

## Minutes

LOCATION: **Town of Gananoque, 2<sup>nd</sup> Floor - 30 King Street East, Gananoque**

Present: Todd Bickerton, David Anderson, Troy Donovan, Ken Wilson, Paul MacDonald, Jared Trombetta  
Councillor: Jan Hayes, Jeff Girling  
Staff: Shelley Hirstwood  
Regrets: Jeff Brown

**A) HEALTH, SAFETY, & WELLNESS:** none

**B) DECLARATION OF PECUNIARY INTERESTS:** none

**C) DELEGATIONS/PRESENTATIONS:**

**D) REPORTS:** none

**E) CORRESPONDENCE:** none

**F) MATTERS PENDING:** none

**G) NOTICE OF MOTIONS:** none

**H) MINUTES OF PREVIOUS MEETING:**

Motion made by Jeff Girling  
Seconded by Jan Hayes  
Carried

**J) CONTINUING BUSINESS:**

- Economic Development Update
  - Investment Attraction Activities – presented new material and discussed marketing campaign
    - Facebook Campaign– Includes Toronto, Ottawa and all cities in-between targeting start ups, entrepreneurs, investors and specific businesses
    - YouTube Campaign – Includes Ontario targeting entrepreneurs and investors
    - Trade Shows – leveraging Ontario East Sector Teams
  - Commercial Boats – Muskie Rush is coming back for 2014, still have 2 spots available
  - EORN – Update regarding the areas of Town being serviced with fibre optics funded by EORN
  - McKenna’s Dream Video – is going to the Toronto International Film Festival; question to committee regarding how we can celebrate and champion the work from the students. Suggestion is to have a “Welcome home” reception when they get back.
  - Contractors Dock – Discussion regarding the importance of having something in place for 2015 and the need to be proactive. Discussion regarding a fee for service and/or partnership with the Township. Comments regarding having a plan B.

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**MOTION**

Motion by: Todd Bickerton  
Seconded by: Jan Hayes

The Economic Development Advisory Committee recognizes the importance of the Contractors Dock within the Towns limits and further would like to recommend to Council that we pursue plans to develop the contractors dock along Bay Road for the 2015 season.

CARRIED

- Demolition Bylaw – Notice of agenda item for April meeting regarding a potential demolition bylaw.

**J) NEW BUSINESS:**

- Parking Shuttle Routes
  - Discussion regarding original RFP and route
  - Discussion regarding extending the route and doing a longer shuttle route several times/day
  - Extended route provides opportunity to sell advertising on the bus
  - Long route could include a stop downtown by post office, Visitors Centre, Carmichael Drive, McDonalds parking lot, Playhouse and the Casino
- Art Carts
  - 2013 project was not successful, staff seeking ideas from the committee regarding use for 2014
  - Committee recommends using the carts for information and be made available for events.
- Student Perspective - Jared presented ideas based on student and business input
  - Library – There is a need for expanded amenities such as study hubs, wifi and to utilize the space for more classes and workshops such as the Keys Employment Workshops
  - Library – There is a need for the Library to be more receptive to the ‘bring your own device’ concept including charging stations and wifi
  - Advertising Campaign – praised the EDC for the use of social media for advertising
  - Public spaces – need to fix raft at the beach and address the sand which has become compacted

**K) PUBLIC QUESTION PERIOD**

- Anne-Marie Koiner
  - Suggested extending the shuttle till the end of September, discussed Art Carts for information and suggested the Visitor Centre name include community resource centre.

**K) ADJOURN**

**Next meeting – Wednesday April 9<sup>th</sup>, 6pm – Town Hall**

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Chairperson, Todd Bickerton