

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

**GENERAL MEETING**

April 24<sup>th</sup>, 2007

6:00pm

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

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**1. Opening Remarks by Chair**

The Chair welcomes all in attendance.

**2. Roll Call and call meeting to order**

**Meeting was called to order at 6:08pm**

<u>President/Chair:</u>	Rheal Forgette
<u>Vice-Chair:</u>	Doug Reynolds - Absent
<u>Directors:</u>	William Saunders – 6:05pm
	Chantal Roberts - Absent
	Kathy Proulx
	Jean-Marc Chayer

<u>Staff:</u>	Lorraine Demore, Secretary/CAO
	Normand Roberge, Treasurer/Deputy Clerk - Absent
	Paul Hughes, Intern

**3. Disclosure of Pecuniary Interest and General nature thereof**

None was disclosed.

**4. Adoption of minutes**

1. General meeting minutes dated March 7<sup>th</sup>, 2007

**#2007-07**

**Moved by: Jean-Marc Chayer**

**Seconded by: William Saunders**

That the General Meeting Minutes dated March 7<sup>th</sup>, 2007 be adopted as circulated.

**CARRIED**

**5. Report from Chair**

1. Final Report On Sled Dog Race Event

Chair (Rheal Forgette) advised the board that the thank you letters are being sent out to all sponsors, fire department members, property owners, agricultural society and public works for all their help in making this event possible.

I received an e-mail from President of (NOSDC) Northern Ontario Sled Dog Club (Claude Aumont) giving his appreciation for all the help with the event. E-mail and thank you letter attached to minutes.

There were surveys done at this event to determine where people were coming from, where the advertisement was most effective and other things of that nature. We had 45 sled dog teams and lots of spectators.

For advertising, 37.9% of people heard about the event by TV and 18.7% of people were informed from the brochure. The majority of the spectators came from our municipality and then in second was Sudbury.

The Sled Dog Race was a great success and I don't see any reason not to have it next year. Question and discussion on how many people can we handle for next year? How many classes can we handle? These are things that the Sled Dog Committee will take into consideration for the next event.

*(Action)* - Financial Report to be provided by Treasurer (Norm Roberge) following the visit from the auditor on April 25, 2007.

*(Action)* - Norm Roberge & Rheal Forgette to review Sled Dog Financial Report to confirm final cost of Sled Dog Race.

2. Steering Committees

Nothing to report, everything seems to be in order. Seeking Steering Committee Member to be advertised in the next CDC Newsletter

3. Promotion - Persona

Secretary (Lorraine Demore) advised that the Municipality has sent out this promotional opportunity to all organizations in the area. Secretary states - that when opportunities such as this arise we keep them well informed.

The CDC will not be applying for anything at this time.

#### 4. Budget Planning for 2007

Chair (Rheal Forgette) provide a Strategic Plan Priority Matrix and discussed the lows, medium and highs of the topics. See Attached.

##### ATV Tour – \$0.00

- Marketing covered by Economic Partners – Balance of grant \$5000.00
- Organize this event to start off at Markstay Tavern were there would be meals & drinks
- Attract Visitors - Fundraiser – Entry Fee, With Meals

##### Sled Dog Race - \$ 2500.00

- Economic Partners
- Corporate Sponsors
- Facilitating, Volunteers, Equipment

##### Farmers Market – Christmas Craft Event – Artisan Tour

- Survey interest
- Producer's list will be provide, to be contacted for ideas/input
- We would get surveys done to see if the public and producers would be interested

##### Steering Committee

##### Marketing Initiative

- Visitors Brochure – \$4500.00
  - Take the trail system maps that we have an incorporate them into the brochure; this will show starting points and services in the area.
- Business Brochure –

##### CDC Newsletter - \$1800.00

- Make it more attractive but simple
- Maybe a slogan/logo for the CDC

##### EDCO Membership – \$0.00

##### ATV Multi Use Trail Systems

- Use Frontier Adventure Trails/seek info for CD
- Attachment to Minutes - letter from Sudbury Nipissing Rail To Trail Corporation

##### Staff Support

*2007 Budget Plan to continue its efforts in the next CDC meeting.*

## 6. Report from Secretary

Secretary (Lorraine Demore) advised that she has been talking with the people that have now purchased property on Hwy 17. Access to this property is on Chain Lake Rd since MTO wouldn't allow another commercial entrance off of Hwy 17. We have provided them with information such as permits required and contact info for different service.

## 7. Report from Treasurer

Secretary (Lorraine Demore) advised that Treasurer (Norm Roberge) will have a Financial Report once finished with Auditor.

## 8. Report from Project Coordinator

Project Coordinator (Paul Hughes) advised the board on his continued work for the CDC. I have put together a *Portfolio of the Sled Dog Race*; this will be a guideline for next year's event. It includes such things as pictures from the event, media outlets info; sponsors contact info, survey analysis and much more.

(CFDC) Community Futures Development Corporation I found very relevant information for starting or expanding existing businesses such as;

*Business Plan Guides* – Explains what you need in your business plan and helps you go through it one step at a time with other examples to go by.

*Interactive Business Planner* - You can speak or e-mail question to a consultant on how to complete your Business Plan and they will also help do financial projections for your Business Plan if they have the right information and much more.

*Business Service Center* 1-800-567-2345 has all of this information

## 1. Web Site Update

Project Coordinator (Paul Hughes) advised the board that he has been in constant communication with the website companies and that the prices have not been changed. Price for MIT Consulting is \$4500.00 and for Digital Web Works \$8500.00.

Rheal and Paul explained what is involved with the (CMS) Content Management System and how easy it can be to work with. Presented drafts of what the website could look like that were provided by the website companies.

Overall Digital Web Works would fit our needs; Lorraine has already mentioned to council the extra cost of getting Digital Web Works and suggested that it was her preferred proposal.

Awaiting confirmation from council for the funding, then we can award the bid to Digital Web Works.

(Action) Find out what continued support we get with Digital Web Works.

**#2007-08**

**Moved by: Kathy Proulx**

**Seconded by: William Saunders**

That the board accepts the proposal for the website development from Digital Web Works for a purse of \$8500.00 + GST. Plus \$1500.00 for on site training & meetings:

Further that we confirm with council that they will cover the cost over the budget amount of \$5000.00. That has been mention in this resolution

**CARRIED**

Fire Auto-Extrication

Chair (Rheal Forgette) advised the board that him self and Fire Chief (Steve Salonin) will be working together with Economic Partners to get funding for the Auto-Extrication.

Multi Use Building

Chair (Rheal Forgette) highly suggested to council members to do their homework on this Multi Use Building Project and to keep the rate payers informed at all times, already receiving a bad vibe from the rate payers and as I have said before perception is reality and the rate payers don't know what is going on. The CDC would also like to be informed of discussion like that, so we know what to inform the public. Chair also expressed his concerns about ensuring all options are evaluated like the original plan to have it in Markstay or other locations. Chair also indicated that a multi-use building does not need to imply having the municipal office located in that building. Chair expressed a concern that all of this work was being done by municipal staff for this project without any formal resolution made by council during a council meeting. Chair suggested having open sessions with the public specifically relating to the multi-use building and what options are being considered. He also suggested that staff make the Committee of the whole meeting notices much more specific ensuring the rate payers know what will be discussed during those meetings.

Secretary (Lorraine Demore) & (Director) Kathy Proulx stated that the municipal building is not moving and no decisions have been made, but council is discussing expansion of services, and would be open to any suggestion on how to circulate this information more than what council is doing now. We do need to address the public on what we are discussing, such as health services, more office space and possible having a dentist here in Markstay, but we would like to have all options, information, and costs to present before doing that.

**#2007-09**

**Moved by: Jean-Marc Chayer**

**Seconded by: William Saunders**

That the board acknowledges receipt of the intern's report.

**CARRIED**

**9. Adjournment and date of next meeting**

**#2007-12**

**Moved by:**

**Seconded by:**

That the Markstay – Warren Community Development Corporation adjourn its proceedings at 10:37pm until the next meeting to be held on May 7<sup>th</sup>, 2007 at 6pm.

**CARRIED**

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Rheal Forgette – Chair

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Lorraine Demore - Secretary