

## Minutes

### Economic Development and Business Advisory Committee

Tuesday, July 11<sup>th</sup> at 5:30 p.m. at the Municipal Office Boardroom, Wilberforce

#### Members Present:

Cec Ryall – Chair  
Ann Corrigan  
Don Critchley  
Bruce Smith  
Bill Dodds

#### Regrets:

Karen Warner

#### Staff Members Present:

Joanne Vanier  
Shannon Hunter (CAO/Treasurer)

#### Guests:

Barbara Kraus

1. Call to order – 5:36pm
2. Disclosure of pecuniary interest - None
3. Agenda adopted: Moved by Ann, Seconded by: Don
4. Adoption and signing of minutes: Moved by Bruce, Seconded by: Ann
5. Business arising from previous minutes - None
6. Resignation Adam Mannella  
The committee regrettably accepted the resignation of Adam Mannella from the committee
7. BR&E Update & Next Steps  
Problems with inputting the surveys and being dealt with. Multiple screens must be accessed in order to input each survey. Text boxes continue to be a concern and it is uncertain at this point how usable data will be extracted from them. OMAFRA training will take place for Shannon and Joanne June 28<sup>th</sup> or 29<sup>th</sup> and we will then have a better idea that the reports will look like. The current goal is to have sample reports prepared for the committee meeting July 11<sup>th</sup>.
8. Marketing Update & Next Steps  
Ann presented a “What/How/Who/When” chart for a Whisper Campaign marketing plan on Twitter, #buycloseby  
Discussion on the limits of municipality’s ability to reduce/waive fees and taxes. Our first step is to apply for a Community Improvement Plan (CIP)  
It is important to improve the image of the municipality (some areas have a slum appearance due to collections of unusable items). Some commercial properties are left undeveloped. Can we punish through taxes? Clean and Clear By-law exists.  
  
Motion by: Bruce, Seconded by Don  
Be it resolved that the Clean and Clear By-law be reviewed and enforced such that refuse and debris is cleaned up in visible yards to improve the image of the municipality.
9. Next Meeting –Tuesday July 11<sup>th</sup>, 5:30pm, Highlands East Boardroom
10. Adjourned 8:10pm Moved by: Don, Seconded by: Bruce