



Minutes of Community Development Committee Meeting

May 6, 2013

Arnprior Public Library Meeting Room, Arnprior, ON

Present:

Chair, Mark Willmer
Vice-Chair, Lynn Grinstead
Citizen Member, Dennis Turpin
Citizen Member, Neil Caldwell
Citizen Member, Steve Dontigny
Citizen Member, Gib McMullen

Also Present:

Michael Wildman, CAO
Maureen Spratt, Town Clerk
Glenn Arthur, Director of Recreation Services
Robin Smith, Planner
Jacques Benoit, Chief Building Official

Absent: Citizen Member, Tara Jack

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. CDC001-13

Moved by Lynn Grinstead

Seconded by Dennis Turpin

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

CARRIED

3. DISCLOSURES OF PECUNIARY INTEREST

None

4. ADOPTION OF MINUTES OF PREVIOUS MEETINGS

None

The Community Development Committee Chair welcomed the Committee Members, thanking them for taking an interest in their community and this Committee.

5. PRESENTATIONS/ DELEGATIONS

a) Introduction & Terms of Reference – CAO

The CAO welcomed all of the Committee Members present and congratulated them on their appointment.

The CAO provided the following information:

- Background information – when Council was elected they saw the value in soliciting and getting public input. Tonight is an introductory meeting where Committee Members will have the opportunity to become familiar with the Town's programs and services relative to this committee.
- The Community Development Committee consists of the Community Development Branch – Lindsay Wilson, Marketing and Economic Development Officer, Robin Smith, Planner, Jacques Benoit, Chief Building Official and includes the Director of Recreation Services, Glenn Arthur and the Museum Curator, Janet Carlile.
- The Committee encompasses matters that fall into Live, Work, Play theme
- Terms of Reference – all three (3) of the Advisory Committees are going to follow the same approach. Members were distributed a copy of the Terms of Reference in their Agenda Packages. The CAO gave a brief summary of the Terms of Reference document, and specifically outlined the composition of the committee and the requirements for quorum (Appendix A of the document Community Development Committee Mandate).
- If Staff finds something that we feel the community has an interest in, we will bring it forward to his committee for your information and consideration In turn, the committee's comments will be summarized and communicated to Council.
 - Meetings will normally take place at the Town Hall.

b) Budget Update

The CAO provided an overview of the present Budget Process for 2013 which included the following comments.

- Staff tabled the 2013 Draft Budget at the April 8th meeting of Council
 - nothing within the budget suggested borrowing
 - moving into a pay-as-you-go-realm
 - 1.2 million going into reserves
 - Tax rate increase of 1.13 percent
- Budget Deliberations took place April 16 through 18, with the 2013 Budget approved, following an extensive review at the staff and council level, at the April 22nd meeting of Council.
- Staff will be bringing forward the 10 Year Long Range Capital Forecast in the near future

c) Brand Exercise

The CAO advised that in early January Council approved that staff proceed with an RFP for a corporate brand exercise and enhanced website. Proposals were received and evaluated with Cinnamon Toast New Media submitting the successful proposal.

The CAO introduced Bronwyn Mondoux, Creative Designer and Bev Hyatt, Senior Designer of Cinnamon Toast New Media.

Ms. Mondoux advised the committee of the following:

- Cinnamon Toast is a design agency specializing in creating new brand identities and updating the visual marketing presence for their clients through web based, print and other media
- A survey has been developed as an initial step in learning about the positives and negatives of the Town
- Need to know what other municipalities are doing well and poorly
- What makes the Town of Arnprior special
- Want to create the picture that is “Arnprior”

Ms. Hyatt advised the committee of the various phases in the branding process from discovery through to the online strategy.

On question of the committee the CAO explained that Council is adamant that they want to attract good business investment in the municipality, and the municipality needs to message that we not only welcome new business but that we value existing businesses.

The CAO further explained that the objectives of the municipality’s strategic plan were clear and Council is focused on key priority areas which include infrastructure, economic development and marketing in 2014-2015. However in order to prepare we need to start building now.

The Chair requested that the committee take on the role of ambassadors and try to get the word out and encourage people to participate in the survey.

The Chair thanked Cinnamon Toast for their presentation and noted that the committee looks forward to receiving their creative ideas on Arnprior.

6. MATTERS TABLED/DEFERRED/UNFINISHED BUSINESS

None

7. STAFF REPORTS

a) Community Development Branch Reports

The CAO provided an overview of the structures and services of the Community Development Branch. The Planner and Chief Building Official provided an overview of their respective departments and responsibilities. The presentation(s) are attached as Appendix “A”, and “B” and form part of these minutes.

b) Recreation Services Departmental Reports

The Director of Recreation Services provided an overview of the responsibilities of the Recreation Department and responsibilities. This presentation is attached as Appendix "C" and forms part of these minutes.

8. NEW BUSINESS

9. ADJOURNMENT

Resolution No. CDC002-13

Moved by Lynn Grinstead

Seconded by Gib McMullen

THAT this meeting of the Community Development Committee be adjourned at 7:30 p.m.

CARRIED

Mark Willmer, Chair

Maureen Spratt, Town Clerk