

MINUTES

MARKSTAY-WARREN COMMUNITY DEVELOPMENT CORPORATION

GENERAL MEETING

August 19th, 2008
6:00pm

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

1. Opening Remarks By Chair

Chair Chantal Roberts welcomed everyone.

2. Roll Call and Meeting Called to Order

Meeting was called to order at 6:05pm.

President/Chair: Chantal Roberts
Vice-Chair: Doug Reynolds
Directors: Kenneth Burns
Keith Keeping
Kathy Proulx

Staff: Lorraine Demore, Secretary/CAO
Norm Roberge, Treasurer
Celine Anderson, Treasurer's Assistant
Angelle Duguay, Intern

3. Disclosure of Pecuniary Interest and General Nature Thereof

None was disclosed.

4. Adoption of Minutes

General Meeting minutes dated July 17th, 2008.
Annual General Meeting minutes dated July 17th, 2008.

#2008- 41

Moved by: Doug Reynolds

Seconded by: Kathy Proulx

That the Annual General Meeting minutes dated July 17th, 2008 be adopted as circulated.

CARRIED

#2008- 42

Moved by: Doug Reynolds

Seconded by: Kathy Proulx

That the General Meeting minutes dated July 17th, 2008 be adopted as circulated.

CARRIED

5. Economic Partners – Funding

Our grant proposal has been reviewed by the grant committee at Economic Partners and is being submitted to the Board of Directors for approval. Once the Board has their meeting, we will know the final decision. Their Board meeting is on August 19th so we should know later this week.

6. Community Newsletter

The newsletter has been a success so far. The September issue will be larger consisting of eight pages instead of four. Discussions arose regarding community members thinking that the newsletter is becoming only a place for advertisements for businesses. The advertisements helps cover the costs of the newsletter and the main objective of the newsletter is to assist groups and organizations with their advertising needs. The revenues of business ads help keep the CDC and municipal costs to a minimum.

7. Logo Contest

The CDC has not received any more logo submissions. An ad was placed in the August and September issues of the newsletter and a new poster was put up around the community. The new deadline is September 30th, 2008. A letter was sent out to the two participants who had created a logo thanking them for their submissions and requesting that they try again with our input for size/vision.

8. Farmer's Market

A letter was sent out to Mr. Thibeault stating that we were unable to assist him with all his requests regarding the farmer's market. We are still interested in assisting anyone that wishes to form an organizing committee. Angelle has contacted OMAFRA and they have provided information regarding promo items, their consulting services and the Ontario Market Investment Fund.

9. Volunteer Fair

The volunteer fair will be held in conjunction with the Agricultural Society's Fun Day and the Swampdonkey's Amazing Race on Saturday September 13th, 2008. The Municipality may also be holding a public auction on this day as well. The information fair is from 9am until 2pm. An ad will be placed in the September issue of the newsletter. So far there are eight confirmed organizations that are attending:

Markstay Warren Fire Department	Sudbury & District Health Unit
Sudbury East Heart Health	Markstay-Warren Public Library
Markstay-Warren Minor Hockey	Markstay-Warren Community Development Corporation
Warren Historical Society	Markstay-Warren Recreation Committee

Discussions regarding who will be manning the CDC booth resulted in Keith attending 9-12 and Kathy from 12-2. Celine stated that she may be able to attend if no one else was available.

10. Christmas Promenade

An ad was placed in the August issue of the newsletter. So far no one has shown interest. Another ad will be placed in the September issue of the newsletter.

11. Building Communities through Arts and Heritage

Information was sent to the Agricultural Society, Historical Society, Lion's Club, Recreation Committee and the CDC about this fund. Unfortunately we are not able to apply for this grant. After reviewing all the requirements, the only possible organizations that may be able to apply is the Agricultural and Historical Societies.

12. The Dimestore Fisherman Outdoor Television Show

The Board of Directors agreed that we would not be participating in the television show. There is not enough tourism infrastructure in our municipality to be spending that amount of money on. There are not enough lodges, restaurants, etc. in the Municipality to benefit from being on this television show. Doug spoke with his coworkers and they all said that it's pretty much a big infomercial. You are paying for a television ad. Kathy suggested that maybe sometime in the future that we consider creating a commercial for our area to place on our website. Lorraine will contact the Dimestore Fisherman Television Show and refuse their offer to come to our municipality.

13. Sudbury East Board of Trade

The Board of Directors decided not to join the SEBT since the Municipality is already a member. The board does not see the use for having two memberships since the CDC is at arms length of the municipality. SEMA and SEBT would like to see a member of council as well as a member of CDC sit on their board.

#2008- 43

Moved by: Ken Burns

Seconded by: Doug Reynolds

Whereas the Board of Directors has been informed that the Municipality is already a member of the SEBT;

Whereas the CDC is an arms-length committee to the council.

Be it resolved that since the Municipality already is a member of SEBT, that we rescind resolution 2008-39.

CARRIED

14. Investment Attraction for Rural Communities

The Town of Blind River contacted the Municipality of Markstay-Warren to see if we wanted to take part in workshops that could be conducted in our Municipality about investment readiness. There is a cost to join but applications for funding can be sent out to help cover the costs. The workshops assist municipalities become prepared for what a business would have to do to come into the municipality. The Board of Directors agreed that they would not participate at the level requested. The Board agrees that it would be best that someone like Economic Partners should be taking the lead for this area. If that were to happen, then we would gladly participate. Other discussions lead to recommendations that we be on the Economic Partners mailing list for any initiatives that would benefit the Municipality and advertise them on the website and community newsletter as well as attending their power breakfasts.

15. 2008 Budget & Financial Report

Celine provided the Board with a new report giving clarifications from the previous meeting's discussions on budget and financial report. \$12,500 has been put into reserves for the Sled Dog Races. The regular CDC reserves will be affected as the CDC will have a deficit of \$8,568.55. The deficit stated is mainly due to the \$2,500 for the Sled Dog Races and the \$5,000 from Economic Partners that we are expecting for marketing initiatives. Council will be assisting with the costs of the community bulleting boards but an amount has not yet been determined. We have not yet received confirmation from NOHFC whether or not we will be receiving the grant to hire another intern. If we will be receiving the grant, hiring a new intern will affect our reserves. The extended position pending NOHFC's approval should be for a total of 52 weeks. We should have enough funds for the balance of 2008, since by the time we find a new intern the allocation in the 2008 budget should cover the estimated amount that was budgeted for the existing intern

#2008- 44

Moved by: Kathy Proulx

Seconded by: Keith Keeping

That the Board of Directors receives the clarifications on items in the operating budget from the information package that was given to the Board on July 17th, 2008 regarding the 2008 budget and financial report.

CARRIED

16. Sled Dog Race

Chantal informed the Board that the Sled Dog Committee will be having their meeting soon. Rheal Forgette, a former Board member, will be rejoining the committee this year. The committee will consist of the same people as last year minus two members. The sponsorship package has been created but still has to be reviewed by the committee. Once it has been reviewed they will start to canvas the community for sponsorships. The committee will also be trying to cut down their costs by creating their own posters and brochures.

17. Report from Intern

Angelle has mainly been working on the newsletter, volunteer fair, and farmer's market as well as organizing all of her things for when she leaves.

#2008- 45

Moved by: Ken Burns

Seconded by: Kathy Proulx

That the Board of Directors acknowledges receipt of the intern's report.

CARRIED

18. New Business

a) S & V Variety Newsletter Ad Endorsement

Discussions regarding whether or not an endorsement should have been made for their ad arose. Keith did not feel that Chantal's signature should have been at the bottom of their ad and felt threatened that he should shop there. Some people may have been confused who was paying for the ad and feel that we should do this for all businesses. The CDC can have a slogan such as "Support economic development...shop locally!" that all local businesses are able to use on their ads if they wish. Chantal suggested that we highlight various local businesses each month as we use to do in our old newsletter for free.

b) Telephone Directory

Ken asked whether there is still the telephone directory out and if it should be updated. The phone directory was created in late 2006. There are new members of our community whose numbers are not in the directory as well as businesses that no longer exist that are still there. This would be a good project for a new intern. Sponsorships would have to be collected to cover the costs of a new telephone directory. Bell should be contacted to see if there is a electronic version of the local phone numbers to make this task easier.

19. Adjournment and Date of Next Meeting

#2008-46

Moved by: Ken Burns

Seconded by: Kathy Proulx

That the Markstay-Warren Community Development Corporation adjourned its proceedings at 7:42pm until the next meeting to be held on September 16th, 2008 at 6:00pm.

CARRIED

Chantal Roberts

Chantal Roberts—Chair

Lorraine Demore

Lorraine Demore - Secretary