



Economic Development & Planning Committee

Tuesday, November 04, 2014
City Hall, Council Chambers

COMMITTEE MINUTES

Members Present:

Councillor M. McFall, Chair
Councillor D. Beatty
Councillor M. Kalivas
Councillor D. LeSueur

Regrets:

Mayor D. Henderson

Other Councillors:

Councillor T. Blanchard
Councillor J. Earle

Staff:

Ms. S. MacDonald, City Clerk (Recording Secretary)
Ms. M. Pascoe-Merkley, Director of Planning

The Chair called the meeting to order at 4:20 p.m.

DISCLOSURE OF INTEREST

Nil.

DELEGATIONS AND PRESENTATIONS

1. 50 Years of our Flag Committee
(Robert J. Harper)

Mr. Harper addressed the Committee regarding FlagFest planned for February 2015 to celebrate the 50th Anniversary of the Canadian Flag. Ms. Lauren Smith provided an overview of the events planned for the festival.

Economic Development and Planning Committee (EDP) Committee Minutes -
Tuesday, November 04, 2014

CORRESPONDENCE

1. Deferral of Impost / Development Charges - Millwood Condominiums
(Sweetwater Homes Ltd.)

Moved by: Councillor Kalivas

THAT the correspondence from SweetWater Homes regarding the Deferral of
Impost/Development Charges be received; and

THAT staff are directed to prepare a report regarding the deferral request to be
presented to the EDP Committee in December.

CARRIED

2. 2015 Flag Festival
50 Years of Our Flag Committee

Moved by: Councillor LeSueur

THAT the correspondence dated October 24, 2014 from the 50 Years of Our Flag
Committee be received; and

CARRIED

Moved by: Councillor LeSueur

THAT the request from the 50 Years of Our Flag Committee for funding of the 2015
FlagFest event in the amount of \$38,000 be considered at the Council meeting of
November 10th.

CARRIED

Economic Development and Planning Committee (EDP) Committee Minutes -
Tuesday, November 04, 2014

STAFF REPORTS

1. 2014-118-11
"Brockville - Birthplace of the Canadian Flag"
Corporate Branding

Moved by: Councillor Beatty

THAT Council endorse the use of the tagline "Brockville - Birthplace of the Canadian Flag"; and

THAT the design and guidelines for use of the tagline "Brockville - Birthplace of the Canadian Flag" be developed by staff.

CARRIED

Councillor Earle distributed stickers stating "Brockville - Birthplace of the Canadian Flag". He does not see a branding exercise as being necessary to use "Brockville - Birthplace of the Canadian Flag" on Corporation marketing material, letterhead, etc.

Councillor Earle and Councillor McFall noted that they would prefer to fund the flag festival rather than undertake a branding exercise.

Ms. MacDonald explained that a branding exercise sets the how and when "Brockville - Birthplace of the Canadian Flag" would be used in addition to or in replacement of the existing brands, taglines and logos, and would include the design of a graphic.

NEW BUSINESS - REPORTS FROM MEMBERS OF COUNCIL

Nil.

BRAINSTORMING

1. Regionalization of Chambers of Commerce

Councillor Beatty commenced the brainstorming session mentioning that economic development should not be the only regionalization undertaken. He suggested that the numerous Chambers of Commerce in Leeds and Grenville could take the lead by considering amalgamating to provide greater coverage to their members. Perhaps the United Counties of Leeds and Grenville could approach the Chambers of Commerce to discuss this possibility.

With respect to regionalization, Councillor Beatty spoke of a Regional Municipality of

Economic Development and Planning Committee (EDP) Committee Minutes -
Tuesday, November 04, 2014

Leeds and Grenville. He commented that a referendum could be undertaken.

ADJOURNMENT

Moved by: Councillor LeSueur

THAT the Economic Development and Planning Committee adjourned its meeting until the next regular meeting scheduled for December 2, 2014.

CARRIED

The meeting adjourned at 5:28 pm.