

ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

FEBRUARY 17, 2010.

MEMBERS PRESENT: DEBBIE MCMURRAY, WAVE WEIR, JURY NAKLOWYCH.

REGRETS: TAMARA BLACK, DOUG WEBER.

I). MOVED BY DEBBIE MCMURRAY, SECONDED BY JURY NAKLOWYCH THAT THE MINUTES OF THE JANUARY 19TH, 2010 MEETING BE ACCEPTED. CARRIED.

(10-03)

Jury expanded on his comments regarding the funding for the Youth Room and reiterated that he has not given up on including it under the EDC's mandate.

II). DECLARATIONS OF PECUNIARY INTEREST: NONE.

III). VISITORS: NONE.

IV). CORRESPONDENCE:

WAVE WEIR REPORTED: A letter has been received from the Ontario Farmer's Market Association accepting our membership. More details will need to be provided to them regarding specific vendor involvement at the appropriate time. The cost of membership is \$131.25 and will need to be paid by the Township at the outset. The Association will provide us with a member login & password.

James Murphy of Savour Muskoka requested support for Trillium Foundation application designed to provide funding for workshops oriented towards farming & food production. Wave read aloud a letter of support she drafted on behalf of the McKellar Farm Producers Market and the committee agreed it was appropriate for her to issue it.

V). REORTS OF MEMBERS:

WAVE WEIR REPORTED: She contacted the Board of Health to conduct a food safety course in April.

Alive & Fit magazine be interviewing Wave in April for an article in the May issue.

Georgian Bay Country will display our farm market lure cards in the downtown Parry Sound booth and at the Info. centre south of town. Jury will check to see if McKellar Township is a member of the Chamber of Commerce re. placing material at the waterfront. Wave will ask Tamara if lure cards can be inserted in the Township's spring tax bills. There is a need to research printing costs for the lure cards.

Wave stated that the market will be advertised in the North Star Community Guide.

She has been asked to attend a meeting of the Town of Parry Sound's Historic Committee – they are interested in having the Pioneer College/Market have a presence at the next Logging Festival.

A draft newspaper ad was reviewed – to be deferred to the next meeting of the EDC for final approval.

Wave will ask Tamara what the process is for insertion & payment of such ads.

Wave will provide more Market posters for distribution.

Pioneer College update: \$100 revenue to date in 2010. At this time, Candle making, Bread making have been completed, Felting is underway, and Book binding, Kitchen basics, Soap making, Edible wilds and Basket making are upcoming.

There may be an opportunity for seniors from Belvedere to participate in some of the courses on an organized basis.

Wave read a draft job description and rationale for the Youth Intern position. With the committee's support, the application to Fed Nor for a Youth Intern will be commenced.

Discussion ensued around the business survey and Community Information Book. All agreed updating this material would be a possible and useful task for the intern – this may require an amendment to the job description. There may also be a tie-in to the media room and may require additional funding.

Further discussion deferred to the next meeting.

DEBBIE MCMURRAY REPORTED: Research done re. possible Trillium Foundation grant. Debbie outlined the requirements and possible application to our market and college mandates. Not possible to meet the March 1st deadline; will focus on July 1st submission. Debbie will contact Donna Maitland to explore next steps.

DOUG WEBER REPORTED (IN ADVANCE BY TELEPHONE): Of the mass emails sent out to solicit vendors/customers, 20% timed out and 20% were rejected resulting in a 60% success rate. Of those, however, no responses have been received. The committee needs to continue to seek additional promotional avenues.

VI). MOTION AND NOTICE OF MOTION:

MOVED BY JURY NAKLOWYCH, SECONDED BY DEBBIE MCMURRAY THAT THE BUDGET AS AMENDED BY EMAIL BE APPROVED. CARRIED.

(10-04).

VII). UNFINISHED BUSINESS: NONE.

VIII). NEW BUSINESS: NONE.

IX). MOVED BY DEBBIE MCMURRAY, SECONDED BY JURY NAKLOWYCH THAT THE MCKELLAR ECONOMIC DEVELOPMENT COMMITTEE ADJOURN AT 9:25 PM. THE NEXT MEETING TO BE TUESDAY, MARCH 23, 2010. CARRIED.

(10-05).