

MINUTES

MARKSTAY – WARREN COMMUNITY DEVELOPMENT CORPORATION

ATV TOUR/BUDGET MEETING

SATURDAY FEBRUARY 4TH 2006

9:00am

RATTER LAKE TRAILER PARK
HAGAR, ON

1. Welcome

Chair Rheel Forgette welcomed everyone in attendance

2. Roll Call and call meeting to order

President/Chair: Rheel Forgette

Vice-Chair: Doug Reynolds

Directors: Art Bast
Helen Kempers
Nicole Lepage
Steven Reynolds **left at 1:30pm**
Mark Whycott

Staff: Lorraine Demore, Secretary
Normand Roberge, Treasurer
Michelle Chalifoux, Intern

Meeting called to order at: 9:10am

3. Report from Chair

The Chair led the discussion regarding the CDCs priorities and on how they should be listed in order of importance.

The agricultural sector was listed as a **low** priority for the CDC in 2006.

The residential sector, which includes the establishment of a medical clinic was listed as a **high** priority for the CDC in 2006.

It was stated that the S/E community health center was looking for 3 representatives from Markstay. The deadline for the appointment to the board is February 7th 2006, and it was suggested that the secretary Lorraine Demore inquire about the possibility of appointing someone from the community at a later date.

It was also suggested that the intern make inquiries regarding advertising the vacancies to the S/E community health center's board in the newsletter.

It was also mentioned that the signage should be improved to advertise the services available in the community.

The industrial sector was listed as a **high** priority for the CDC in 2006.

The board stated that they would like to post the available properties for the development of an industrial park on the website. However, a disclaimer must be listed stating that the properties in the strategic plan have been reviewed, but those on our list have not had the necessary studies conducted.

The commercial sector was listed as a **low** priority for the CDC in 2006. The board stated that this sector is out of the scope of what the CDC can do.

Actions:

- a. That the secretary Lorraine Demore inquire about the possibility of appointing representatives to the S/E community health center's board after the deadline of February 7, 2006. Should the required membership not be appointed.
- b. That the **intern** draft a letter inquiring if the property owners that have stated interest in the development of an industrial park on their property would allow the CDC to list their properties on the Municipalities website.
- c. That the **intern** contact the S/E community health center and ask if the CDC could advertise the vacancies (2) to the board for representatives of Markstay-Warren.

4. Report from Secretary

The Municipality's insurance representative informed secretary Lorraine Demore that the proposed ATV Tour would be insurable under the Municipality's policy as long as the tour is not a race.

5. ATV Tour discussion headed by Marc Lepage

Marc and Nicole Lepage informed the board that they have taken pictures along the proposed tour route and have saved them in a powerpoint presentation.

The intern would like to make a copy of this presentation to be available at the office.

The proposed trail route is located in the unincorporated region, north of Hagar with Markstay and River Valley as the routes boundary.

A photocopied and hand drawn map of the proposed tour route was presented to the board (The intern would like a copy of these maps for future reference).

Mark Lepage also informed the board that a trail association is needed to open the trail.

The tentative date for the ATV Tour was set for September 16th, 2006.

The tour's start point has not yet been determined. However, the tour will end at the Warren arena where dinner will be served on the ice surface, with the possibility of a trade show exhibit held in the upstairs hall of the arena. The area near Davies Rd and S creek was identified as a good location to serve lunch during the tour.

The board stated that it is aiming for a turnout of approximately 200 people, with a route length of about 100km. Trail marshals will follow at the tail of the tour to ensure that no one gets lost and to provide assistance to those that get stuck or need to repair their ATVs.

It was also suggested that the tour have different start times and points. Thus, the sequence of way stations would be different for each group and that riders will encounter other riders in the trail. However, lunch will be served at one location during one period of time.

It was suggested that the board utilize a point system during the event, where every rider would start with 1000pts and would be deducted points for any trail violations such as speeding. Those with the most points win a prize.

The board stated that a sub-committee should be appointed to complete the logistics required to conduct the ATV Tour. This committee should be comprised of about 7 to 8 individuals.

As this tour is not a race but a mix of scavenger hunt and wilderness viewing, the tour will incorporate walking. This will give participants the chance to get off their ATVs to photograph the landscape and wildlife.

There will be way stations along the route where the riders will take pictures of a specific item in the landscape, and there will be pamphlets explaining the significance of the site.

eg- Beaver Dams – the rider will take a picture of the dam (and beaver if they are fortunate) they will also have a pamphlet explaining the significance of the beaver and the purpose of the dam.

One point of interest for the board is utilizing an abandoned gravesite as a way stations in the tour, incorporating a little of the community's history into

the event. There is also an abandoned town from the 1930s that would serve as an interesting way station for riders.

It was suggested that Viviane Harvey the Warren Historical Society be contacted to conduct research on the above-mentioned sites and about the trail itself in order to provide the board with the historical information to be printed in the pamphlets.

It was also suggested that newsgroups be utilized to gather historical information on the proposed tour route.

The board also outlined a few items that need to be further researched, such as funding opportunities from the OTMP. Director Doug Reynolds suggested that the intern contact Jim Grayson at the OTMP for more information on marketing the ATV Tour.

Director Nicole Lepage stated that there is a free publication available to all individuals that have purchased an ATV. She will inquire about the requirements required to market the ATV tour in this publication.

It was also suggested that posters be made to distribute to dealers as free advertising for the CDC.

The treasurer Normand Roberge mentioned that the CDC have a cash flow of approximately 4,000\$-5,000\$ to be used as up front start up cash for the ATV Tour, as long as the cost is recuperated with the revenue from the tour.

Eg- the CDC should breakeven, as it is a not-for-profit organization.

The treasurer also mentioned that if the event is a fundraiser a lottery license is required.

It was stated that the board should research the fundamentals/infrastructure of the Elliot-Lake trail model. Doug Reynolds suggested that the intern contact Steve Bruno at the OTMP for further information regarding what worked and what didn't work in Elliot-Lake regarding trail development.

It was also stated that the Looney's are extremely knowledgeable about the trails in the area and should be contacted for more information.

The board also mentioned that a field trip touring the proposed trail for the ATV Tour be conducted in the spring. Director Steven Reynolds stated he would contact Nicholas Gratton as he has already used a GPS to mark the trail systems in the area.

Marc Lepage also stated that if the feeder trails can be linked to the TCT, a local trail network will be successful.

Actions:

- a. That Director **Nicole Lepage** make inquiries regarding advertising the tour in the free publications for ATVers.
- b. That Director **Nicole Lepage** provide the intern with the maps and slideshow presented at the meeting in order to make copies.
- c. That Director **Steven Reynolds** contact Nicholas Gratton regarding trail field trip.
- d. That the **intern** contact Steve Bruno regarding Elliot-Lakes trail system fundamentals and Jim Grayson regarding marketing information, from the OTMP.
- e. That the **intern** contact the Warren Historical society regarding research into the history of the trail system, the abandoned grave site and town for the tour pamphlets.
- f. That the intern advertise the need for a sub-committee to organize the ATV Tour in the next Newsletter.


6. Director Doug Reynolds Presentation on the Role of the Board of Directors and Staff

Director Doug Reynolds chaired this half of the meeting. The director went over the role of the board, the role of the staff and the role of sub-committees.

- a. The board of directors is responsible for policy direction and the staff is responsible for the completion of tasks.

Board

Staff

Policy direction  Tasks

The board as a whole can authorize activities
Lorraine Demore is the senior staff member

- b. A sub - committee can have two roles
 - 1. As an advisory committee: to do work for the board, but that the board has the final say.
 - 2. As a task committee: to complete tasks for the board, they are unpaid employees

Therefore, the board sets the objectives “where we want to get too,” and the staff perform the tasks to get there. But it is the board that also decides what means are to be used by the staff to accomplish the required tasks.

The CDC's Objectives

Artisan Tour:

What does it look like?

What do we want?

We want to highlight the profile of businesses

We want to extend visitor days

We want to create an activity to attract visitors

We want to create opportunities to refer to other businesses

Goal: to enhance investment and community pride

Implementation: Budget

Timeline

Sub-committee

Promotional tool – brochure

Tour

Locally branded products

Open House:

What do we want?

Where will it be?

We want an input of new ideas

We want community buy-in

We want the community to understand the CDC's role

We want to communicate the need for community involvement and volunteers

Location: Warren Arena

ATV Tour:

What do we want?

We want to attract outside visitors

We want to create destination status

We want to create community involvement

We want an upscale clientele – not a mud run

-Photography

-GPS/Orienteering

-Geocaching

Secondary objective: to consolidate trail logistic information for the ATV Tour.

Community Marketing:

What do we want?

Why do we want it?

We want it to attract new business

We want it to expand the community's tax base

We want to attract new residents

We want to attract new services/infrastructure, health care, schools

We want to expand existing businesses

We want to create employment

We want to reduce youth out migration

Goal: Is to enhance community pride

Implementation: Improve the website

Community name change to a neutral/unique name to improve branding.

BR+E:

What do we want?

Why do we want it?

We want to identify red flags (barriers to development)

We want to remove those barriers

We want to measure business attitudes towards Municipal government policies (Red Tape)

We want to provide information to council to help provide a more positive business climate

We want to help council develop an "Open for Business" attitude

Why? Because this will be an educational process for council to see the impact of policies/procedures on community development.

Alternative to BR+E: That the CDC conduct it's own business survey

That the CDC consult with businesses

That the CDC encourage community networking

Action:

- a. To have a suggestion box with questionnaires ready for the open house on February 16th 2006.
- b. To include a question regarding the business climate in the community in the newsletter and have the results ready in the next newsletter, also state the number of responses received.

#2006 – 08

Moved by: Nicole Lepage
Seconded by: Rheal Forgette

That the board of directors request council to initiate the process to create a unique singular new name for the Municipality. This would allow us to focus on branding our community pride as a progressive rural community.

CARRIED

7. CDC Budget for 2006

It was determined that the board is to review Director Mark Whynott's budget and add their individual suggestions and comments.

#2006 – 09

Moved by: Mark Whynott
Seconded by: Art Bast

That the board of directors accept the treasurer's report on the financial position of the corporation as of December 31, 2005 being in the amount of \$9,424.63.

CARRIED

#2006 – 10

Moved by: Doug Reynolds
Seconded by: Helen Kempers

THAT the treasurer issues a check for \$1,652.37 payable to the Municipality of Markstay-Warren to pay off the balance due at year-end.

CARRIED

8. Funding

Lorraine Demore stated that she has inquired on the application process to NOHFC for a new intern.

It was determined that the CDC apply to the Sudbury East/ West Nipissing Economic Partners for funding for the artisan tour.

That the intern research the OTMP, MNDM (NOHFC), Summer career placement, and the federal summer career placement regarding funding for an intern.

Action:

- a. That the intern compile a list of information regarding funding for the ATV Tour, Artisan Tour, and an intern for the next meeting.

9. NEWSLETTER

The following are to be included in the newsletter for February 8th 2006 as requested by the board of directors:

- a. The need for a sub-committee to oversee the planning and implementation of the ATV Tour.
- b. That the CDC is looking for someone from the community to sit on the board for the S/E community health center.
- c. Advertise the existence of the home based call center's as an employment opportunity for residence.
- d. That the board is looking for a sub-committee to plan and implement the artisan tour.
- e. That a question regarding the business climate in the community be included in the newsletter. Answers to be provided in the next newsletter along with a tally of the responses.

10. Adjournment and date of next meeting

#2006 – 11

Moved by: Art Bast

Seconded by: Mark Whynott

THAT the Markstay-Warren Community Development Corporation adjourn its proceedings at 4:01pm until the next meeting to be held on March 2 at 6:00pm

CARRIED

Chair – Rheal Forgette

Secretary – Lorraine Demore