

**MINUTES**  
**MARKSTAY-WARREN**  
**COMMUNITY DEVELOPMENT CORPORATION**  
**GENERAL MEETING**

**April 15<sup>th</sup>, 2008**  
**6:00pm**

**MARKSTAY-WARREN COMMUNITY DEVELOPMENT CORPORATION**  
**HEAD OFFICE**  
**21 MAIN ST. S., MARKSTAY, ON**

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**1. Opening Remarks By Chair**

Chantal welcomed everyone. A thank you card was received by Joanne McNabb for the appreciation certificate we had sent her following her resignation.

**2. Roll Call and Meeting Called to Order**

Meeting was called to order at 6:03pm.

President/Chair: Chantal Roberts  
Vice-Chair: Doug Reynolds  
Directors: Kenneth Burns  
Keith Keeping (Left at 7:30pm)  
Kathy Proulx

Staff: Lorraine Demore, Secretary/CAO  
Normand Roberge, Treasurer/Deputy Clerk – Absent  
Angelle Duguay, Intern

**3. Disclosure of Pecuniary Interest and General Nature Thereof**

None was disclosed.

**4. Adoption of Minutes**

General meeting minutes dated March 12<sup>th</sup>, 2008.

**#2008-17**

**Moved by: Kathy Proulx**

**Seconded by: Doug Reynolds**

That the general meeting minutes dated March 12<sup>th</sup>, 2008 be adopted as circulated.

**CARRIED**

## **5. Warren Horse Club**

A letter and cheque for the amount of \$650.00 were mailed out to the Warren Horse Club on April 10<sup>th</sup>, 2008 to help them recover the costs of their insurance fees. They have two upcoming events on April 20<sup>th</sup> (Grooming and etiquette clinic) and May 10<sup>th</sup> (Kick Off General Meeting at the fair grounds). Attached is a copy of the letter that was sent out.

## **6. Community Newsletter**

Attached is a copy of a sample newsletter, a proposed price list, a letter to be sent out to all organizations and a list of organizations to send information to regarding advertising in the newsletter. After the board of directors reviewed the sample and price list, discussions were made regarding the newsletter.

Ads should be placed as a percentage of the page instead of using small, medium or large ads. The following are the different sizes that will be available to purchase: Full page, half page, 1/4 page, 1/8 page, 1/16 page, insert and classified. Classifieds will be limited in words to only 100 characters and will be in black and white. If someone wishes to have their classified in colour or add a picture they will have to purchase an ad.

Angelle will talk with the post office to figure out prices to mail out the newsletter with and without inserts to determine the costs of ads. The main idea for the costs of the newsletter ads is that we recover the costs for producing the newsletter. An added incentive for people, organizations and businesses to place ads is that the newsletter is also going to be available online.

Other discussions regarding the community newsletter included the costs and budget. Concerns regarding budget allocations for the organizations at arms length of the municipality such as the library recreation committee were discussed. Every organization including municipal departments associated with the municipality should budget for advertising. The intent of the community newsletter is to assist groups in reducing their advertising costs and to receive coverage for their events.

The first community newsletter will be going out the beginning of June. Deadlines for advertising spots will be the 15<sup>th</sup> of the previous month.

Economic Partners will be approached to help with start up costs for the newsletter. We presently have unexpended from the ATV Techy Tour that could be applied pending their approval.

## **7. Farmer's Market**

We have not yet received anymore information from Mr. Thibeault regarding the farmer's market. The CDC told Mr. Thibeault that we would assist him but he would have to round up more farmers and form a committee. We have not heard as of yet if he has done this. Angelle will forward him a letter to formally invite him to pursue this initiative and await his response.

## **8. Welcome Wagon**

We have received two quotes for bags from two different companies for various types of bags. Chantal got a quote from a company in North Bay and Angelle got one from a company in Sudbury called Northern Print Brokers. Angelle called a total of five printers in Sudbury and this was the only one that did printing on bags. Northern Print Brokers was the cheapest of both quotes. Angelle is to call and get a final quote for 1000 bags with the Municipality's logo on it as well as the website. We still have approximately \$2300 worth of funds left over from Economic Partners so Angelle will speak with them to see if this is something they would like to see us use the funds for. If approved, we would also have to put their logo on the bag. Bags could also be available for sale at local merchants as well as in the municipal office for anyone wishing to purchase one. In the first newsletter, we will place an ad to notify all businesses and services that we are creating a welcome package and if they wish they are able to include something in it.

## **9. Community Billboard**

A community billboard was proposed to the board of directors. We hope to have one in each of the village locations: Markstay, Hagar and Warren. Angelle will call for quotes for three of them. The municipality had priced them out approximately three years ago and they were about \$1500 each. This is also something that we can ask Economic Partners to help us with for the extra funds we have from them.

## **10. Volunteer Fair**

A volunteer fair was suggested to the CDC to help out organizations with their volunteer needs as well as students that require volunteer hours to graduate high school. This fair will have to be well advertised and not just in our community. The Land of Voyageurs Service Providers are to be invited. Councillor Keeping to approach Mayor Chayer to mention the volunteer fair at the next SEMA meeting that will be held here in our municipality and provide Angelle's contact information should they require more information or request to participate. The volunteer fair is tentatively scheduled for September 2008.

### **11. Report from Intern**

Angelle submitted her report to the Board of Directors stating what she has been working on: the community newsletter, welcome wagon, finalizing the sled dog expense report and other tasks as required.

### **12. 2008 Budget Discussions**

The sled dog race, community newsletter, community billboard, farmer's market, Warren Horse Club and volunteer fair are being considered for our budget. Figures will be compiled and presented to the board for final review.

**#2008-18**

**Moved by: Kathy Proulx**

**Seconded by: Ken Burns**

That the Board of Directors of the Markstay-Warren Community Development Corporation respectfully requests \$10,500.00 from Council for the 2008 budget estimates.

**CARRIED**

### **13. New Business**

- a) Keith brought up the idea of a sportsman show type of event to be held at the arena next year. A good theme would be promoting Sudbury East/West Nipissing. This would have to happen once the ice is off surface which is usually by the beginning of April. This event would require a lot of planning and advertising.
- b) The CDC does not have a logo. In the first community newsletter, the CDC will have a contest for members of our municipality to create our logo. We will be sure to tell them what the CDC is all about which will hopefully spark more interest in the CDC. The contest will be available to all age groups and a proposed prize could be \$100 cash.

- c) The CDC received a letter from Persona Communication advising us of a grant we are able to apply for to help community groups fund planned capital works programs. The deadline date is June 15<sup>th</sup>, 2008. The CDC will apply for this grant to help them possibly help cover the costs of the community billboards.

#### **14. Adjournment and Date of Next Meeting**

**#2008-19**

**Moved by: Keith Keeping**

**Seconded by: Doug Reynolds**

That the Markstay-Warren Community Development Corporation adjourned its proceedings at 7:47pm until the next meeting to be held on May 13<sup>th</sup>, 2008 at 6:00pm.

**CARRIED**

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Chantal Roberts–Chair

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Lorraine Demore - Secretary