



Community Development Committee Action Report
for September 6th, 2011 held in the
Morris Room at 4:00 p.m.

PRESENT: Mayor LeBlanc, Deputy-Mayor Sonnenburg, Councillor Antonakos, Councillor Flynn, Councillor Probert, Councillor Black, Councillor Strike, Paul Knowles, Chief Administrative Officer, Joanne Henderson, Manager of Recreation & Culture, Manda Blakeley, Promotions Coordinator, Tracy Lamb/Cindy Hobbs, Jack Taylor, Mike Brydges, Paul Muysson

- 1) **DECLARATION OF PECUNIARY INTEREST** - now or anytime during the meeting
- 2) **REGISTRATION OF PUBLIC WISHING TO SPEAK** - with the secretary
- 3) **PLEASE TURN OFF ALL CELL PHONES AND PAGERS**
- 4) **If there is an addendum, in accordance with Section 15.2.4 (of Striking Report) does the committee wish to approve this addendum?**
- 5) **SELECTION OF CHAIR** - *Councillor Probert was selected as Chair*

TO BE DISCUSSED

122343 Received from Paul Knowles, Chief Administrative Officer
Addressed to Community Development Committee
Date August 3rd, 2011
Topic Community Development Committee

SUMMARY

To review, Council has established the Community Development Committee. This Committee shall oversee all activities related to all forms of Economic and Community Development. Activities will include:

- cultural activities such as:
 - ☆ the Town Hall auditorium;
 - ☆ Community Enrichment Grants;
 - ☆ Festivals; and
 - ☆ Promotion of the Community;
- Beautification initiatives;
- Downtown initiatives;
- Tourism initiatives
- Industrial business retention, expansion and attraction;
- Preparation of promotional and community profile information;
- Active marketing of the Community; and
- support for existing businesses

NOTE: Land purchases and sales will be approved directly by Council.

It is intended that the Committee will operate by assigning tasks to staff or sub-committees and monitoring to ensure tasks are completed. Sub Committees will be established for:

- Community Enrichment Grants;
- Auditorium;
- Cultural Programming and Initiatives;
- Canada Day;
- Façade Improvements;
- Downtown Initiatives;

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- Tourism Initiatives including Signage;
- Industrial Business Attraction, Retention and Expansion;
- Develop Strategic Direction for Business Parks;
- Selected Capital Projects; and
- Other appropriate projects.

COMMENT

Members of Sub-Committees can be members of the Community Development Committee, members of the public or a combination of the above.

STAFF RECOMMENDATION

THAT members for the Sub-Committees identified below be selected and that staff support for the Sub-Committees be confirmed.

| Description | Members | Staff Support |
|---|---------|---|
| ➤ Town Hall Auditorium; | | Recreation Manager |
| ➤ Community Programming Initiatives; | | Community Programmer |
| ➤ Canada Day; | | Community Programmer |
| ➤ Community Enrichment Grants; | | Community Programmer |
| ➤ Downtown Initiatives including Façade Improvements and Murals. | | Promotions Coordinator or EDO (EDO could be involved. Role of EDO to be determined) |
| ➤ Tourism Initiatives including signage and general advertising; | | Promotions Coordinator |
| ➤ Industrial Initiatives including developing Strategic Direction for Business Parks; | | CAO → EDO |
| ➤ Selected capital projects; and | | TBD |
| ➤ other appropriate projects. | | TBD |

COMMITTEE DECISION

| Description | Members | Staff Support |
|--------------------------------------|---|----------------------|
| ➤ Town Hall Auditorium; | Jan Ferguson, Louise Link, Bernie DeFrancesco, Sean Redmond, Eleanor Antonakos, Al Jones, Mayor LeBlanc, Councillor Flynn, Councillor Antonakos, Councillor Probert | Recreation Manager |
| ➤ Community Programming Initiatives; | Mayor LeBlanc, Pauline Muysson, Bob MacDonald | Community Programmer |

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| Description | Members | Staff Support |
|---|--|---|
| ➤ Canada Day; | Councillor Probert, Councillor Strike | Community Programmer |
| ➤ Community Enrichment Grants; | Mayor LeBlanc, Councillor Flynn, Councillor Probert, Joanne Henderson, Jessica Smith | Community Programmer |
| ➤ Downtown Initiatives including Façade Improvements and Murals. | Mayor LeBlanc, Councillor Flynn, Councillor Probert, Councillor Antonakos, Councillor Strike, Jack Taylor, Cindy Hobbs | Promotions Coordinator or EDO (EDO could be involved. Role of EDO to be determined) |
| ➤ Tourism Initiatives including signage and general advertising; | Mayor LeBlanc, Councillor Strike, Mike Brydges, Cathie McOrmond, Petra Graber, Jackie Kavanagh, Brenda McDonald-Rowe, Marie White, Tracy Lamb, Ina Jackson, Nancy Code-Miller, Mary Jane Lancaster | Promotions Coordinator |
| ➤ Industrial Initiatives including developing Strategic Direction for Business Parks; | Councillor Black, Councillor Strike, Paul Muysson, Mike Brydges, Councillor Flynn, Councillor Antonakos, Paul Nephin, Cindy Hobbs | CAO → EDO |
| ➤ Selected capital projects; and | None at this time | TBD |
| ➤ other appropriate projects. | None at this time | TBD |

122344 Received from Paul Knowles, Chief Administrative Officer
Addressed to Community Development Committee
Date August 5th, 2011
Topic 2012 Budget

SUMMARY

Each municipal department is currently preparing their 2012 budget request for consideration in the 1st draft of the budget. Treasurer will be presenting the 1st draft of the complete budget to Council on October 17th, 2011 so the Community Development budget request needs to be finalized at the next meeting on October 3rd, 2011. Background information on the 2011 budget is attached.

STAFF RECOMMENDATION

THAT each sub-committee meet, prepare a 2012 budget request and forward same to the CAO by September 23rd, 2011 for inclusion on agenda for next meeting on October 3rd, 2011.

Suggested meeting dates are:

| | |
|-----------------------------------|--|
| Community Enrichment Grants | September 14 th , 2011 - 10:00 a.m. |
| Town Hall Auditorium | September 15 th , 2011 - 3:00 p.m. |
| Community Programming Initiatives | September 16 th , 2011 - 10:00 a.m. |
| Canada Day | No meeting - carry forward budget |
| Downtown Initiatives | September 19 th , 2011 |
| Tourism Initiatives | September 16 th , 2011 - 8:30 a.m. |
| Industrial Initiatives | September 19 th , 2011 |

COMMITTEE DECISION

THAT each sub-committee meet, prepare a 2012 budget request and forward same to the CAO by September 23rd, 2011 for inclusion on agenda for next meeting on October 3rd, 2011.

Suggested meeting dates are:

| | |
|-----------------------------------|---|
| Community Enrichment Grants | September 8 th , 2011 - 8:30 a.m. at arena |
| Town Hall Auditorium | September 16 th , 2011 - 2:00 p.m. |
| Community Programming Initiatives | To be determined |
| Canada Day | No meeting - carry forward budget |
| Downtown Initiatives | September 19 th , 2011 - 4:00 p.m. |
| Tourism Initiatives | September 16 th , 2011 - 8:30 a.m. |
| Industrial Initiatives | September 19 th , 2011 - 7:00 p.m. |

122345 Received from Paul Knowles, Chief Administrative Officer
Addressed to Community Development Committee
Date August 3rd, 2011
Topic Meeting Times

SUMMARY

Future meeting times need to be established.

STAFF RECOMMENDATION

THAT future meetings be scheduled for the 1st Tuesday of each month from 4:00 p.m. - 7:00 p.m. with a light supper.

COMMITTEE DECISION

THAT future meetings be scheduled for the 2nd Tuesday of each month from 4:00 p.m. - 6:30 p.m. with a light supper.

122346 Received from Paul Knowles, Chief Administrative Officer
 Addressed to Community Development Committee
 Date August 19th, 2011
 Topic Industrial Development Strategy

SUMMARY

Earlier Council decided to engage a Consultant to develop an Industrial Development Strategy. Proposals for this project from the following firms have been distributed.

| | | | |
|---------------------------|----------------------|----------|------------------------|
| McSweeney & Associates | | | \$24,000 plus optional |
| | Community Survey | \$11,000 | |
| | Intercept Survey | \$ 7,200 | |
| | In-Person Interviews | \$ 5,300 | |
| | Retail Action Plan | \$ 1,500 | |
| Watson & Associates | | | Joint with McSweeney |
| Shore-Tanner & Associates | | | Joint with McSweeney |
| Doyletech | | | \$26,400 plus optional |
| | Community Survey | \$ TBD | |
| Cashman & Wakefield | | | Did not submit |

COMMENT

Community Surveys were completed in 2007 and the results of a new survey would not likely differ significantly. Given the cost, an updated survey is not likely worthwhile. However, including the development of a Retail Action Plan would be worthwhile (112350).

STAFF RECOMMENDATION

THAT be engaged to prepare an Industrial Development Strategy and report findings to the Industrial Initiatives Sub-Committee.

COMMITTEE DECISION

Doyletech is to be invited to review their proposal at the Industrial Sub-Committee meeting at 7:00 p.m. on September 19th, 2011. Bring Forward.

122347 Received from Paul Knowles, Chief Administrative Officer
 Addressed to Community Development Committee
 Date August 11th, 2011
 Topic Local Initiatives Grant

SUMMARY

A Local Initiatives Grant Program of \$3,000 through Valley Heartland is available for economic development projects.

STAFF RECOMMENDATION

THAT staff submit an application for this grant program to assist with the cost of preparing the Industrial Development Strategy.

COMMITTEE DECISION

THAT staff submit an application for this grant program to assist with the cost of preparing the Industrial Development Strategy.

122348 Received from Manda Blakeley, Promotions Coordinator
 Addressed to Community Development Committee
 Date August 4th, 2011
 Topic Billboard

SUMMARY

There is a line in the 2011 budget to replace old billboards and install new ones. Council has expressed an interest in seeing something installed on Highway 7 coming to Carleton Place from Ottawa. A company called Pattison is the primary owner of much of the lit billboard signage along that corridor. Other options for signage along this area of Hwy 7 do not seem readily available. To advertise with Pattison the cost is \$500 a month. The image can be printed on a paper-like stock for \$200 which has a relatively short shelf life or a material similar to coroplast for \$800 which will last indefinitely. If we choose to take the image down for say, 3 months, Pattison would store it in their warehouse or give it to us if we decide to no longer advertise with them. Images can be rotated to various locations throughout the year including, for example, coming to/from Perth.

COMMENT

Although in the future, items on this topic would be referred to the Tourism Initiatives, it would be ideal to proceed with this work now.

STAFF RECOMMENDATION

THAT staff arrange to have two billboards created using coroplast material. One sign would be more "general" and similar to the signage coming from Perth and keeping with the branding theme. The second sign would be more seasonal and used during winter months (ex December – end of February). See attached "sample". The signage would then be rotated on the billboards – winter sign December to February, general sign April to June in one location, summer sign in second location August to October. Total cost would be \$1600 to create the signage and \$4500 annually.

COMMITTEE DECISION

THAT staff arrange to have two billboards created using coroplast material. One sign would be more "general" and similar to the signage coming from Perth and keeping with the branding theme. The second sign would be more seasonal and used during winter months (ex December – end of February). See attached "sample". The signage would then be rotated on the billboards – winter sign December to February, general sign April to June in one location, summer sign in second location August to October. Total cost would be \$1600 to create the signage and \$4500 annually.

122349 Received from Paul Knowles, Chief Administrative Officer
 Addressed to Community Development Committee
 Date August 10th, 2011
 Topic Budget

SUMMARY

The attached Budget report shows that actual and currently committed expenditures, for this budget area, should be under budget.

| | |
|--------------|-----------------|
| Operating | \$44,760 |
| Capital | <u>\$10,398</u> |
| TOTAL | \$55,158 |

Also additional funds from reserve could be reallocated if budgeted project is cancelled. These funds could be directed to projects in 2011 such as:

122349 Continued

- new display board sign at Industrial & Townline: \$50,000
- replace community tents: \$20,000

STAFF RECOMMENDATION

THAT the sub-committees meet during September and bring forward any suggestions for projects in 2011. Bring Forward.

COMMITTEE DECISION

THAT the sub-committees meet during September and bring forward any suggestions for projects in 2011. Bring Forward.

122327

Received from Carleton Place and Beckwith Historical Society
Addressed to Municipal Council of Carleton Place
Date July 19th, 2011
Topic Directional Signage

SUMMARY

Historical Society is asking the Town to install directional signs to the Museum.

STAFF RECOMMENDATION

THAT the request be forwarded to Community Development Committee - Tourism Initiatives Sub-Committee.

COMMITTEE DECISION

THAT the request be forwarded to Community Development Committee - Tourism Initiatives Sub-Committee.

122350

Received from Paul Knowles, Chief Administrative Officer
Addressed to Community Development Committee
Date August 3rd, 2011
Topic "Toward a Vibrant Downtown Core"

SUMMARY

In the spring, the BIA presented the distributed 'Toward a Vibrant Downtown Core' report to Council. The report recommends that a Retail Recruitment Strategy and Action Plan be developed for the Downtown.

STAFF RECOMMENDATION

THAT this report be forwarded to the Downtown Initiatives Sub-Committee for review and action. Similar to the industrial sector, the Sub-committee should consider engaging an expert consultant to assist with preparing the Retail Recruitment Strategy and Action Plan.

COMMITTEE DECISION

THAT this report be forwarded to the Downtown Initiatives Sub-Committee for review and action. Similar to the industrial sector, the Sub-committee should consider engaging an expert consultant to assist with preparing the Retail Recruitment Strategy and Action Plan.

122351 Received from Branch 192 Ladies Auxiliary, Royal Canadian Legion
 Addressed to Town of Carleton Place
 Date August 2011
 Topic Request for Bingo License Fee Forgiveness

SUMMARY

Ladies Auxiliary of the Legion is operating a weekly Bingo and is asking the Town for a grant to cover their licensing fees for the first six months so they can repay their start up costs and establish a regular player base.

STAFF RECOMMENDATION

THAT the request be forwarded to the Community Enrichment Grants Sub-Committee.

COMMITTEE DECISION

THAT the request be forwarded to the Community Enrichment Grants Sub-Committee.