for this project. Municipalities have until March 31, 2020 to spend the funds, so eligible projects could be included in next year's budget. The funds may be used to pay for up to one hundred percent of eligible expenditures of an eligible project.

The criteria for the funding is very specific. The project must support main street areas as defined by a Community Improvement Plan or any other municipal land use planning policy such as an official plan or an economic development strategy. The listing of eligible projects is included in the attached agreement, but includes projects such as:

Signage – wayfinding/directional, and gateway.

Streetscaping and landscape improvements – lighting, street furniture, interpretive elements, active transportation infrastructure etc.

Marketing plan implementation – business attraction and promotion activities, special events.

BUDGET/LEGAL IMPLICATIONS:

There are no impacts to the 2018 Budget.

INTERDEPARTMENTAL IMPACTS:

Not applicable.

LINKS TO STRATEGIC PLANS:

On January 23, 2017, the Council of the Corporation of the Village of Merrickville-Wolford passed By-Law 10-17, being a by-law to adopt the Merrickville-Wolford Strategic Plan 2017-2025.

The priorities of the strategic plan that can be linked to this report are as follows:

Building a progressive, growing economy

Supporting local groups and events that draw tourism to the Village is a way to attract businesses to the area and create a supportive business-friendly environment that retains, grows and diversifies our economy.

CONCLUSION:

It is recommended that Council approve the By-Law to enter into a funding agreement with AMO for Main Street Revitalization as outlined in Attachment "B" to this report.

ATTACHMENTS:

- Attachment "A": By-Law
- Attachment "B": Municipal Funding Agreement

Submitted by:

COPY

Reviewed by:

Kirsten Rahm, Treasurer/Manager of Finance

Arie Hoogenboom, Interim CAO/Clerk

SCHEDULE B ELIGIBLE PROJECTS

Funding is to be directed to Eligible Projects to support revitalization activities within main street areas, as defined through an existing Community Improvement Plan or any other municipal land use planning policy. Funding can be used in one or both of the following categories:

- 1. Community Improvement Plan** – construction, renewal, renovation or redevelopment or material enhancement activities that implement priority financial incentives in existing Community Improvement Plans such as:
 - a. Commercial building façade improvements
 - b. Preservation and adaptive reuse of heritage and industrial buildings
 - c. Provision of affordable housing
 - d. Space conversion for residential and commercial uses
 - e. Structural improvements to buildings (e.g. Building Code upgrades)
 - f. Improvement of community energy efficiency
 - g. Accessibility enhancements

- 2. Other Municipal Land Use Planning Policy** – construction, renewal or material enhancement activities to fund strategic Municipal Physical Infrastructure and promotional projects such as:
 - a. Signage – wayfinding/directional, and gateway.
 - b. Streetscaping and landscape improvements – lighting, banners, murals, street furniture, interpretive elements, public art, urban forestation, accessibility, telecommunications/broadband equipment, parking, active transportation infrastructure (e.g. bike racks/storage, cycling lanes and paths) and pedestrian walkways/trails.
 - c. Marketing plan implementation – business attraction and promotion activities, special events.

