

# MINUTES

## MARKSTAY-WARREN COMMUNITY DEVELOPMENT CORPORATION

### GENERAL MEETING

Tuesday January 20<sup>th</sup>, 2009  
6:00pm

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

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#### 1. Opening Remarks By Chair

Interim Chair Doug Reynolds chaired the meeting due to the resignation of Chantal Roberts as Chair of the CDC.

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

Meeting was called to order at 6:03pm.

President/Chair: Vacant  
Vice-Chair: Doug Reynolds  
Directors: Kenneth Burns  
Keith Keeping – left the meeting at 7:30pm  
Kathy Proulx  
Daniel Ducharme

Staff: Lorraine Demore, Secretary/CAO  
Monica Charron, Intern  
Celine Anderson, Treasurer

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

None disclosed.

#### 4. Adoption of Minutes

General Meeting minutes dated November 27, 2008.

**#2009-01**

**Moved by: Kenneth Burns**

**Seconded by: Daniel Ducharme**

That the General Meeting minutes dated November 27<sup>th</sup>, 2008 be adopted as circulated.

**CARRIED**

## **5. Review of 2008/ 2009 Budget**

The 2009 budget is similar to the 2008 budget with the following exceptions: the Intern's wages and payable expense is for 45 weeks. NOHFC pays for the wages only. The operating advertising budget will drop to only \$1000 compared to \$5371 since the marketing initiatives have been completed. The "contributions to other organizations" budget will drop to \$1000 compared to \$3500. This is due to the Sled Dog Races becoming financially stable without the monetary backing from the CDC. The special event expenses have increased from \$1000 to \$3000 to allow for the update the Municipal directory and the Visitor's brochure. The Treasurer will tabulate budget estimates and provide a copy to Board member Kathy Proulx, who will make a presentation to Council. Attached is a copy of the proposed budget discussed. 2008 actuals to reflect year end entries. The beginning balance of the 2008 reserves is \$12,043.79. The 2008 deficit will be funded by the reserves.

## **6. Report from Intern**

### **A) Logo:**

We have a starting point with one professional logo. It does not completely convey the vision of the CDC so Monica Charron needs to go back to the drawing board and work with a graphic designer to come up with a different logo. Doug Reynold's also suggested creating a catch phrase for the CDC and link a logo to the catch phrase. Kathy Proulx made the suggestion that one of the main things the Municipality has is land and that the Municipality is "land rich." This idea will be developed further and Monica Charron will have more logo ideas to present to the CDC at the next meeting.

### **B) Welcome Bags:**

The welcome bags are completed and three families within the Municipality have received them. The tote bags were created by Kustom Klubhouse (Sudbury) and the total cost of 500 were 1548.89. Many companies within the Municipality have contributed to the Welcome bag and there is a lot of information for the newcomers.

### **C) Billboards**

The billboards have been installed on the Municipal office (Markstay), Hagar Variety (Hagar) and S&V's Convenience Store (Warren). The total billboard cost is \$3823 for 2 4X4 and 1 3X4 billboards. The Municipal logo, Economic Partners logo and the CDC logo have been placed in the billboard to identify the sponsors of the billboards.

### **D) Newsletter**

To ensure the success of the newsletter, the prices will increase as on March 2009. This increase will be advertised in the February newsletter to inform all advertisers of this change. The full page coloured ad will increase the most. This is due to the printing and mailing costs of the full coloured ad. The black and white insert will be advertised as a more cost efficient way to advertise.

The new prices are as follows:

Full page coloured ad: \$120

Full page black and white insert: \$80

If company provides insert: \$60 (to mail)

½ page ad: \$48  
¼ page ad: \$24  
1/8 page ad: \$12  
1/16 page ad: \$6

## **7. New Business**

The Board must appoint a new Chair to the committee. This will take place after the Board fills two vacancies.

The CDC received a package for possible funding through Celebrate Canada. Thus funding can be used for any events within the week prior to Canada Day. The idea of a Canada Celebration was not well received. Since the funding specifies the event can not be a fundraiser, the committee feels that the event will be a lot of work for not much in return. The idea of a summer event as a fundraiser for a Medical building for the Municipality was discussed. The CDC wishes to provide input to Council for a medical facility. This will show the Council that CDC is volunteering their help and resources. The CDC needs to create a formal and defined request for improved healthcare and this will take place at the next meeting scheduled for Tuesday February 10<sup>th</sup>, 2009. A long-term care component associated with the broader healthcare centre should also be considered. With the ALC crisis in Sudbury, a health care facility in Markstay-Warren can help to alleviate this problem. A medical centre will increase the quality of amenities in our Municipality and this will bring new residents here.

## **8. Adjournment and date of next meeting**

**#2009-02**

**Moved by: Dan Ducharme**

**Seconded by: Kenneth Burns**

That the Markstay-Warren Community Development Corporation adjourned its proceedings at 8:12pm until the next meeting to be held on February 10<sup>th</sup>, 2009 at 6:00pm.

**CARRIED**

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Doug Reynolds – Vice Chair

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Lorraine Demore - Secretary