

MINUTES
MARKSTAY-WARREN
COMMUNITY DEVELOPMENT CORPORATION

GENERAL MEETING

WEDNESDAY, OCTOBER 26TH, 2005

6:00 PM

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 and the two (2) members of Council, Councillor Cayen and Councillor Morris.

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
Mark Whynott

Staff: Lorraine Demore, Secretary

Meeting Called to order at 6:00 p.m.

3. Disclosure of Pecuniary Interest and General Nature Thereof

None was declared.

4. Adoption of minutes

#2005-64

Moved by: Steven Reynolds

Seconded by: Helen Kempers

THAT the General meeting minutes dated October 12th, 2005 be adopted as circulated.

CARRIED

5. Brainstorming session with Municipal council representatives - as per letter of invitation dated Oct. 14th, 2005

President Rheal Forgette welcomed Councillor Cayen and Councillor Morris. Councillor Flynn was absent.

President Forgette and every board member gave a brief overview of their background.

President Forgette stated that the Board wishes to work with Council on a common platform to make our community become prosper.

The Board has over the period of its existence since January 2005 looked at ways to develop the community by working with the Strategic Plan developed. Focussing on reviewing the establishment of an industrial park, tourism, residential development and infrastructure for medical services.

The first newsletter identified the accomplishments, the next newsletter will survey the area of potential properties opened for development, as well as other avenues to make the community interested in marketing our area.

President Rheal Forgette invited Council and board members to discuss openly their views on this Corporation.

1) Councillor Morris - the board is looking at developing an industrial park - Do you have properties in mind. In the past developers had all the plans ready and due to the price of the property, the developers were unable to pursue the development.

Rheal and Doug - next newsletter will start the process of interest. A check list of requirements will be developed to ensure compliancy. Inventory of potential development areas - infrastructure has a lot to play here - preliminary list will be processed through a major check list.

Helen - this is one of the reasons that by inviting the community, there will be more choices .

Mark Whynott - With this inventory we can go out there to market our area and we will be opened for business.

Councillor Morris - Tax relief measures incentives would be difficult for Council.

Secretary Lorraine Demore - With a Community Improvement Plan businesses could apply for tax incentives - This would need endorsement by Council as they budget on yearly basis for these funds.

Nicole - We need the tools to move along with this project. We are compiling more information

Mark Whynott - the Corporation needs to ensure that we have all the tools at hand to move along. We can't be pressured to achieve goals in a short term.

2) Councillor Marc Cayen - how much time and funds does the board need to pursue their goals and objectives?

Mark Whynott - we had a presentation from the General Manager of Blue Sky Region, Susan Church and she advises that it takes from three (3) to (5) five years before you can really see the results. Directors revolve, their term is preset, unless they decide to stay as Directors, it takes more time to accomplish objectives.

Nicole - Funds can be available - presently receiving feedback through the Business Retention & Expansion seminar - Can get up to 90% funding - RED program

Rheal - marketing campaign - partially funded by HRSDC.

Doug - funding programs want to see local support. Base organization would have self-sustaining operation and maintenance budget. Core funding comes from members - i.e. Council, business community. How committed is Council? - What are the expectations from Council - hopefully CDC is here for long-term. We need guidance from Council on what they want to see being accomplished.

Councillor Cayen - Grant agencies look for improvements.

Doug - Programs change on an ongoing basis. Funding is on individual projects - Sometimes they should look at the big picture.

Helen - How does an organization gauge actions versus non-actions? What can we offer travellers? - Need short-term objectives such as tours to keep travellers in our town for more than one hour. Need to be proud of our community. We need to start somewhere. Dollars and cents are going to Sudbury.

Doug - We need to play catch-up. Remove barriers to development - Need to create a community that is development ready.

Councillor Paul Morris - Small employers have ripple effect

Doug - Tourism is a business on it's own. It is a connection to a community - starting point . Tourists visited the area as a child, loved the experience and returned to the area as a business owner.

Art - Their business has an annual payroll of 1.1 million dollars. They pay \$12,000 taxes a year. This a good place to look at - must develop a market plan.

Mark Whynott - Markstay-Warren is a good place to live and creating a lifestyle

Rheal - many people from out of town moving in our community - i.e. - Valley area

Helen - New owners defined it as a cute place - coffee shop, doctor sold the place.

Mark Whynott - One of the CDC's barrier is funding - do we see funding from Council in future - sustainable funding?

Councillor Paul Morris - If the Town provide funds to the CDC - people want results

Mark Whynott - The Board will be sending newsletters on a regular basis to inform the public on ongoing activities.

Councillor Paul Morris - possibility of private sector funding

Nicole - We are one community and work as a group. I need to see that the community wants to work towards the betterment of the community. Need to feel that Council is behind the Board.

Doug - expectations of results - investment on part of who benefits. Council will be the biggest beneficiary. Creating prosperity in enhancing tax base. Point in asking funds from business community is well taken.

Mark Whynott - To make money need to spend money. As a business if they see results - they will give funds. Businesses contributed to the cost of our Strategic Plan study. CDC wants to portray that we want to continue the process.
The Board and Council should be working towards the same results.

Rheal - As a Council and a Community Development Corporation (CDC) should be perceived more as a partnership towards the same goals and objectives.

Helen am I waisting my time? This is a self-serving avenue to progress.

Steve - Need to take away negative attitude and work together

Doug - Council has the right to ask questions and see results. Are they questioning if we need economic development or how the Board is doing things? Economic development doomed to failure. Value for money - good investment - worthwhile endeavour. Other towns are in worst shape.

Rheal - What are Council's expectations?

Mark Whynott - As a board member and a council member, I see the vision, the potential. Managing time essential in all kinds of forms. Small steps towards the big picture. Tools are needed to enhance community. He strongly believes in the CDC.

Councillor Marc Cayen - Rome was not built in one day.

Councillor Paul Morris - there were negative responses due to bad experiences in the past. He would like to see the creation of small employers to keep youths. He would like to see existing businesses grow. Right now we have a dying community, we need to turn this around.

Mark Whynott - people that left want to return to our community.

Rheal - Infrastructure is in place to accommodate home based businesses i.e. high speed internet. Micro based businesses will keep people in this community, a place to live and play. Analogy was that people always turn right, now turning left.

Steve - We have to be ready to accommodate added value businesses once the mines open, north of us. I.e. fabrication, hydraulics repairs, etc....

Councillor Paul Morris - What kind of promotion campaign is being developed?

Rheal - awareness campaign in the works - tourism. Weakness - someone looking for bank in our community. Signage is key to marketing feature

Nicole - BR &E will be assisting us in marketing ourselves - find our strengths, weaknesses. Size of community, focus on minimum one (1) year for results on small scale study. Tangible results - interview process - red flag situation. Identify areas where business are prevented to establish in our area.

Tell people that we are opened for business - closed signs at 6:00 pm is a deterrent.

Helen - Weakness - snowmobile trail by Hagar - no gas or food on Sundays. Careful that we are ready before marketing.

Steven - ATV tours in our area - weakness - access to gas, washrooms

Councillor Marc Cayen - likes how the board works. Willingness to work together to make things happened. He wants something done, and is supportive in extending the Board's term.

Councillor Paul Morris - not against economic development. He wanted to meet the Board of Directors. A good cross-section of directors. He is endorsing the CDC, how far is willing to support the CDC will be dependent on finance.

Mark Whynott - Wishes to have as a Councillor a separate cost shown on pie charts due to economic development. This separate cost is for the betterment of the community. Survey the population on willingness to keep CDC and assign a dollar value to the questions. Need community support to make things happened.

Doug - A levy of \$25-30 is minimal compared to the funding leveraged from the senior levels of government.

Rheal - He has been approached by the community on what was a CDC. Once explained he has received positive feedback from the community. A local business is willing to join the board and assist in any way they can. We have to continue the awareness campaign.

Councillor Paul Morris - He would have liked to meet the Intern, Michelle Chalifoux. She had to attend a seminar session this evening. What are her qualifications.

Secretary - Lorraine Demore - The Board has chosen the best candidate based on the interview process. She has the community at heart. Has a university degree.

Mark Whynott - Is the support there? Wanted to have Council understand what the CDC was doing.

Councillor Marc Cayen - sees this group's involvement and willingness to work towards Economic development. He sees that all the directors are fully dedicated. This board is a necessity in our community. It can be known as an improvement committee.

Councillor Paul Morris- we have to convince the layman in our community that economic development is a necessity in our new community.

Helen - Economic development is not an overnight accomplishment.

Nicole - enjoyed and wants to continue dialogue with Council.

Doug - we have to ask ourselves what are all the benefits that comes with economic development initiatives.

Rheal - thanked Councillor Cayen and Councillor Morris on behalf of the Board and is very pleased to hear their comments.

Councillor Morris and Cayen left the meeting and the board continued with their agenda.

6. Report from Chair

1. The Chair asked the Board's opinion on the last meeting's presentations and tonight's brainstorming session with Council.

The Board members all agreed that Susan Church's and Mary Ellen Norry Carr's presentation were enlightening and that there are a lot opportunities to assist us with economic development in our community. Patience is one of the main virtue that we must work on and know where to obtain the information from.

President Rheal Forgette to submit a letter of thanks to Council for meeting with the Board tonight and providing worthwhile and positive feedback. It would be beneficial to have the Chair/President report to Council on a bi-monthly basis to keep them and the community abreast of the CDC's activities.

President Rheal Forgette would like to have a report from Director Nicole Lepage on the Business Retention & Expansion training session for the next meeting.

7. Report from Secretary

1. Memorandum dated October 26th, 2005 - invitation to meet with Destination Nord's representatives.

Received an invitation from Michel Monette, CAO from French River, to attend an information on Destination Nord's project to discuss expanding "Circuit Champlain" to Sudbury East.

Nicole Lepage to attend on behalf of the Board of Directors.

2. Quotes for Lou Serre's signs

Intern prepared a spread sheet advising on quotes for Lou Serre's signs received to date. Still waiting for Sign Effects and Sign Shop's quotes.

There were no deadlines for submission of quotes. Michelle Chalifoux, Youth Intern had requested to have quotes from those not in yet if possible by October 26th, 2005 since there was a board meeting that night.

Sign City is only company so far that has provided quote based on submitted request for proposal. Other companies will not provide a sample sign until they are awarded the contract.

#2005-65

Moved by: Mark Whynott

Seconded by: Art Bast

THAT the quote from Sign City to produce the Lou Serre Signs in an amount of \$2160.00 plus taxes be approved pending funding approval.

CARRIED

8. Report from Intern

Intern's report as of October 20th, 2005 - refer to attachment

Promotional mugs quote for the Land of the Voyageurs came in from Promo Sports Depot+.

30 ceramic mugs with six (6) color print - \$12.50 each

Was to provide quote for larger amount - never received it.

Board agrees that this is too costly. To be considered in marketing strategy in the near future. To advise CJ Pies of this new development. Should continue to look for quotes.

Marketing strategy for ATV adventure - water bottles, travelling mugs.

Board wants to receive quotes for mugs for Lou Serre and include it in funding application to Economic Partners.

Secretary to contact Lou Serre to receive permission in writing on the proposed new sign and mugs.

Secretary to call Sign City for quotes for Lou Serre's promotional mugs.

Newsletter #2 to be mailed by November 7th 2005. Director Nicole Lepage and Youth Intern Michelle Chalifoux to work finalizing it. To be sent in English and French.

#2005-66

Moved by: Doug Reynolds

Seconded by: Steven Reynolds

THAT the Board of Directors receive the intern's report dated as of October 20th, 2005.

Further that the board request quotes for promotional mugs for Lou Serre and include in our grant application to Economic Partners, LIC program.

CARRIED

9. Business Plan

2. Strategic Plan Priority Matrix - implementation of (H) high priorities -

Director Nicole Lepage following Susan Church's presentation at the October 12th, 2005 meeting that we live in a great area and that we should look at organizing an event, Nicole and her husband Marc, came up with an idea for an event that could put us on the map as an outdoor wilderness destination.

ATV Amazing Adventure/Scavenger Hunt - using GPS and digital camera.

The Board agreed that this is an excellent idea that needs more feedback.

Doug Reynolds recommended that somehow we would want to combine it with geocaching/GPS treasure hunting and to speak to Bill Steer of the Mattawa Ecocentre.

Doug Reynolds to approach his organization if this idea could be spearheaded by them.

Target date - September 2006 - for upper end demographic.

Committee should be formed soon.

Nicole to resubmit her matrix to the Board for feedback and further discussion at the next meeting.

Next meeting - to do SWOT analysis for the Tourism industry.

Board has so far decided to quiz the citizens on the studio tour, available land open for potential business and now this endeavour.

10. Correspondence

EDCO Ballot - circulated ballot to vote for six directors for the EDCO board of directors. To submit completed ballot for next meeting, must be received by EDCO by December 2nd, 2005.

11. Adjournment and date of next meeting

#2005-67

Moved by: Helen Kempers

Seconded by: Doug Reynolds

THAT the Markstay-Warren Community Development Corporation adjourn its proceedings at 9:25pm, until the next meeting to be held on November 23rd, 2005 at 6:00 pm.

CARRIED

President/Chair

Secretary