



Minutes of Community Development Advisory

Committee Meeting

March 31, 2014

Council Chambers, Town Hall, Arnprior, ON

Present:

Chair Mark Willmer
Vice-Chair Lynn Grinstead
Citizen Member, Gib McMullen
Citizen Member, Dennis Turpin

Absent: Citizen Member, Neil Caldwell
Citizen Member Steve Dontigny
Citizen Member Tara Pocket

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

1. CALL TO ORDER

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

2. ADOPTION OF AGENDA

Resolution No. CDC004-14

Moved by Gib McMullen

Seconded by Dennis Turpin

BE IT RESOLVED THAT the agenda for the Community Development Advisory Committee Meeting dated Monday, March 31, 2014 be adopted.

CARRIED

3. DISCLOSURES OF PECUNIARY INTEREST

None

4. ADOPTION OF MINUTES OF PREVIOUS MEETINGS

Resolution No. CDC005-14

Moved by Lynn Grinstead

Seconded by Gib McMullen

BE IT RESOLVED THAT the minutes of the Community Development Advisory Committee Meeting dated Tuesday, January 6, 2014 be adopted.

5. PRESENTATIONS/ DELEGATIONS

DELEGATIONS

a) Doug Smith – BIA

Doug Smith appeared as a delegation in support of the continuation of the BIA. Mr. Smith suggested in order for the BIA to be successful there needs to be better communication, continuing education, renewed leadership, and new partnerships developed. In response to Mr. Smith the Vice Chair clarified that Council has a role with the BIA, however, it is to assist and guide, not to change the structure and smooth communication between the members of the BIA. The Vice Chair noted downtown Arnprior is very important to Members of Council and proof is illustrated in the approximate \$700,000 in funding for 2014 projects earmarked for the downtown.

PRESENTATIONS

a) Arnprior Til Now – Museum Curator

The Museum Curator provided a PowerPoint presentation on the Arnprior til Now Exhibit, attached as Appendix 'A' and forming part of these minutes, which was officially unveiled on March 30, 2014. The Museum Curator noted the second floor project involved a large number of people, donating their time, talent, goods and services. The Curator noted the second floor is now a modern, bright, entertaining and educational space. The Curator further noted the advantage of the exhibit cases is that they can be interchanged/altered within 15 minutes. Chair Mark Willmer offered his congratulations and thanks to the volunteers and contributors to the success of this project, however, noting that it takes a true leader to ensure that a project succeeds, and congratulated the Museum Curator on a job well done.

b) Verbal Updates - Director of Recreation Services

The Director of Recreation Services provided a verbal update on the following events:

- i) March Break Camp – Over two hundred children were registered in four days of youth programming, as well as, a free skate sponsored by Subway.
- ii) Arnprior Life – The bi-annual publication was distributed through the newspaper. The publication contains valuable town and programming information.

- iii) Cyclosporitif –Approximately three hundred and fifty participants are expected at the 2014 Champlain's Folly Cyclosporitif taking place on July 14, 2014. The event begins at Robert Simpson Park and participants will be able to take in the Concert in the Park.
- iv) Sinking Ship Entertainment – the Town was not successful with its application for funding.
- v) Priorpalooza – Sponsorship and entertainment have been confirmed for the event.

The Chief Administrative Officer provided introductory remarks, advising the committee that the Marketing and Economic Development Officer has “hit the floor running” and that the items to which she will speak all center around generating investment in the Town of Arnprior.

c) MEDO 2014-2015 Action Plans

Lindsay Wilson, Marketing and Economic Development Officer explained in 2013 Council approved a Strategic Plan that included both Economic Development and Marketing as Key Priority areas in 2014 and 2014. Subsequent to Council’s approval of the 2014/2014 action plans staff was directed to develop strategy outline which will guide the process of fulfilling the outcomes of the Action Plans. The Marketing and Economic Development Officer provided a PowerPoint Presentation on the 2014-2015 Action Plan, attached as Appendix ‘B’ and forming part of these minutes. The presentation included detailed information on the Economic Development Initiatives including; Investment Readiness Strategy, GAP Analysis, Commercial Development/Outreach Program, Business Retention, Promoting the Community Improvement Plan, Developing Partnerships and Supporting Physician Recruitment. As well as, detailed information on the Marketing Key Priority Area Action Plan including; implementing the new brand; communication strategy/website/partnership developments; marketing plan; and tourist information.

d) MEDO Draft Marketing Brochure

The Marketing and Economic Development Officer provided a PowerPoint presentation, attached as Appendix ‘C’ and forming part of these minutes, depicting screenshots of the draft marketing brochure entitled *Come Grow With Us*. The CAO explained the brochure will be instrumental in marketing the Town following initial cold calls to potential residents, developers and businesses.

The Marketing and Economic Development Officer noted the brochure is full of statistical information, displayed in eye-pleasing infographs and highlights Arnprior's location and the populace within a 30, 60 and 90 mile radius.

e) MEDO Overview of Community Improvement Plan

The Marketing and Economic Development Officer provided a PowerPoint Presentation, attached as Appendix 'D' and forming part of these minutes, highlighting that the Community Improvement Plan (CIP) was developed in 2011 and provides the framework for the revitalization of the areas of Town that need improvement. The CIP offers incentive plans and helps the Town meet its economic goals and improves the downtown. The MEDO noted the program has not been promoted in the past, however, staff is now actively promoting and educating on the Plan and the associated incentives.

f) MEDO 123 John Street Application

The Marketing and Economic Development Officer advised that staff has received an application for CIP funding, and following the presentation, attached as Appendix 'E' and forming part of these minutes, staff will request the committee provide a recommendation to Council on the application. The MEDO highlighted the proposed project to renovate existing inhabitable residential units on the second floor of 123 John Street North. The MEDO provided a detailed review of the application and its eligibility for the various incentives, advising that the application meets the criteria and is eligible for: 1) funding of \$15,000 under the Housing Program, 2) \$250 building permit rebate; and a tax increment equivalent grant (\$ unknown at this time and staff would come back after the final assessment is done).

On question of the Vice Chair, the CAO explained how much funding is available for applications, the rationale behind staff's recommendation, and the desire to be able to advance other applications. The CAO further noted that once a figure is established for CIP incentive programs in 2015, more guidelines will be developed as the municipality will be forced into a more structured process.

Resolution No. CDC006-14

Moved by Gib McMullen

Seconded by Dennis Turpin

THAT the Community Development Advisory Committee recommends to Council:

“THAT Council provides CIP funding of \$2000 per unit and the full 50 percent rebate on Building permit fees for the CIP application - 123 John Street North.”

CARRIED

6. MATTERS TABLED/DEFERRED/UNFINISHED BUSINESS

None

7. STAFF REPORTS

None

8. NEW BUSINESS

None

9. ADJOURNMENT

Resolution No. CDC007-14

Moved by Gib McMullen

Seconded by Lynn Grinstead

THAT this meeting of the Community Development Advisory Committee be adjourned at 7:55 p.m.

CARRIED