

# MINUTES

|                          |  |         |
|--------------------------|--|---------|
| <b>Meeting Name:</b>     | Economic Development Committee Meeting |         |
| <b>Meeting Location:</b> | M/B Council Chambers                   |         |
| <b>Date / Time:</b>      | <b>February 1 2017</b>                 | 7:00 pm |
|                          |  |         |

## 1. Purpose

Monthly meeting of the committee

## 2. Attendance

| Name                   | Present | Name                             | Present |
|------------------------|---------|----------------------------------|---------|
| Lori Hoddinott (Chair) | X       | Angela Young (twp support staff) | X       |
| Roger Robertson        | X       | Mandy Cannon (twp support staff) | X       |
| Andris Kalnins         | X       |                                  |         |
| Jan Selles             | X       |                                  |         |
|                        |         |                                  |         |

## 3. Agenda

| No. | Subject   | Responsible         |
|-----|---|---------------------|
| 1   | Call to Order/Welcome/Attendance  | LH                  |
| 2   | Adoption of Agenda  | LH                  |
| 3   | Declaration of pecuniary interest   | LH                  |
| 4   | Delegations: Nil  | LH                  |
| 5   | Adopt previous minutes  | LH                  |
| 6   | Follow up business from minutes<br>1) Recommendation of Logo and slogan samples for submission to council.<br>2) December Reports to Council<br><br>3) Township & developers relationships.<br>4) Proposed buildings for township | All<br><br>JH<br>RR |
| 7   | Correspondence:<br>1) FCM – Canada 150 community leaders<br><br>2) Treasury report – Town Hall feedback on slogan exercise  | All                 |

|    |  |     |
|----|--|-----|
| 8  | 1) 2017 meeting dates. March 8, April 5, May 3, June 7, Sept 6, Oct 4, Nov 8, and Dec 6<br>2) Strategic plan focus<br>3) Open discussion pertaining to topics of interest. | All |
| 9  | Public Questions/Comments  | All |
| 10 | Next meeting/Adjournment   | All |

4. Action Items:

| No. | Actions, Decisions and Important Issues   | Responsible | Status | Closure Date |
|-----|---|-------------|--------|--------------|
| 1   | The meeting was called to order at 7:05PM by Chair Lori Hoddinott and attendance was taken.   | LH          | Closed | 2017-02-01   |
| 2.  | AGENDA: Moved: Andris Kalnins Seconded: Jan Selles<br>that the agenda be adopted with the addition of correspondence re: RED program<br>CARRIED   | LH          | Closed | 2017-02-01   |
| 3.  | PECUNIARY INTEREST: The Chair invited members to declare items of pecuniary interest and no declarations of pecuniary interest were made by the group.  | LH          | Closed | 2017-02-01   |
| 4.  | APPROVE PREVIOUS MINUTES:<br>Moved: Roger Robertson Seconded: Andris Kalnins<br>Amendments: None<br>CARRIED   | LH          | Closed | 2017-02-01   |
| 5.  | DELEGATIONS: Nil  | LH          | Closed | 2017-02-01   |
| 6.  | MATTERS FROM PREVIOUS MINUTES<br>Moved: Jan Selles Seconded: Andris Kalnins   | ALL         |        |              |
|     | 1) Recommendation of Logo and slogan samples for submission to council.<br><br>Background: 8 logos to be submitted. Logos created containing elements relating to M/B twp, as determined in 2016 survey results. Council and staff to review submitted logo samples and if acceptable then select a final 4 for public review. Council and staff to review submitted slogan samples and if acceptable then select a final 6 for public review. Survey to be designed to assist selection of what residents and businesses prefer for a logo and slogan for McNab/Braeside. Generated by Survey Monkey, online through website. Paper copies to be available at twp office. Timeframe: Run – 30 days.<br><br>Results: New logo and slogan to incorporate into township branding plan.<br><br><b>ACTION: Recommend to council to review and if deemed acceptable then select 4 logo samples for public review.</b><br><br><b>ACTION: Recommend to council to review and if deemed acceptable then select 6 slogan samples for public review.</b><br><br><b>ACTION: Recommend to council to set up on website link to survey.</b><br><br><b>ACTION: Recommend council to approve inclusion of survey request in Township Times for duration of survey run.</b><br><br><b>ACTION: Recommend to council to include notice of survey in final tax mail out if possible.</b> | LH          | Closed | 2017-02-01   |

**RECOMMENDATION:**

**THAT Council review the submitted logos for consideration, if acceptable then select 4 for public review via survey**

**RECOMMENDATION:**

**THAT Council review the submitted slogans for consideration, if acceptable, then select 6 for public review via survey**

Recommendations Moved by Roger Robertson Seconded by Jan Selles Carried.

2) December report to council

LH

Closed

2017-02-01

3) Township / Developer relationships

JS

OPEN

Working from Official Plan section 1.4 – Residential growth is the trend for twp. EDC to look at settlement areas and their influence on future growth.

Action: Committee member Selles to work on plan to enhance relationships between developers and township, streamlining the process.

Action: Committee member Kalnins to obtain information on recently announced Natural Gas Grants and how it can assist us in encouraging development in our twp.

4. Proposed Township Buildings

RR

OPEN

Economic review by Roger. Roger to develop spreadsheet on projected costs of ongoing operational expenses for Braeside RA and examine economic sustainability of the facilities and increased tax levy pertaining to the buildings. Examination of debt load, expenditure vs. utilization, competition with established businesses all of economic concern.

Action: Committee member Robertson to develop further.

CARRIED

|    |   |     |        |            |
|----|---|-----|--------|------------|
| 7  | <p><b>CORRESPONDENCE:</b><br/> Moved: Andris Kalnins Seconded: Roger Robertson<br/> As information received.<br/> 1) FCM – Canada 150 community leaders – on file should it re-open.<br/><br/> 2) Treasury report – Town Hall feedback on slogan exercise<br/> 3) ADDED: Rural Economic Development Program information</p> <p>ACTION: Committee member Hoddinott to follow up on past RED initiatives that province has found feasible, See if any fit our township.</p> <p style="text-align: right;">CARRIED</p> <hr/>   | LH  | CLOSED | 2017-02-01 |
| 8  | <p><b>NEW BUSINESS:</b><br/> Moved: Jan Selles Seconded: Andris Kalnins<br/> 1) 2017 meeting dates. March 8, April 5, May 3, June 7, Sept 6, Oct 4, Nov 8, and Dec 6<br/><br/> 2) Strategic plan focus</p> <p>Existing goal of branding/marketing package underway. Existing goal of Business Directory now completed.</p> <p>Terms of Reference: Add New goal Focus on Expanding the Tax Base Through Development Stream</p> <p>Actions: Enhance Developer relationships through round table discussions with developers, streamline services, create developer package, explore RED program, explore Natural Gas Expansion announcements.</p> <p><b>RECOMMENDATION: THAT Council approve the addition of the following goal to the Economic Development strategic plan</b></p> <p><b>Focus on Expanding the Tax Base Through Development Stream</b></p> <p>3) Open Discussion</p> <p style="text-align: right;">CARRIED</p> | LH  | CLOSED | 2017-02-01 |
|    |   | ALL | OPEN   |            |
| 9  | <p><b>PUBLIC INPUT:</b><br/> None</p>   | LH  |        |            |
| 10 | <p><b>ADJOURNMENT:</b><br/> Moved: Jan Selles Seconded: Roger Robertson<br/> Meeting adjourned at 8:40pm<br/> Next Meeting: March 8 2017</p> <p style="text-align: right;">CARRIED</p>  | LH  | CLOSED | 2017-02-01 |

# Proposed Logos for McNab/Braeside



3.

4.



5.

6.

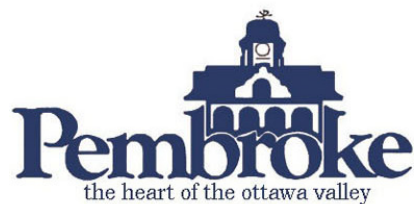


7.

8. (current)

Elements: Blue – water Green – land Trees (white pines) – nature Hills – scenic

# Neighbouring logos



**SLOGAN SUBMISSIONS:**

Our Heritage Our Future

Where Urban Meets Rural

Where Opportunity Begins

Naturally Friendly

Grow With Us

Visit Live Work Play

Built from the past, Ready for the future.

Abundant Land Plentiful Water

A Gem In A Friendly Setting

The Township with Beautiful Views

Simply Beautiful Naturally Friendly

Naturally Beautiful

Live With Us

Where Fun Never Stops

The Perfect Balance

Fresh Living

We Live Here



**Proposed Buildings  
Estimated Operational Costs  
(Does not include Salt Shed or Fire Station Pernel Building - Needed)**

|   | <u>RA Centre<br/>Braeside</u>                       | <u>RA Centre<br/>Downsized</u> | <u>Township<br/>Office</u>                  | <u>Pernel<br/>Bldg</u>                     | <u>?</u><br><u>McNab<br/>Centre Park</u> | <u>?</u><br><u>White Lake<br/>Park</u> | <u>Total<br/>Estimated<br/>Rate Payer</u> |
|---|---|--------------------------------|---|--|--|--|---|
| Proposed Cost of Building<br>(Upper limit chosen to be conservative and provide for over run costs) | 4300 sq ft<br>1,800,000.00                          | 1000 sq ft<br>450,000.00       | 9500 sq ft<br>3,200,000.00                  | 300,000.00                                 | 5800sq ft<br>3,340,000.00                | 800 Sq ft<br>150,000.00                |   |
| 30 year mortgage  |   |                                |   |  |  |  |   |
| Estimated interest rate   | 3.5% semi annual compounding                        |                                | 3.50  | 3.50                                       | 3.50                                     | 3.50                                   |   |
| Annual Interest   | 62,449.00   |                                | 111,021.00                                  | 10,407.00                                  |  |  |   |
| Annual Principal  | <u>34,559.00</u>                                    |                                | <u>61,395.00</u>                            | <u>5,792.33</u>                            |  |  |   |
| Total Annual Mortgage Payments  | 97,008.00   | 22,560.00                      | 172,416.00                                  | 16,199.33                                  |  |  |   |
| Insurance   | 51,000.00   | 11,860.47                      | 75,000.00                                   |  |  |  |   |
| Heat  | 30,000.00   | 6,976.74                       | 55,000.00                                   |  |  |  |   |
| Light   | 35,000.00   | 8,139.53                       | 45,000.00                                   |  |  |  |   |
| Building Maintenance  | 20,000.00   | 4,651.16                       | 35,000.00                                   |  |  |  |   |
| Staff costs   | 50,000.00   | 11,627.91                      | ?   | ?  |  |  |   |
| Cleaning costs  | 10,000.00   | 2,325.58                       | 15,000.00                                   |  |  |  |   |
| Equipment maintenance   | 10,000.00   | 2,325.58                       | 10,000.00                                   |  |  |  |   |
| Lawn Maintenance  | 10,000.00   | 2,325.58                       | 10,000.00                                   |  |  |  |   |
| Snow Clearing   | 5,000.00  | 1,162.79                       | 5,000.00                                    |  |  |  |   |
| Equipment Costs and replacement   | 10,000.00   | 2,325.58                       | 5,000.00                                    |  |  |  |   |
| Rink Maintenance  | 5,000.00  | 1,162.79                       | -   |  |  |  |   |
| Ball Diamond Maintenance  | <u>5,000.00</u>                                     | <u>1,162.79</u>                | <u>-</u>                                    | <u>-</u>                                   |  |  |   |
| <b>Total Annual Estimated Costs</b>   | <b>338,008.00</b>                                   | <b>78,806.51</b>               | <b>427,416.00</b>                           | <b>16,199.33</b>                           | <b>-</b>                                 | <b>-</b>                               |   |
| Estimated Hall Rental Revenue for year  | <u>15,000.00</u>                                    | <u>5,000.00</u>                | <u>n/a</u>                                  | <u>n/a</u>                                 | <u>n/a</u>                               | <u>-</u>                               |   |
| <b>Net Cash deficiency</b>  | <b><u>323,008.00</u></b>                            | <b><u>73,806.51</u></b>        | <b><u>427,416.00</u></b>                    | <b><u>16,199.33</u></b>                    | <b><u>-</u></b>                          | <b><u>-</u></b>                        |   |
| <b>Cost per rate payer @2,300</b>   | <b><u>140.44</u></b>                                | <b><u>32.00</u></b>            | <b><u>185.83</u></b>                        | <b><u>7.04</u></b>                         | <b><u>-</u></b>                          | <b><u>-</u></b>                        | <b><u>333.31</u></b>                      |
| <b>Furniture and Equipment<br/>Conceptual Drawings Only</b>   | <b><u>55,000.00</u></b><br><b><u>120,000.00</u></b> |                                | <b><u>?</u></b><br><b><u>200,000.00</u></b> | <b><u>40,000.00</u></b><br><b><u>?</u></b> |  |  |   |

Notes - no information was found regarding White Lake Park, used downsize estimates for Braeside

Sensitivity if Interest rates rise to 5.5%

|              |                          |                          |                         |                 |                 |                      |
|--------------|--------------------------|--------------------------|-------------------------|-----------------|-----------------|----------------------|
| Interest     | 98,395.00                | 174,924.00               | 16,399.00               |                 |                 |                      |
| Principal    | <u>24,245.00</u>         | <u>43,116.00</u>         | <u>4,037.00</u>         | <u>-</u>        | <u>-</u>        |                      |
| <b>Total</b> | <b><u>122,640.00</u></b> | <b><u>218,040.00</u></b> | <b><u>20,436.00</u></b> | <b><u>-</u></b> | <b><u>-</u></b> | <b><u>157.01</u></b> |

**Unaudited - Prepared for Discussion Purposes Only**

| A                         | B             | C              | D  |
|---------------------------|---------------|----------------|--|
| Facility                  | Room Capacity | Evening Rental | Includes:  |
| Braeside Rec Centre       | 75-100        |                |  |
| Arnprior Curling Club     | 150           | \$ 350.00      | Table set-up and take-down                               |
|                           |               |                | Placement of plastic covering on all tables if required. |
|                           |               |                | Bar service  |
|                           |               |                | elevated area for a DJ or band.                          |
|                           |               |                |  |
| Renfrew comm. Assoc. Hall | 80            | \$ 200.00      | Tables & access to kitchen                               |
|                           |               |                | Day Rate \$100   |
|                           |               |                | Bartender \$ 50  |
|                           |               |                | Security \$100   |
|                           |               |                |  |
| Nick Smith Comm. Hall     |               | \$ 500.72      | Bar Charge \$108.17                                      |
|                           |               |                | Set-up Charge \$105.04                                   |
|                           |               |                | Bar Run by NSC \$324.63                                  |
|                           |               |                |  |
| Constance Bay Comm Hall   | 60-210        | \$ 250.00      | Tables   |
|                           |               |                | Performance stage & lighting                             |
|                           |               |                | HD projection w/ 10' screen                              |
|                           |               |                | Wi Fi  |
|                           |               |                | Public Address System                                    |
|                           |               |                | Caterer's Kitchen  |
|                           |               |                | Commercial Dishwasher                                    |
|                           |               |                | Fully licensed   |
|                           |               |                |  |
| C-Bay comm. smaller halls | 65 or less    | \$ 183.00      | tables   |
|                           |               |                | Fully licensed   |
|                           |               |                | access to caterer's kitchen                              |
|                           |               |                | sink & counter   |
|                           |               |                | integrated 10' screen                                    |
|                           |               |                | wi fi  |
|                           |               |                | big screen tv & pool table (club room)                   |
|                           |               |                |  |
|                           |               |                |  |
|                           |               |                |  |
|                           |               |                |  |
|                           |               |                |  |
|                           |               |                |  |

**ECONOMIC DEVELOPMENT TERMS OF REFERENCE: McNab/Braeside Economic Development Committee**

**Mission/Vision Statement:** “To provide Council with advice and a perspective on economic development based on values of sustainability and environmental stewardship for the enrichment of township residents both current and future.” (approved by Council February 2 2016)

**Mandate:** “To provide recommendations to Township of McNab/Braeside Council regarding Economic Development opportunities.” (approved by Council February 2 2016)

| <b>Goal</b>   | <b>Projected Date of Completion</b> |
|---|-------------------------------------|
| 1.) To facilitate, encourage, assist with the modernization of the Township’s public persona via the internet, in as expedient a manner as possible, encompassing a new website, social media marketing campaign, logo, branding.<br>(approved by Council February 2 2016)                    | 2017                                |
| 2.) To facilitate a local business directory by addressing and updating the home business by-law to, thereby encouraging small business to locate here. Upon completion of the home business by-law amendments, to create a home business directory.<br>(approved by Council February 2 2016) | 2016 Completed.                     |
| 3.)   |                                     |
| 4.)   |                                     |
| 5.)   |                                     |