

**MINUTES**

**MARKSTAY – WARREN  
COMMUNITY DEVELOPMENT CORPORATION**

**GENERAL MEETING**

**WEDNESDAY OCTOBER 12<sup>TH</sup>, 2005**

**6:00pm**

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

---

**1. Opening remarks by Chair**

Chair Rheal Forgette welcomed everyone in attendance

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

President/Chair: Rheal Forgette

Vice-Chair: Doug Reynolds

Directors: Art Bast  
Helen Kempers  
Nicole Lepage  
Steven Reynolds- **arrived at 6:10pm**  
Mark Whynott- **left at 8:05pm**

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

Meeting called to order at: 6:00pm

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

None was declared

#### 4. Adoption of minutes

##### #2005 – 55

Moved by: Mark Whynott

Seconded by: Nicole Lepage

That the general meeting minutes dated September 14<sup>th</sup>, 2005 be adopted as circulated.

CARRIED

#### 5. (6:00pm) Guest Speaker - Susan Church – Blue Sky EGC General Manager regarding the CDC's direction

Susan Church gave the board a short summary of Blue Sky's background and raison d'être.

- Incorporated in October of 2002, Blue Sky consists of 30 Municipalities
- Blue Sky is a regional approach to economic development, due mainly to the fact that, government funding programs tend to support regional initiatives on a more frequent basis than local initiatives.

Susan Church also stated that Blue Sky has faced many hurdles since its incorporation, for the reason that, Municipal councils as well as taxpayers want to immediately measure the success of economic development initiatives.

Based on her own experiences, Susan Church stated that once Blue Sky was incorporated and had established its road map, they had to clearly:

- Determine the agency's direction
- What projects/initiatives they should carry out first
- How they should celebrate their successes and
- Determine how they could and/or should move on to other projects

In fact, it has taken three (3) years for blue Sky's goals and objectives to become clear.

Susan Church stated that the purpose of agencies such as Blue Sky and the CDC is to **marry the private and public sectors**:

- For instance, in the past Blue Sky has lobbied various levels of government on the behalf of the private sector.  
eg – in regard to the tourism industry, Blue Sky successfully lobbied the government to give businesses an appropriate amount of time to adjust to the changes made in the potable water guidelines.

- Blue Sky has also conducted research regarding economic development, the job market and the need for education and training.  
For example: in order to establish an industrial park a region needs to have a trained/skilled labour force. Therefore, Blue Sky has lobbied the government to make training facilities and upgrading courses available within the community.

Blue Sky has also conducted a survey regarding the economic impact of tourism in the region. The study looked at where tourists were coming from, and where within the Blue Sky region tourism was more successful.

- **Blue Sky's "Economic Impact Study of the tourism sector" is available online at [www.blueskyegc.ca](http://www.blueskyegc.ca)**

Susan Church also expressed that agencies such as Blue Sky and the CDC are the voice for their region. For example, she met Andy Mitchell the M.P for the Muskoka region at a Canadian Tourism Commission seminar where she voiced the concerns of the municipalities within Blue Sky regarding the fact that the CTC does not include Northern Ontario. As the major promoter of Canada as a four-season tourism destination, it was vital to voice the importance of including Northern Ontario as one of the CTC's tourism destinations.

Susan Church also emphasized the importance of keeping away from branding one specific location in regards to tourism.

eg- Tourists do not know where Markstay is, but they do know where Muskoka is.

Another important fact provided by Susan Church was that tourists are looking for that specific experience such as, ATVs, snowmobiles, and trails. Thus, there is more of an economic benefit from hosting a specific event rather than an event that can be experienced anywhere such as a heritage festival.

Susan Church concluded by stating that the CDC is on the right track, its goals are attainable. However, it requires patience. The CDC will not attain immediate results from its endeavours; it is an ongoing process for the benefit of the region represented.

Susan also stated that in dealing with other levels of government regarding support, funding and/or access to resources the CDC must be armed with data and accurate knowledge. In fact, the CDC members must be able to sight data. Thus, the CDC should also focus on data collection.

## **QUESTIONS**

Director Mark Whynott inquired about what was meant by marrying private and public sector together.

Susan Church responded that the private sector must fund the public sector to help stimulate economic development and create spin-offs that would benefit both sectors.

Mark Whycott then inquired about how to get the Municipal council on board with economic development.

Susan Church advised that the CDC should explain the role of the CDC regarding economic development and to clarify the importance of economic development in a community.

eg- Must retain and/or expand the communities tax base to create jobs through the retention and expansion of businesses.

Mark Whycott inquired about the actions the CDC should take if it is unable to convince the Municipal council of the importance of economic development, as the corporation is not self-sustaining.

Susan Church recommended that the CDC should consider getting funding from the private sector, and to create partnerships as the federal government tends to favour partnerships in regards to funding

**6. (7:00- 7:30pm) Guest Speaker – Mary-Ellen Norry Car – MNDM Northern Development Advisor regarding the Business Retention and Expansion project process**

Refer to BR+E Slide Show handout provided by Mary Ellen Norry Car.

**QUESTIONS**

Chair Rheel Forgette inquired about the required size of the task force of five (5) to eight (8) individuals for stage two (2) of the process and if that was realistic for the Markstay-Warren Community.

Mary Ellen advised that the individuals that make up the four (4) groups of volunteers could be part of more than one (1) group. Furthermore, she stated that a leadership team is not required. She also stated that the number of businesses to be interviewed determines the number of volunteers needed.

eg- sixty (60) businesses = forty (40) volunteers

The Chair stated that most businesses are home based in the Markstay-Warren area, and inquired about how to engage those individuals in taking part in the BR+E process.

Mary Ellen stated that communicating the benefits of BR+E is the most effective way of getting participants.

eg- Stream lining by-laws.

The Chair inquired about the number of businesses to be surveyed and the diverse sectors they represent and stated that it would be disadvantageous to only survey a selected number of businesses from only a few sectors.

Mary Ellen stated that in Markstay-Warren it would be beneficial to survey a sample of businesses from across all industry sectors, termed a cross- sectorial survey.

Director Mark Whynott stated that the estimated cost of conducting a BR+E survey is generally 25,000 \$ to 35,000\$ dollars, and inquired if that is representative of what the BR+E process would cost in Markstay-Warren considering the small size of the community.

Mary Ellen stated that the BR+E project conducted in Espanola did cost 35,000\$ dollars, the cost included the distribution of letters, copies for staff, supplies and so on.

Mark Whynott inquired about the availability of funding for the BR+E survey.

Mary Ellen stated that yes funding is available through the Rural Economic Development program (RED), for cost incurred of fifty (50) percent and up to ninety (90) percent.

Mark Whynott clarified, that if the CDC is to get funding from RED, it must acquire its share of the funds before getting any funding?

Mary Ellen stated that yes the CDC would have to come up with the rest of the required funds to conduct the BR+E survey.

Director Helen Kempers inquired about the feasibility of getting true answers from participants regarding red flag issues considering the size of the community.

Mary Ellen stated that in her experience, when businesses understood what the BR+E survey was, and the commitment to confidentiality, it was not a problem. The businesses were forthcoming and honest.

Director Doug Reynolds inquired about the appropriateness of conducting a BR+E survey locally, and asked if a more regional approach would be more beneficial by allowing the municipality to share the cost of the project and provide more accurate results.

Mary Ellen agreed that a more regional approach would be more appropriate for the community of Markstay-Warren and suggested that the BR+E survey be conducted on a regional scale including all of Sudbury East.

CAO Lorraine Demore inquired if the RED program specifically funded regional BR+E surveys.

Mary Ellen stated that no, RED has funded municipalities, but prefers the regional approach.

CAO Lorraine Demore stated that the sixty (60) page survey seemed extreme, and inquired if it was necessary to ask all of the questions in the survey.

Mary Ellen replied that the survey could be formatted to fit the needs of the community and that if there are questions the CDC believes are unnecessary that they can be removed. However, most communities have used all of them, and have added a few of their own questions.

Mark Whynott inquired if the CDC should decide to go through with the BR+E survey after the BR+E training or prior to the session. Additionally, he asked how the board should approach the other Municipalities if it decides to conduct the regional scaled BR+E survey.

Mary Ellen stated that the CDC should already be committed to the BR+E before going for training. She then stated that if the CDC decides to conduct the regional survey, it should make a presentation at the Sudbury East Municipal Association to see if it is supported.

Mark Whynott asked how the CDC could get information specifically related to the community of Markstay-Warren if the survey is conducted regionally.

Mary Ellen replied that the system in which the survey is inputted is coded to allow each community to get information on specific issues in their community.

Mark Whynott inquired about when the implementation of the survey's findings would take place.

Mary Ellen replied that during the task force retreat the red flag issues are addressed and plans for implementation are established.

Mark Whynott inquired if it was better to keep the political influences out of the BR+E process.

Mary Ellen stated that all those involved in the BR+E process must be committed to economic development.

Director Doug Reynolds stated that the regional BR+E process is more appropriate as the businesses interact with each other throughout the region. He also stated that every community in the region is struggling for economic development. Thus, if one community benefits from the results of the BR+E, it will spin off to the other communities. He also stated that those communities that do not benefit from the survey is due to the fact that they have not taken advantage of the information provided by the project.

Mark Whynott inquired about how to control the funding during the regional BR+E project.

Mary Ellen state that those decisions are made prior to the survey by those involved.

**7. Director Helen Kempers address on behalf of CJ Pies regarding the incorporation of “Land of the Voyageurs” and souvenirs from Markstay – Warren**

The board agreed that providing mugs illustrating land of the voyageurs and Markstay-Warren as souvenirs is a good idea.

The mugs would be white with the land of the voyageurs logo printed on it.

The board estimated that thirty (30) mugs should cost approximately hundred and fifty (150\$) dollars.

**The board agreed to have the intern get quotes as to the cost of the mugs.**

The board agreed to write a letter to CJ Pies thanking them for their interest in the CDC.

**#2005 – 56**

Moved by: Nicole Lepage

Seconded by: Helen Kempers

That the board of Directors agrees to cost souvenir mugs to address the promotion of the “Land of the Voyageurs” in our Municipality as requested by CJ Pies.

CARRIED

**8. Report from Chair**

**1. Correspondence with Artisan Cabinets regarding industrial parks**

The Chair stated that Artisan cabinets was interested in developing an industrial park on a cost sharing basis, where the municipality would pay for the cost of establishing infrastructure and Artisan cabinets would pay for the construction.

The Chair also stated that the industrial park must be structured carefully in order to qualify for infrastructure funding programs as listed in the MNM brochure.

The Chair expressed that their may be a meeting scheduled with Artisan cabinets within the next few months.

CAO Lorraine Demore inquired about the types of tenants that would be considered for the industrial park.

Director Art Bast replied that only tenants that meet the guidelines and regulations outlined by Jeff Kolibash’s presentation at the August 3<sup>rd</sup> general meeting would be considered.

eg- Small to medium - Dry Industry/Manufacturing

Director Doug Reynolds stated that the CDC should advertise that there is industrial land available, and that the CDC already has a partner for the development of the park. Even though the kind of park to develop is still unknown.

The Chair sighted Orange Ville as an example of industrial park development, which has taken over ten (10) years to take off. He also stated that it is not wise to wait for a tenant, with all the bureaucracy it can take years to begin the development of the park.

Art Bast stated that the CDC should proceed and go as far as it can without spending much money.

Director Doug Reynolds suggested that the CDC begin keeping an inventory of potential development sites. Therefore, the CDC will be prepared to answer questions to potential tenants quickly, as well as give the impression that the community is business friendly.

Doug Reynolds also stated that the terminology used is part of the problem. The CDC is looking at identifying potential development locations. Where as the definition of an industrial park is when similar industries locate together in one location.

Doug Reynolds also suggested that the potential development sites be mapped along with gathering information regarding the availability of essential services. Therefore, the CDC will look like it is open for business.

CAO Lorraine Demore reminded the board that the CDC cannot pre-designate available land, and suggested that Jeff Kolibash be consulted.

Lorraine also stated that the CDC must get the councils support.

Director Helen Kempers suggested sending a letter to businesses about looking for available land to develop, and ask if property owners are interested in the opportunity to sell their land for development.

**The board agreed to send out a newsletter regarding the availability of land for development.**

2. Correspondence with Markstay Tavern regarding the CDC and their interest in getting involved.

The board agreed to **send a letter of thanks** to the Markstay Tavern regarding their interest in assisting the CDC.

3. Correspondence regarding Erin Clement's letter dated September 29<sup>th</sup>, 2005, about developing Estate Lots for a Seniors Residence. Letter to be distributed at the meeting.

The board agreed to support Erin Clement in her endeavour and that the Chair would continue to correspond with Mrs. Clement on a regular basis.

**#2005 – 57**

Moved by: Art Bast

Seconded by: Steven Reynolds

That the board of Directors receive the Chair's report

And that the owners of the Markstay-Tavern be advised that their interest in the CDC is very much appreciated and that their offer to assist will be kept in our future plans

CARRIED

**#2005 – 58**

Moved by: Helen Kempers

Seconded by: Doug Reynolds

That the board of Directors receive Erin Clement's letter dated September 29<sup>th</sup> 2005 regarding the development of estate lots for a senior's residence

Further that: the chair will correspond with Mrs. Clement as to her options for business plans and provide her with a copy of feasibility study conducted for lot development as well as direct her to relevant agencies for assistance.

CARRIED

4. Council meeting

**The board agreed to invite the council to a CDC meeting to open the doors to better communication and cooperation.**

October 26<sup>th</sup> 2005 at 6:00pm was established as the meeting date. Lorraine will have a **letter of invitation circulated to the council along with the agenda.**

The CDC will ask council about their expectations, and opinions of the CDC. It is the council's opportunity to give the CDC their recommendations.

**9. Report from Secretary**

CAO Lorraine Demore inquired if the board would allow the intern to do the marketing, and get sponsors to cover the cost of publicizing the Markstay – Warren phonebook. The board agreed.

**10. Report from Intern**

Intern's report as of October 4<sup>th</sup> 2005 – refer to attachment

**#2005 – 59**

Moved by: Doug Reynolds

Seconded by: Helen Kempers

That the board of Directors receive the intern's report dated as of October 4<sup>th</sup>, 2005

CARRIED

**11. New Business**

1. EDCO Conference registration November 16<sup>th</sup> and 17<sup>th</sup> 2005 – refer to attachment

**#2005 – 60**

Moved by: Steven Reynolds

Seconded by: Art Bast

THAT the Board of Directors receive Economic Development Corporation of Ontario's conference registration form

Further that: Michelle Chalifoux attend the conference to be held in Sudbury on Nov 16<sup>th</sup> and 17<sup>th</sup>, 2005

CARRIED

2. Lou Serre - Request for quotes – refer to attachment

The board expressed that maybe a cut out of Lou Serre would be better as the pictures of Lou Serre where not clear enough to incorporate into the sign.

**#2005 – 61**

Moved by: Nicole Lepage

Seconded by: Steve Reynolds

THAT the Board of Directors receive the request for Quotes for the Lou Serre signs

Further that: the Request for Quotes be distributed as presented to the contractors listed in the request for quotes.

CARRIED

3. BR+E Business List – refer to attachment

The list is to be corrected and re- submitted to the board.

The board agreed that individuals with home businesses are to be inputted in the list.

**#2005 – 62**

Moved by: Nicole Lepage

Seconded by: Steve Reynolds

THAT the Board of Directors receive the Business Retention and Expansion Business List

CARRIED

4. Newsletter

The board agreed to have the Newsletter printed in both official languages, and that simpler language is to be used to describe the CDC initiatives and accomplishments.

5. Artisan Tour

The board agreed to change the name of the tour from Artisan to Studio or something similar.

**12. Business Plan**

Strategic Plan Priority Matrix – Implementation of High (H) priorities is deferred to the next meeting due to lack of time.

Director Steven Reynolds commented that the establishment of the biodiesel plant is postponed until next year due to the falling prices of gasoline.

**13. Correspondence**

None circulated

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

**#2005 – 63**

Moved by: Steven Reynolds

Seconded by: Nicole Lepage

THAT the Markstay-Warren Community Development Corporation adjourn its proceedings at 10:15pm

Until the next meeting to be held on Oct 26<sup>th</sup> 2005 at 6:00pm

CARRIED

---

President/Chair

---

Secretary