

**TOWNSHIP OF ESSA
ECONOMIC DEVELOPMENT COMMITTEE MINUTES
March 31, 2010
EDC office in Angus**

ATTENDANCE:

Sandie Macdonald-Chairperson, Derek McKeever-Member, Keith Roberts-Member, Bob O'Brien-Member, and Colleen Healey.

ABSENT: Scott Mullen-Member, Connie Watson-Member

CALL TO ORDER BY CHAIRPERSON, by Sandie Macdonald.

ADOPTION OF MINUTES:

BE IT RESOLVED that, the minutes of February 24, 2010 be approved and adopted as circulated. Moved by Bob O'Brien, Seconded by Derek McKeever **Carried.**

CURRENT/PAST BUSINESS:

Discussion	Action
<p>1. ANGUS TREE PLANTING DAY Colleen went over the planned Angus Tree Planting Day. All members were asked to put Saturday May 15th on their calendar and were asked to participate. Letters have been sent to community organizations and posters will be put up around town.</p>	
<p>2. TOURIST BUSINESSES AND CONTACTS LIST Colleen discussed the list of tourist businesses that Susan and Liz had put together. A copy had not been made available yet to members, however, Colleen explained the types of businesses that we had put on our list and it was thought that we could prepare a map of the Township indicating the location of all the tourist businesses. Colleen indicated that the list of tourist businesses and contacts would be emailed to members for them to verify and determine if appropriate.</p>	List of tourist businesses and contacts to be emailed to members
<p>3. MAP OF ANGUS Colleen presented the map of Angus aimed at visitors or tourists which had been prepared by Bev Mansbridge. Colleen explained that this map was still a work in progress and comments were welcomed. The map is intended to be put on display behind plexiglass at various spots in the community including the EDC office and as well, the fishing parks. The Committee wished that the BIA area was expanded to show its full limits as well as highlighted on the map. Sandie discussed the opportunity to partner with the Chamber with the map as they are working to develop a directory</p>	<p>Map to be revised to expand BIA area to show full limits and to highlight on the map.</p> <p>Sandie will further discuss with Keith White, President of the Chamber of Commerce.</p>

<p>or pamphlet of businesses. It was thought that we could combine the map with their information which they're compiling, to get support as well as advertisement. We would take on the map portion; the Chamber would continue with the advertisement portion or labeling businesses but to the benefit of everyone involved. There was also a discussion on who could print out the map and a suggestion of various companies and the look of the finished product whether it be in pamphlet or directory format. All of which can later be decided. A decision that Essa Township, the EDC and the Chamber should partner on the completion of the map and the directory to result.</p>	<p>Sandie to pursue discussion with the Chamber.</p>
<p>4. COMMUNITY PROFILE Colleen explained the issues surrounding the Community Profile and the fact that the South Simcoe Economic Alliance wished to prepare one for their website but which we would have no control over and where Colleen has heard that the Town of Bradford-West Gwillimbury has had problems printing the document from the SSEA website and there seems to be difficulties with redistributing the product which SSEA considers as their own. The Committee supported Colleen in pursuing their own student to prepare the Community Profile during the month of April from Susan's office.</p>	<p>Colleen taking report to Council.</p>
<p>5. UPDATE ON PAVILLION Colleen provided an update on the pavilion and there was further discussion on whether the fish cleaning station should be relocated. It was agreed that a meeting would be convened at the riverbank in the near future.</p>	<p>Colleen to arrange riverbank meeting when building is ready.</p>
<p>6. UPDATE ON SIGNAGE FOR TRAILER Sandie discussed the cost of the wrap for the trailer. The cost has exceeded what was originally thought, and therefore, the wrap may only cover the front portion of the trailer. Colleen is to let Sandie know the budgeted amount for the wrap. Colleen has now confirmed that the budgeted amount was \$1,500.00. Sandie will determine whether this will be appropriate or whether we need to request another \$500.00 from Council.</p>	<p>Sandie to order wrap for trailer.</p>
<p>7. TOURISM FORUM Sandie and Colleen provided an update on the Tourism Forum they attended on March 9th. Several ideas were discussed at great length and following, a discussion surrounding new ideas concerning the Salmon Festival and Salmon Derby.</p>	

CORRESPONDENCE/NEW BUSINESS/INFORMATION:

INFORMATION: Colleen indicated that the owner of the Rainbow Mall has not yet confirmed attendance at the next meeting, however, the owner of the Plaza containing the Scotiabank, Beer Store and Home Hardware will be at the May meeting.

Kevin Roberts asked for a folder on sponsorship opportunities for the Derby and Colleen indicated that a folder would be put together and arrangements would be made that Kevin was to obtain such folder.

Sandie informed the Committee the Province is holding an open house or an information session on the upcoming implementation of the HST to be held at the Angus Arena May 13th, 2010 from 9 am to 12 pm. It is a free information session being put on by the Province and all businesses are invited to attend as well as anyone else.

ADJOURNMENT:

BE IT RESOLVED that the Committee adjourn at 7:30 pm and meet again on April 28, 2010 at 6 pm. Moved by Bob O'Brien Seconded by Derek McKeever. **Carried.**

Sandie Macdonald, Chairperson

Colleen Healey, Staff Support