

**Minutes of the Meeting of the Economic Development & Business Committee held on  
December 4th, 2012 at 7:00 p.m. in the Council Chambers, Wilberforce**

**Members Present:**

Cec Ryall  
Craig MacDonald  
Dave Burton  
Bruce Smith  
Don Critchley

**Staff/Advisory Members**

Peter Fredrick (Secretary)  
Laurelea Dirstein (Intern)

**Regrets:**

Ann Corrigan  
Sharon Stoughton-Craig

Chair, Cec Ryall, called the meeting to order.  
A quorum was present.  
The agenda was approved as circulated.  
No pecuniary interest was declared.

Moved by Bruce, seconded by Don, that the Economic & Development minutes for November, 2012 be adopted as circulated. Carried

**Business Development Projects:**

Cecil Ryall described the various projects that our committee are considering and working on as follows:

**Municipal Public Information Brochures**

*Laurelea Dirstein, Randy Dunsmore, Sharon Stoughton-Craig. Sharon*

*Sharon reported that she has the general information flyer almost completed. Just waiting to have it checked by the Department Heads and then set up in a flyer format and that everything is still in progress.*

**Gooderham's 140<sup>th</sup> Birthday**

*Sharon Stoughton-Craig, Cec Ryall*

The committee for this event has been established with Sharon as chair and 10 people from the area on the committee. They are presently looking at 2 weekends, Canada Day and the long weekend in August, Heritage Weekend. December 12<sup>th</sup> will be the next meeting and more details to come, including a possible historical 18 month calendar, and a cookbook hand written with dated recipes.

**Tourism Destination Packaging**

*Laurelea Dirstein, Cec Ryall*

*Cec stressed this needs high priority. Not developed as of yet. Cec/Laurelea reported that we are to call Maria about promoting our H.E. Events and the Event Listing, to be distributed to all the county. Stephanie at OHTO will need to work with to help in our distribution of these packages.*

### **Event Directory**

*Laurelea Dirstein*

Amend our application forms to include if they want publicity on the web site and then provide an info blurb and with contact.

*Laurelea, reported that the applications she was advised are not a workable solution. Suggestion is to set up an online application and to contact Sharon as to the feasibility and costs related to this application.*

### **Business and Service Directory**

*Laurelea Dirstein*

*10 new ones have been added.*

*It was reported that people require help in putting the information online. Sharon is to be contacted about finding out whether an automatic thank you email is possible and what are the costs for this response email.*

### **Update of Ambassador Program**

*Laurelea Dirstein*

*Deferred. Left for later this winter. Started a list –when finalized to the committee for review before it is sent off to the Ambassador’s program. (ONHOLD)*

### **Mineral Claims Development**

*Cec Ryall, Dave Burton*

Sharon reported that she has asked Michael Bainbridge for a blurb on our web sites regarding the mineral collection areas. Will make sure they have a GPS location.

*A discussion with respect to the above as to the locations to pickup waivers, maps. Michael has written a blurb for these locations and there will be a Spring starting time. December 6<sup>th</sup> meeting, there are 2 locations almost ready to go and the parking lots already complete. Distribution plan to come through the high schools, Bear Lake Chamber, Bancroft, and various retail outlets throughout the area.*

### **Lake Association Communication Link**

*Laurelea Dirstein*

*Laurelea is working on the list. Long discussion regarding using of forums as means for creating a communications link and it was decided against using forums.*

*In the report we discussed that a communications of a link to the various websites to our directory of businesses would be helpful to the Lake Associations. We are to inquire with Sharon as to whether the hits can be tracked to this link on our website?*

### **ATV Event**

*Ken Hoeverman*

Not available. George Stewart is to inquire if he can be a resource for these ATV events.

### **Special Event Park**

Sharon reported that she has been in touch with Justin Bryant at MNR in regards to our pit on Hadlington Road. Was informed that once the pit use is completed, any change in use would require a new application to the Ministry.

On Hold for the present. There are discussions with the MNR about Green Mountain.

## **Geocaching Events**

*Laurelea Dirstein*

Delegation Mary Barker, Subject how do we become the Geocaching Capital of Canada and make the most of this honour. A subsequent meeting with respect clarifying the presentation was held and here are the notes from Don Critchley about the delegation presentation.

1. URLs and simple hosting = \$130/yr to be taken on by Highlands East

As a result of a Delegation (of one) at the December meeting, Mary Barker presented to the Economic and Business Development Committee a review of what Geocaching is and what Mary has been doing to develop the Highlands East Brand known as "The Geo Caching Capital of Canada" which is a direct result of her efforts.

The main theme of Mary's presentation and request is to protect the brand thus relieving her from the burden while she continues to work with others and in particular the AGBA to further develop the Geocaching experience as well as content for the WEB sites which are duly named after the Brand. They are:

WWW.GEOCACHINGCAPITALOFCANADA.CA

and

WWW.GEOCACHINGCAPITALOFCANADA.COM

The current content on these brand sites are of lower standards than currently found on more modern web sites. The brand sites consist of one page with links to other sites including the main "Global" geocaching game site [www.geocaching.com](http://www.geocaching.com).

Mary would like to see the Municipality take over ownership of the brand sites so that they may be protected (ideally) in perpetuity and incorporated into the rest of the Highlands East promotions under the banner of Yours to Explore. It is a natural fit as the Geocaching game by its very nature is about exploration.

The recommendation therefore is to support this local business initiative by taking ownership of the brand URLs as well as take control of the hosting services of these single page WEB sites. The current cost of this is \$130 per annum.

With this burden received by the Municipality, Mary, other business owners and the AGBA will work to enhance the site page(s) at their expense as well as look for ways to exploit the ongoing expansion of the Geocaching experience within The Geo Caching Capital of Canada...aka Highlands East. Some ideas that will be considered are:

- Include caches at or near business locations with such caches oriented to promote both the game as well as the business who sponsors the cache
- look for ways to advance the brand within the communities. Ideas such as:
  - Geo-Burgers via restaurant promotions,
  - Geo-Lodges via our accommodation businesses,
  - Geo-Graphy of the area via our Municipal artifacts
  - Geo-Logy by attaching Geocaches to Mine site attractions currently being setup

- Enhance the use of our new trails network by incorporating Geocaches along those trails....there is a real symbiotic relationship here

There are so many ways to “get in on this” and use the GEO CACHING CAPITAL OF CANADA as one umbrella feature to attract people to our region. We are “Better when we are Together” if we all get in on this.

### **Business Skills Seminars**

*Anne Corrigan*

Anne away. Provided the committee with her notes from the AGBA.  
(MOVED TO NEXT MEETING)

### **Open Land Listing**

*Bruce Smith*

*Bruce reported he has a list of the Real Estate Companies located in Highlands East. It was discussed that Bruce to send information and we will need to generate a video by the Reeve to post the video. Peter to look into New Media to work with Bruce and Dave to generate a script for the video.*

### **Facebook/ Twitter Expansion & Website**

*Sharon Stoughton-Craig*

**No report.**

### **Exploration Centres**

*Cec Ryall, Laurelea Dirstein, Sharon Stoughton-Craig*

Cardiff agreement signed. Wilberforce needs one signature and Gooderham not completed. CEC reported that we have approval for all 3 locations, Cardiff Store, Wilberforce existing location, and Gooderham LCBO. Jim is to install 6 x 6's in the locations the inserts are done. AGVA to provide the Ads. HCDC is to provide a Hi Resolution logo for the signage.

### **SB-12 November/ December Seminar**

*Bruce Smith, Randy Dunsmore*

*Bruce reported that the seminar will not happen in November. All the distributors are involved in trade shows. Will try for a January seminar.  
(DATE YET TO BE DETERMINED)*

### **Accommodation Directory**

*Laurelea Dirstein*

In progress.

There a 2 lists, commercial and private accommodations. Listings that are to be displayed are yet to be determined. The correct means of displaying this information is also yet to be determined.

### **Joint Municipal Workshop**

*Cec Ryall, Dave Burton*

Hasn't taken place yet.

Once the Meeting takes place the information will be distributed to the committee. Date of the Meeting is Dec. 13<sup>th</sup>, 2012

### **Highlands East Medical Centre**

*Cec Ryall, Dave Burton, Sharon Stoughton-Craig*

*A flyer for the group volunteers is in for approval and Sharon has resigned as chair of the group.*

### **Intern Program**

Cec reported there is no future 100% funding. Will be a 50-50 match. Can extend her contract to June. A new internship grant requires a new intern- might be able to justify her existence if we had two separate projects.

Cec: reported that they want to extend the program to June under the present program and that a new direction with new tasks are to be determined to create a new intern program in which we could reapply for a new intern program grant.

### **Delegation:**

Mary Barker (Reported in notes above)

### **New Tradeshow**

Bruce Smith who is the General Manager of the three local Tim Marts, Harcourt, Gooderham and Kinmount. It was agreed by Bruce that he would be willing to put on an additional tradeshow. This event would promote the new building code. Location is in Gooderham, exact date is yet to be determined.

### **New Business:**

See results of the notes above with follow up.

Adjournment was moved by Craig and seconded by Bruce.

**Next Meeting of the Economic Development & Business Committee will be held on January 8th, 2012 at 7:00 p.m. in the Council Chambers, Wilberforce**

The meeting adjourned at 9:20 pm

Cecil Ryall \_\_\_\_\_ Chairman

Peter Fredricks \_\_\_\_\_ Secretary