



Clearview Economic Development Advisory Committee Meeting

MINUTES

March 09, 2021

5:30 p.m.

[Webinar](#)

Members Present: Mayor Doug Measures (Chair), Bill Roskar, Judith Crawford, Jennifer White, and Deputy Mayor Barry Burton.

Staff Present: Administrative Assistant, Jennifer Cain-Percy, General Manager of Parks, Culture and Recreation, Terry Vachon; Township Treasurer, Kelly McDonald; and Committee Coordinator, Cayla Reimer

1. Welcome

Chair, Mayor Measures welcomed guests and called the meeting to order at 5:30 p.m.

2. Approval of Agenda

Resolution:

Moved by Deputy Mayor Barry Burton, seconded by Bill Roskar, Be It Resolved that the Clearview Economic Development Advisory Committee hereby approve the Agenda dated March 09, 2021 as presented.

Motion Carried.

3. Committee Workshop

Committee Coordinator, Cayla Reimer provided a brief verbal presentation regarding the process, policies, protocols, best practises and [Code of Conduct for Committees and Boards](#) to assist the newly formed committee in moving forward in their mandate.

4. Disclosure of disqualifying interest and the nature thereof

No pecuniary interest was declared.

5. Approval of Minutes

6. Business arising from the minutes

7. Financial Report

Township Treasurer, Kelly McDonald provided the Committee with financial information such as a reserve of approximately \$300,000, and a budgeted \$50,000 for 2021. The Treasurer provided information regarding Community Improvement, Revitalization, and Downtown Beautification projects. Kelly informed the Committee should they wish to use funds from the 2021 Committee budget the Committee will need to send a recommendation to Council for approval and subsequent release of the funds.

Kelly is available to assist the Committee with future grant and funding opportunities and available for questions as they arise.

8. Parks, Culture and Recreation Report

General manager of Parks, Culture and Recreation, Terry Vachon, provided the Committee with a verbal update on the efforts, feedback, and successes, the team has had in relation with the pandemic and reopening initiatives including reopening tool kits delivered to over 110 Clearview Businesses. Terry outlined the Recreation Departments successful Township events such as the virtual Canada Day Event, Taste of Clearview, and the winter beautification project that brightened spirits in all hamlets of the municipality and very positive feedback was received.

Terry informed the Committee that unfortunately, 2020 saw the cancellation of most major tourist events in the area due to COVID-19, however; the outdoor spaces within Clearview such as the park spaces have been heavily utilized, and the department predicts a great success with the updated community garden project.

General Manager of Parks, Culture, and Recreation, Terry Vachon informed the Committee of new community partnerships including [RTO7](#) and the [South Georgian Bay Tourism](#) which will undoubtedly assist with economic recovery post COVID-19 pandemic.

Terry described the exciting initiatives the Clearview Youth Centre has implemented and planned in the township.

9. Current Business

The Committee discussed the vision for EDAC and touched on key issues such as affordable housing, keeping young families in the area, ways to attract and retain businesses. The Committee deliberated about narrowing in on a specific industry or regional opportunities which could be expanded as major employers such as the industrial park land and small to mid size manufacturing brainstorm that could be possible employers in the community. It was noted that the airport in Clearview is within arms reach and the Township is a highly desired area.

The Committee discussed marketing opportunities such as print, evergreen web, electronic media, tourism brochures, and available promotional services.

The Committee discussed what type of business has been effected by the pandemic and distinguished a show of support for small business in our community and how the committee can create; programs, networking opportunities, and marketing & promotion opportunities.

10. New Business

The Committee noted the importance of setting both long and short-term goals in the next couple meetings.

Chair, Mayor Measures thanked the committee for their commitment to the Economic Development Advisory Committee.

11. Next Meeting – Tuesday April 06, 2021 at 4:30p.m.

12. Adjournment

Resolution:

Moved by Jennifer White, seconded by Judy Crawford, Be It Resolved that the Clearview Economic Development Advisory Committee meeting be adjourned at 6:52 p.m.

Motion Carried.

Date Minutes Approved: April 06, 2021

Mayor Doug Measures, Chair

Jennifer Cain-Percy, Administrative Assistant