

## MINUTES

### MARKSTAY-WARREN COMMUNITY DEVELOPMENT CORPORATION

#### GENERAL MEETING

July 17<sup>th</sup>, 2008  
Following the Annual General Meeting

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

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#### 1. Opening Remarks By Chair

Chair Chantal Roberts welcomed everyone.

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

Meeting was called to order at 7:10pm.

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

Staff: Lorraine Demore, Secretary/CAO  
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 May 27<sup>th</sup>, 2008.

**#2008- 34**

**Moved by: Doug Reynolds**

**Seconded by: Kathy Proulx**

That the general meeting minutes dated May 27<sup>th</sup>, 2008 be adopted as circulated.

**CARRIED**

## **5. Economic Partners – Funding**

Our grant proposal still has not yet been reviewed by the board at Economic Partners. Once again there has been a change of General Manager. Lorraine contacted the Chair of the Board and he informed Lorraine that our application will definitely be brought up at their next meeting which is to be held on July 21<sup>st</sup>, 2008. We should know later that week what their response is regarding our marketing initiatives projects.

- a) Welcome Wagon
- b) Community Bulletin Board – *Note:* Chantal advised the Board that S & V Variety is willing to allow us to mount a bulletin board on their building for our Warren location. This will be more cost effective as we will not have to buy posts to mount it on.
- c) Newsletter

## **6. Community Newsletter**

So far two newsletters have gone out since we have started this project. There has been a good response from the public as well as from businesses. In the August issue the Lion's Club will have an insert. The Health Unit from St. Charles as well as Sudbury has put in ads and will be placing ads in the newsletter till the end of the year. Leblanc 2 Cycle, Seniors Country Living and one of the schools has shown interest to place ads in the September issue. Although the newsletter is still not getting enough ads to cover the total costs, the newsletter seems to be very successful and is gaining the interests of more groups and business with each issue.

## **7. Logo Contest**

The CDC received 2 logo submissions from Jaimee Gadsden and Nickie Boness (see attached). After reviewing both submissions the Board of Directors decided to reopen the contest with a closing date of September 30<sup>th</sup>, 2008. The Board of Directors felt that one of the logo submissions was too busy and would be difficult to see at a smaller size and the other logo submission did not totally illustrate what the CDC was about and may further confuse people if they already did not

know what the CDC did. A letter will be sent out both participants thanking them for their submissions and requesting that they try again with our input for size/vision.

**#2008- 35**

**Moved by: Keith Keeping**

**Seconded by: Kathy Proulx**

That the Board of Directors receives logo submissions from Jaimee Gadsden and Nickie Boness. Further that the logo contest be reopened to the general public with a closing date of September 30<sup>th</sup>, 2008.

**CARRIED**

## **8. Farmer's Market**

A letter has gone out to all farmers in the "Sudbury East: Your Guide to Local Food" brochure asking if they would like to be part of an organizing committee or if they are interested in being part of the farmers market. Anyone interested was to contact the CDC. To date, only Sylvio Thibeault has called and come into the office. He is still interested and would like to see something happen.

Also, a land use agreement has been made between the CDC, Kate's Kountry Kitchen and Brunet's Logging Ltd. The agreement states that we are permitted to use the land. Each vendor must pay a \$20 fee directly to Kate for the upkeep of land. The Board of Directors has decided to inform Mr. Thibeault that he is permitted to put a stand on the specified property and pay Kate twenty dollars.

The CDC will provide signage and help promote the farmer's market. Quotes will be looked at for portable signs as well as canvas banner. The CDC will also ask Kate if we are permitted to use a section of her portable sign to begin with. An invitation should be sent out to Creative Meats as they have a sign at the end of their driveway for corn. Other promotional ideas are to list the farmer's market on websites such as the 100 Mile Diet and Eat Local Sudbury. The CDC will also be looking into what the provincial Government can do to help since they are constantly promoting local Ontario Produce. We will contact OMAFRA and SDHU to see what they can do to help with the costs of promotion. We will also be contacting the Ministry of Transportation as to the guidelines for portable signs.

## **9. Horse North**

Kathy brought in information regarding Horse North. Their website is not recently updated and everyone she speaks with is unable to answer her questions. They have really good ideas and lots of possibilities but we don't know where they are going with it. Horse North got assistance from Economic Partners to conduct a study called "Economic Contribution of the Equine Industry to Northeastern

Ontario.” This study talks about the impact of the horse industry on the north as well as an equine clinic and hay classification system. Kathy suggested that it would be a good idea that a member of the CDC sit on the Horse North board that way we will be up-to-date with everything that goes on and will have our foot in the door if anything is come from the equine clinic. Kathy will contact Horse North.

## **10. Volunteer Fair**

A letter and form has been sent out to all organizations/groups/clubs to see if they are interested in attending the volunteer fair. We have received four responses so far. Many people had questions regarding the fair as there was no specified date. The Board of Directors decided to hold the volunteer fair in conjunction with the Agricultural Society’s Fun Day on Saturday September 13<sup>th</sup>, 2008. We feel that there will be a better turn out for both the volunteer fair and the fun day if they are held in conjunction with each other. Ideas for promotion and how to get people to attend included:

- Advising schools
- Come meet the volunteers
- Have all volunteers wear s “I am a volunteer” sticker

A volunteer BBQ was also discussed. The Board feels that this should be a separate event which could possibly be held in the spring. A letter will be sent to the Agricultural Society to advise them on our plans for this event in conjunction with the fun day.

## **11. 2008 Budget & Financial Report**

Celine explained to the Board the 2008 budget and financial statement (please see attached). The CDC is to determine whether or not they wish to allocate the Sled Dog Committee \$2,500 in the 2008 budget to put towards the purse money for the 2009 races sine the 2008 event was cancelled due to snow conditions. If the Board proceeds with this they will need to reduce other expenditures listed in the proposal. The Board has the option in dedicating \$2,500 from their reserves towards the 2009 purse thereby not affecting this year’s budget. There were a few questions regarding some of the grants that were received by the CDC. Celine will look into it and advise the Board of Directors.

**#2008- 36**

**Moved by: Kathy Proulx**

**Seconded by: Doug Reynolds**

That the Board of Directors receives the information package as to the 2008 Budget and Financial Report.

That the Treasurer provide clarification on items in the operating budget and report to the Board.

**CARRIED**

## **12. Sled Dog Races – Sponsorship & Discussion**

The CDC was not sure if they were still implicated with the sled dog races and to which extent their support was needed/wanted. Chantal is also the Chair of the sled dog race and would like to see the same support as last year for the races. This years races will be held on January 3 & 4, 2009 with a postponement date in March. The Sled Dog Committee is to submit a request to the CDC as for what they would like the CDC to assist them with.

## **13. Report from Intern**

Angelle has been working on the newsletter, volunteer fair, farmer's market and sled dog races. She has resigned for her position as special events coordinator effective August 28<sup>th</sup>, 2008 as she is leaving for Australia September 2008.

**#2008- 37**

**Moved by: Kathy Proulx**

**Seconded by: Doug Reynolds**

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

**CARRIED**

**#2008- 38**

**Moved by: Kathy Proulx**

**Seconded by: Keith Keeping**

That the Board of Directors accept Angelle Duguay's resignation with regret effective August 28<sup>th</sup>, 2008.

**CARRIED**

## **14. New Business**

### **a) Christmas Promenade**

The CDC can advertise in the newsletter if anyone would like to take over the Christmas Promenade to step up. The CDC supports these types of events but does not organize them. We would like to see a group take over this initiative. The CDC could assist in the marketing of the event.

b) Sudbury East Board of Trade

Kathy suggested that it would be a good idea to join the Sudbury East Board of Trade. The cost for a membership is \$75.00 per year. The Board agreed that it was a good idea to join.

**#2008- 39**

**Moved by: Kathy Proulx**

**Seconded by: Keith Keeping**

That the CDC become a member of the Sudbury East Board of Trade.

**CARRIED**

c) Business Directory

Someone mentioned to Chantal that the Business Directory on the website only focused on services and not really the businesses we have in our Municipality. Lorraine informed everyone that there are two business directories, one for services and one for businesses.

d) ATV Techie Tour

Someone asked Chantal whether or not the CDC was planning on doing the ATV Techie Tour again this year. The Board of Directors has previously agreed that they would not be pursuing this event; however encourages anyone who is willing to take over the event. The CDC is willing to offer their support to the group or individual that wishes to take over this event. Chantal was to advise the group or individual to send the CDC a letter if they would like support. The CDC is available to assist with the marketing aspect of the event.

**15. Adjournment and Date of Next Meeting**

**#2008-40**

**Moved by: Keith Keeping**

**Seconded by: Doug Reynolds**

That the Markstay-Warren Community Development Corporation adjourned its proceedings at 9:08pm until the next meeting to be held on August 19<sup>th</sup>, 2008 at 6:00pm.

**CARRIED**

Chantal Roberts

Lorraine Demore

Chantal Roberts—Chair

Lorraine Demore - Secretary