

Advisory Committee on Industry, Economic Development and Tourism

Meeting Minutes – March 6th, 2017

The meeting of the Advisory Committee on Industry, Economic Development and Tourism was called to order at 5:30 pm on March 6th, 2017 in Council Chambers.

Present: Jane Graham (Chairperson), Yves Grandmaitre, Councillor Anne Barr, Councillor Dave Snowdon, Terry Gilhen, John Regan (CAO)

Absent: Cheri Kemp-Long, Ian Donald

1. Welcome and additions/approval of agenda

3 ii) May 16th minutes

4 iv) Smiths Falls Partnering

v) “Destination” publication

vi) Community Grants selection member

vii) BIA

2. Declaration of pecuniary interest

None declared

3. Old Business :

i) Strategic Planning Committee wrap up?

- Not wrapping up yet

- Still to be done: collating reports from the various sub committees

- Tentatively 2 more meetings to occur. These would cover among other topics debrief and hand over to staff.

- Will be determined upon Ian’s return

ii) May 16th meeting minutes approval

- Confirmed that the May 16th 2016 was the last meeting of the Ec Dev committee and that the minutes were approved

4. New Business :

i) RED application

- John detailed the RED application.
- He indicates that he reached out to Anne Weir (OMAFRA) and Stacey Lloyd (VHFDC) to discuss
- John will inquire re Valley Heartland financial contribution committed at last year's budget to see if it was indeed sent and if so what results were received for it
- John has received an inquiry that Smiths Falls may be interested in partnering on an application.
- Ec Dev suggests that given the available time frame that an application not be submitted for this round unless it is for something simple like a branding exercise but consideration be given for the next round in September
- John will review potential areas of low hanging fruit for which applications could be submitted
- **Motion:** Yves tables a motion that The Ec Dev committee recommends to council that a public call go out to recruit experienced volunteer proposal writers. These would be available to Committees and the Village to assist in writing funding and other types of proposals. Terry seconds. All in favor. Carried

ii) Strat Plan choices – 30 days

- A discussion ensued on the list of Ec Dev items specified within the Strat plan and best way to address/setup and write up
- Agreement was reached that Terry/Yves and John would have a specific meeting to detail and define tasks and then report back to full committee.

iii) Chamber of Commerce washroom – discussion?

- After a brief discussion on the washroom project a motion is tabled by Yves as follows:
Motion "As per the Economic Development plan, the Economic Development Committee offers to Council its resources for review of all prior information regarding the needs for a public washroom and visitor center. In addition, a current needs analysis would be performed for this topic"

Terry seconds. All in favor. Carried

- iv) Smiths Falls have approached John regarding a coupon book they are assembling for 2017 and inquiring if Merrickville would have interest in contributing/partnering in. The inquiry was referred to the Chamber of Commerce
- v) "Destinations" and similar publications are now inquiring about ads and write ups for the upcoming summer season. Anne detailed what is involved and that typically Merrickville gets a small write up at the start of its section. Some businesses will proceed and purchase ad space. The EcDev Committee suggests that until a comprehensive promotion/marketing campaign/plan is assembled that funds should not be spent at this time.
- vi) Community grants. The Community Grants subcommittee is meeting to discuss applications received for funds and to provide recommendations to Council. This is a departure from previous years where grant applications were formerly submitted and reviewed only by Council. John would like to see representation from Ec Dev on this Committee. Terry is offering to attend the one and only meeting to review the applications.
Motion: Jane tables a motion that Terry be the Ec Dev representative, Yves seconds, all in favor, carried
- vii) John is working on getting a Teleconference call setup for the next council meeting between Council and the Ontario Business Improvement Association. This to explain the benefits of a BIA and the differences between a BIA and a Chamber of Commerce.

5. Date and time of next meeting – April 3rd, Council Chambers 5:30pm

6. Motion to adjourn at 7:45PM by Terry, seconded by Jane. Carried