

# **ECONOMIC DEVELOPMENT & TOURISM COMMITTEE**

## **MINUTES OF MEETING 3-2018**

**Thursday, April 5<sup>th</sup>, 2018 @ 9:00 a.m.  
Town Hall Boardroom**

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### **I. Attendance**

Councilor Jamieson, Chair  
Mayor Eady  
Reeve Emon  
Clerk Bulmer  
BR&E Coordinator Thomas  
Deputy Clerk Charkavi

### **II. Declaration of Pecuniary Interest**

None Declared.

### **III. Delegations/Deputations**

Agnes Walker and Corrie - Renfrew Farmer's Market

In light of the Town assuming responsibility for the coordination of the Renfrew Taste of the Valley scheduled for September 22, 2018 the Farmer's Market representatives attended the Economic Development Committee meeting to receive some clarification on event details. Questions posed and answers received were as follows:

1. Q: Will Farmer's Market vendors be charged the full fee for a space?  
A: There will be no fees charged to the Farmer's Market Vendors
2. Q: Will farmer's market vendors be able to be all together; outdoor spaces are ideal.  
A: When registration forms are completed please have participating members indicate on the form that they are a member of the farmers market. Town staff will work with Corey to have her coordinate the farmer's market space and participants.
3. Q: Will all Farmer's Market vendors be listed separately for the event?  
A: Yes.
4. Q: Would Farmer's Market Vendors be interested affixing a Renfrew Taste of Valley advertising sticker on their merchandise throughout June, July and August? The Town would provide them and have a different colour for each month.  
A: Yes.

5. Q: Is there a site plan for the event available? It will make Corrie's task of coordinating the Farmer's Market more organized.

A: A site plan is under development and will be shared in the near future with Corrie.

Agnes and Corrie informed the Committee that the Farmer's Market opens May 12 this year. It was agreed that Deputy Clerk Charkavi would share the registration form with Corrie so she can circulate to the Farmer's Market vendors. Agnes stated that there were approximately 17 Farmer's Market vendors last year and they expect the number to be increase this year. Outdoor vendor parking for vendor trailers was discussed with no issues arising. Deputy Clerk Charkavi and Corrie will coordinate parking for Farmer's market vendors based on trailer size and/or space requirements.

Thoughts for future event planning were discussed including signage, diversifying vendor offerings and inviting new local businesses invited (e.g. restaurants and caterers). Agnes stressed the importance of creating opportunities to encourage local businesses to buy from the local producers and stated the Taste of the Valley is a good platform to do so. It was also stated that an Agricultural demonstration and/or Health Unit demonstration would add value.

#### **IV. Confirmation of Meeting Notes**

**MOVED** by, Peter Emon, Seconded by Don Eady

**THAT** the minutes of Meeting 5-2018 of the Economic Development & Tourism Committee be adopted as printed.

- CARRIED -

#### **V. New and Unfinished Business Arising**

##### **i) Community Profile**

BR+E Coordinator Thomas stated the Community profile document has been completed. The profile was completed a week ahead of scheduled due date which allowed for the BR+E to collect quotes for printing earlier than expected. Quotes were collected from local printers with Brittle press providing the most competitive price. Community Profile copies are expected to be finished and delivered by April 20, 2018. Reeve Emon requested 25 Community Profiles to distribute to County Council. BR+E Coordinator Thomas stated that she intends to present the Community profile to Council at the April 26 Council meeting.

## ii) **BR+E Update**

BR+E Coordinator Thomas updated the committee on the status of the BR+E project. She stated that adequate volunteers had been recruited and 56 business surveys have been distributed and 44 businesses are being followed up with for updated contact information. BR+E Coordinator Thomas will continue to follow up on the surveys and enter the data as she receives them. Surveys are due by May 4.

After the surveys have been submitted and the data entered BR+E Coordinator Thomas will compile the data, analyze the results and create a preliminary BR+E report. The report will be presented during a *BR+E Retreat morning scheduled for June 19 from 8:30 a.m.-11:30 a.m.* All businesses who filled out the survey will be invited along with community stakeholders.

## iii) **Rural Economic Development (RED) Grant**

Deputy Clerk Charkavi stated that the next round of RED program funding applications will be open from July 30, 2018-September 28, 2018. Deputy Clerk Charkavi requested direction regarding the submission of an application.

Clerk Bulmer stated that there have been monies incorporated into the recently approved budget for Economic Development. Additionally, Clerk Bulmer stated that there has also been money set aside to fund a bank of hours to be utilized by an Events Coordinator (casual position). An individual has been approached to fill the position. Reeve Emon suggested that the Events Coordinator work with the Ad-Hoc Tourism Committee to create a data collect sheet for each major Town event. The list will provide clear parameters for data collection for each event (e.g. attendee details, number of volunteers, number of staff hours, a balance sheet etc.) with the intention that a report be brought to Council in November with statistics on all major Town events. The information will allow Council to make more informed decisions on Town led events moving forward and serve as a valuable resource for future grant applications.

**MOVED** by, Peter Emon, Seconded by Don Eady

**THAT** staff prepare an application for the 2018-2019 RED grant cycle for implementation phase funding.

- CARRIED -

## iv) **Taste of the Valley Update**

In light of the discussion with the Farmers Market representatives regarding having live demonstrations at the Taste of the Valley event, Reeve Emon stated that he will reach out to the Renfrew County and District Health Unit to obtain the appropriate contact to invite the Health Unit and forward to Deputy Clerk Charkavi.

**v) Business Bistro Update**

BR+E Coordinator Thomas confirmed that the business bistro event will be held May 7 at the Visitor Information Centre from 6:00 p.m.-9:00 p.m. BR+E Coordinator Thomas has reached out to one potential business owner to speak at the event. BR+E Coordinator Thomas asked for suggestions for an additional speaker and the Committee recommended Dean Batstone be contacted to speak about his business – Batstone’s Northern Ramble.

**vi) Ottawa Valley Tourism Association (OVTA) AGM Update**

The OVTA will host their AGM on April 30<sup>th</sup> at Santa Fe in Renfrew from 9:00 a.m. - 4:00 p.m. Deputy Clerk Charkavi announced that the Craft Beer Festival was entered in the Event of the Year category and is a finalist. The winner will be awarded at the AGM.

For the event the OVTA will be distributing loot bags with various merchandise included from OVTA members. Deputy Clerk Charkavi has purchased Town of Renfrew luggage tags, and will include pens and Town rack cards. It was also suggested that the Town banners be put up at the event.

**vii) Bluegrass Update**

Councilor Jamieson updated the group on newly confirmed event sponsorship including an event sponsor (BEI), a Stage Sponsor (JP2G), a Platinum Sponsor (ACWA) and in-kind donations from Beauman’s for waste and recycling containers. Councilor Jamieson stated that she will continue to canvas for further event sponsors.

**viii) Sawtech Update**

Reeve Emon stated that the Sawtech event is confirmed. Volunteers are confirmed to coordinate admissions for the event. It has been agreed that 50% of admissions generated by the event will go to the Town which will then donate \$2,000 each to the Renfrew Minor Hockey Association and Food Bank. The remainder of funds generated will be put into a Community Fund.

Deputy Clerk Charkavi stated that there would be a craft beer tasting booth at Sawtech. She asked for committee direction regarding the purchase of glasses promoting the Craft Beer Festival.

**MOVED** by, Don Eady, Seconded by Peter Emon

**THAT** staff order Craft Beer Festival glasses to be available at Sawtech.

- CARRIED -

**ix) Craft Beer Festival**

Deputy Clerk Charkavi announced that that Kin Vineyards has confirmed their attendance at the Craft Beer Festival. This will diversify the offerings at the growing event and appeal to a larger audience of attendees. Deputy Clerk Charkavi also announced that unfortunately a firework display would not be taking place for this year's event due to safety concerns.

Food trucks and logistics were discussed. The need for vendor specific rest rooms was established and a strategy will be decided on at the next meeting. It was also stated that Jean Hughes is going to design volunteer shirts for Town events that will easily identify event volunteers.

**x) Home Show**

The Home Show hosted by MyFM will take place April 20 and 21 at Ma-Te-Way. The Town has purchased a table that will be placed in close proximity to the (going BIA and Chamber of Commerce tables. Deputy Clerk Charkavi asked the group if any individuals would be able to volunteer to work at the Town table. All Committee members agreed to participate and scheduling was discussed.

**xi) Facebook**

Strategies to keep the Town's Facebook page relevant and encourage more followers were discussed. Promote other municipalities events on Facebook.

**VI. Other Business/Business in Progress**

**i) Painting of Water Tower**

Deputy Clerk Charkavi discussed the painting of the Water Tower being sponsored in part by the Association of Clean Water Administrators (ACWA). The Association has offered to be a sponsor the painting of the water tower in the capacity of \$10,000 over a ten year term (1,000 per year). Town of Renfrew logo cost is estimated at \$25,000. The sponsorship agreement would see the ACWA logo included on the water tower as well (smaller in scale to the Town's logo). The Development and Works Committee has approved this agreement. It was suggested that negotiations occur that see ACWA contribute \$2,000 in the first year followed by \$1,000 for the subsequent 8 years of the agreement term.

**MOVED** by, Peter Emon, Seconded by Arlene Jamieson

**THAT** the Economic Development and Tourism Committee support the offer from ACWA to enter into a deal with Town of Renfrew to have the water tower painted with an amount of 10,000 over next 10 years.

**ii) Legion Sponsorship**

The Legion has approached the Committee informally requesting sponsorship for two fundraiser events amount of \$500 for each event. The Committee requested that representatives from the Legion write a letter to the Economic Development and Tourism Committee requesting support for their community events and outlining the fundraising details (e.g. what the funds being raised at each event are being put towards). The matter will be addressed at the next Committee.

In light of the discussion surrounding Town support of community events; it was suggested a new banner be purchased that includes "*Proud Sponsor*". The banner can then be utilized at community events the Town supports. Deputy Clerk Charkavi agreed to look into pricing for a banner.

**VII. Closed Meeting**

**MOVED** by Don Eady, Seconded by Peter Emon,

**THAT** the Economic Development & Tourism Committee convene in Closed Session for the following matter pursuant to Section 239 of the *Municipal Act, 2001*:

- Pursuant to Section 239 2(c) of the *Municipal Act, 2001* ~ a proposed or pending acquisition or disposition of land by the municipality or local board: 249 Raglan Street South, Renfrew ON, K7V 1R0

- CARRIED -

**MOVED** by Peter Emon, Seconded by Don Eady

**THAT** the closed minutes of Meeting 4-2018 of the Economic Development & Tourism Committee be adopted as printed.

- CARRIED -

**VIII. Rise and Report**

**MOVED** by Don Eady, Seconded by Peter Emon

**THAT** That the regular Economic Development and Tourism Committee meeting of April 5, 2018 move into open session.

- CARRIED -

- Items considered were matters respecting the sale of 249 Raglan Street South Renfrew ON, K7V 1R0. There is nothing further to report at this time.

**IX. Next Meeting**

The next meeting date is May 10, 2018 at 9:00 a.m. ✓

**X. Adjournment**

Time of adjournment 10:55 a.m.

