



Minutes of Community Development Committee Meeting

June 20, 2013

Council Chambers, Town Hall, Arnprior, ON

Present:

Chair, Mark Willmer
Vice-Chair, Lynn Grinstead
Citizen Member, Neil Caldwell
Citizen Member, Tara Jack
Citizen Member, Gib McMullen

Also Present:

Michael Wildman, CAO
Maureen Spratt, Town Clerk
Glenn Arthur, Director of Recreation Services
Robin Smith, Planner
Lindsay Wilson, MEDO
Janet Carlile, Museum Curator

Absent: Citizen Member, Steve Dontigny
Citizen Member, Dennis Turpin

1. CALL TO ORDER

Chair Mark Willmer called the Community Development Committee Meeting to order at 6:30 p.m. and welcomed those present.

2. ADOPTION OF AGENDA

Resolution No. CDC003-13

Moved by Gib McMullen

Seconded by Neil Caldwell

BE IT RESOLVED THAT the agenda for the Community Development Committee Meeting dated Thursday, June 20, 2013, be adopted.

CARRIED

3. DISCLOSURES OF PECUNIARY INTEREST

None

4. ADOPTION OF MINUTES OF PREVIOUS MEETINGS

Resolution No. CDC004-13

Moved by Lynn Grinstead

Seconded by Tar Pocket

BE IT RESOLVED THAT the agenda for the Community Development Committee Meeting dated Monday, May 6, 2013 be adopted

5. PRESENTATIONS/ DELEGATIONS

a) Brand Exercise – Cinnamon Toast

Bronwyn Mondeaux, Cinnamon Toast provided a power point presentation attached as Appendix "A" and forming part of these minutes – Ms. Mondeaux highlighted the results

of the survey, which was used by Cinnamon Toast to gauge an understanding of how the respondents feel about the Town of Arnprior, as well as their likes, dislikes and thoughts on ways to improve. The survey results were then used to create the five logos and slogans as illustrated.

A round table discussion ensued with committee members and members of the public in attendance voicing their opinions on the logos/slogans presented. The consensus of the committee was that Cinnamon Toast consider the feedback from the committee, and further develop five logo(s) and up to seven slogans to include in an additional online rebranding survey.

6. MATTERS TABLED/DEFERRED/UNFINISHED BUSINESS

None

7. STAFF REPORTS

a) Museum Curator – Programming Update

The Museum Curator advised the committee of the following events taking place at the Arnprior & District Museum:

- Free Admission on Canada Day – activities include a working blacksmith, and a square timber specialist;
- Childrens programming on Wednesday and Fridays throughout the months of July and August;
- two movie nights – July 19th and August 16th featuring Night at the Museum and Night at the Museum: Battle of the Smithsonian. Seating begins at 6:30 and is limited to 40 persons;
- Grand Opening featured a reception which included Champlain's 400 year old Astrolabe on loan from the Museum of Civilization
- Federal grant funding received for window restoration and an accessible ramp.

b) Marketing and Economic Development Officer – Programming Update

The Marketing and Economic Development Officer provided a power point presentation on initiatives taken to date including;

- a comparison of the Arnprior Airport as well as 8 local airports has been completed in order to compare pricing for services and uncover ways of increasing revenue and/or cutting costs;
- compiling a community profile highlighting demographics, labour force statistics, lifestyle and history, etc;

- creation of a database of available commercial land for development as well as current business and vacant storefronts;
- creation of a flyer advising of available grants offered under the community improvement plan;
- discussions with the local newspaper regarding a reoccurring newspaper advertisement clearly identifiable as a Town of Arnprior notice board;
- creation of promotional material for various events,
- development of a 48 page discovery guide specifically targeted for tourists is underway; and
- a review of other municipal websites and social media strategies to determine best practice and competitiveness

8. NEW BUSINESS

9. ADJOURNMENT

Resolution No. CDC005-13

Moved by Lynn Grinstead

Seconded by Gib McMullen

THAT this meeting of the Community Development Committee be adjourned at 7:50 p.m.

CARRIED

Mark Willmer, Chair

Maureen Spratt, Town Clerk