

MINUTES
COMMUNITY DEVELOPMENT COMMITTEE
WEDNESDAY, NOVEMBER 27, 2013
6:30 PM
COUNCIL CHAMBERS, SPENCERVILLE

PRESENT:

Councillor Pat Sayeau (Chair)
Mayor Bill Sloan
Deputy Mayor John Hunter
Heather Lawless
Tim Nason
Alicia Wanless
Dave Robertson

REGRETS:

Councillor Charlie Burrell

STAFF:

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

1. Call to Order

Councilor Sayeau called the meeting to order at 6:32p.m.

2. Disclosure of Pecuniary Interest –None

3. Delegations

a) Branding Discussion –Bronwyn Mondoux, Cinnamon Toast

Ms. Mondoux discussed with the Committee the meaning behind branding adding branding was not just a logo but a personality associated with a place.

The Committee and gallery were invited to share their ideas of what the Township brand should focus on with Ms. Mondoux. Ideas that were put forward included:

- Strong sense of community
- Historical background/pride
- Diversity- welcoming to all
- Industrial transportation hub
- Commuter community

Many Committee members shared their frustration with the branding exercise up to this point because the process has been ongoing for 1 year with little to no

progress. The Committee discussed the difficulty of creating a distinct brand when the Township has so many unique features.

Ms. Mondoux responded to these concerns, discussing the benefits of bringing in a consultant to help make the 'hard decisions' which can involve narrowing down a long list of ideas. She also explained to the Committee that in her past experience, coming to a decision by committee is very difficult. Ms. Mondoux suggested to the committee that the goal in going forward with branding decisions cannot be to make every individual happy, but rather to make a choice that is generally well accepted.

The Committee discussed next steps for the branding process. Committee directed staff to arrange a facilitated branding session outside of the regular Committee setting that will involve other members of council and possibly some members of the public.

The Committee thanked Ms. Mondoux for her input and guidance in the discussion.

4. Consent Agenda –None
5. Discussion Items
 - a) Spencerville CIP Project Boundary

The Committee recognized the Official Plan and other Provincial policies which direct that the focus of CIP's should be on the downtown core of an area.

The Committee discussed the number of businesses that could qualify for CIP programs in the extended boundary and the importance these businesses have for the Village of Spencerville as a whole as well as the historical significance of the area. The Committee agreed that by extending the project boundary for the Spencerville CIP, many more businesses would have the opportunity to prosper from the program. They also agreed that encouraging and promoting business is important for the entire Township.

MOVED by: B. Sloan seconded by J. Hunter that Committee recommends that Council adopt the larger Project area for the Spencerville CIP.

Carried

6. Action Items
 - a) CIP Application – Macey

The Committee was reminded that the Macey's had previously applied for and completed a project under the CIP.

MOVED by: A.Wanless seconded by T. Nason that approve the CIP application-Macey for funding of \$1,500 under the Housing Improvement Program.

Carried

b) Severance application B-112-13 (Learmonth)

MOVED by: J. Hunter seconded by T. Nason that Committee recommends that Council recommend in favor of the application B-112-13 (Learmonth).

Carried

7. Information Items – None
8. Inquiries/Notices of Motion – None
9. Question Period

No questions were asked but, further discussion involving the next steps in the branding exercise arose. Committee discussed possibilities of facilitators for the upcoming branding session.

Committee directed staff to write a letter to other branding firms requesting expressions of interest along with price quotes for facilitating the session in addition to other preliminary branding services (possibly including a logo).

10. Closed Session – None
11. Adjournment

MOVED by: B Sloan seconded by A. Wanless that the meeting adjourn at 7:53 pm.

Carried

These minutes were approved by Council on December 9, 2013



Chair

Secretary