

PUBLIC MEETING FOR BECK'S PIT ZBLA and OPA AT 6:00 PM

**COMMUNITY DEVELOPMENT COMMITTEE
MONDAY, JANUARY 13, 2014
TO FOLLOW PUBLIC MEETING
COUNCIL CHAMBERS, SPENCERVILLE**

PRESENT:

Councillor Pat Sayeau (Chair)
Mayor Bill Sloan
Deputy Mayor John Hunter
Councillor Charlie Burrell
Tim Nason
Alicia Wanless
Dave Robertson
Joe Martelle

REGRETS:

Heather Lawless

STAFF:

Debra McKinstry, CAO/Clerk
Shelbi Deacon, Community Development Coordinator

1. Call to Order – Chair, Pat Sayeau

The Chair called the meeting to order at 6:40 pm

2. Disclosure of Pecuniary Interest –None
3. Delegations –None
4. Consent Agenda –None
5. Discussion Items
 - a) Branding Exercise Update

The CAO/Clerk presented the Committee with a handout containing possible logos along with an artistic rendering of a 'Gateway' brand concept she had thought up.

J. Martelle then presented a brand concept of his own to the committee involving a film strip. Both brand concepts presented displayed a wordmark type logo.

The Committee discussed targeting branding efforts towards current residents versus towards possible new residents.

They then discussed dealing with the creation of a Township logo before creating an in-depth marketing scheme.

The Committee agreed that if the Township was not prepared to partake in a full rebranding strategy, hiring a consultant would be an unnecessary expense.

A subcommittee was suggested to deal with moving forward with the brand/logo ideas presented at the meeting. The Committee agreed that a subcommittee made up of 3-4 members of the Community Development Committee and members of staff was the logical next step in the process. All Committee members were polled for interest in joining the subcommittee. A. Wanless, T. Nason and J. Martelle volunteered to work with the CAO/Clerk and Community Development Coordinator as the subcommittee. It was decided that the subcommittee is to report back to the Committee at the March meeting with a distinct concept.

The committee was in consensus with this plan.

6. Action Items

a) Severance application B-127-13 (MacDonald)

Stefano Ferrente, developer of the property was present at the meeting. Mr Ferrente informed the committee that he wishes to purchase the property conditional on the severance and minor variance and continue to own it as a landlord.

The Committee discussed the logistics behind selling the quadraplex, noting that each half, divided along the lot line, could be sold separately.

MOVED by: A. Wanless seconded by J. Hunter that Committee recommends that Council recommend in favor of Severance Application (Macdonald) B-127-13 conditional upon a successful minor variance.

Carried

b) Camping at Galop Canal

The Committee discussed the transition of this item from a possible public-private partnership as it had been presented in the past, to now seemingly representing the Township opening and running a campground.

It was noted that if a private company was to run the campground, the land would be private, therefore public access could be restricted.

Each member of the Committee was asked their feelings on the item, and how they thought the Committee should proceed. The majority of the Committee noted that they believe the idea of a campground, or some other sort of development at Galop Canal was a good idea but the item should be tabled for now, and possibly return in the future.

Staff was directed to provide an assessment of the current land use of Galop Canal at the next Community Development Committee meeting, allowing the Committee to discuss other options for the land.

MOVED: by B. Sloan, seconded by D. Robertson That Committee recommends that Council set the Camping at Galop Canal idea aside, due to planning and cost constraints

Carried.

- 7. Information Items – None
- 8. Inquiries/Notices of Motion

J. Martelle made a notice of motion regarding the use of the walls around the walking track at the Ingredient Centre. This will be discussed at the next CDC meeting.

- 9. Question Period
- 10. Closed Session – None
- 11. Adjournment

MOVED by: B Sloan seconded by A. Wanless that the meeting adjourn at 7:48 pm.

Carried

These minutes were approved by Council on the 27th day of January, 2014.

Chair

Secretary