



**The Corporation of the Municipality of Mississippi Mills
Community & Economic Development Advisory Committee Meeting**

MINUTES

November 17, 2020

8:00 a.m.

**Council Chambers, Municipal Office
3131 Old Perth Road**

Committee Present: Councillor Guerard
Councillor Ferguson
Scott McLellan
Ron MacMeekin (left 9:15am)
Mary Rozenberg (remote)
Greg Smith (remote)
Noreen Young
Dawn McGeachy

Committee Absent: Deputy Mayor Minnille

Staff Present: Tiffany MacLaren- Community, Economic & Cultural Coordinator
Bonnie Ostrom- Recording Secretary/Administrative Assistant
Dawn McDonald- Administrative Assistant

A. CALL TO ORDER

**B. DISCLOSURE OF PECUNIARY INTEREST AND GENERAL NATURE
THEREOF**

C. APPROVAL OF AGENDA

Moved by Councillor Ferguson

Seconded by Ron MacMeekin

THAT the November 17, 2020 C&EDC agenda be accepted as presented.

CARRIED

D. APPROVAL OF MINUTES

Moved by Councillor Guerard

Seconded by Ron MacMeekin

THAT the Committee approves the minutes dated January 20, 2020 and February 25, 2020.

CARRIED

E. DELEGATIONS AND PRESENTATIONS

F. REPORTS

F.1 Resignation & Appointments

The committee thanked Sanjeev Sivarulrasa, Helen Antebi and Vic Bode for all their contributions to the Community & Economic Development Committee. New members Noreen Young and Dawn McGeachy were introduced to the committee. Council appointed Councillor Ferguson as a committee member until a Pakenham representative is found.

F.2 Filming in Mississippi Mills

A working group started research on the film policy and formulated a survey. Committee members and staff will continue working on the policy and have a draft by next meeting. All committee members were asked to submit any comments in the next week.

More movies have been filmed in town in recent months with no road closures. The film companies have very strict Covid-19 guidelines and are providing a list of attendees and insurance documents.

F.3 Christmas 2020

Due to Covid-19 pandemic Light Up the Night and the Santa Claus parades have been cancelled for 2020. Christmas in Mississippi Mills will take on a new look for this season. Check out the various activities the municipality has planned: Christmas decorating contest, Santa Claus Coming to Town, Community Videos from the Heart, Reaching out to the Community, Put your money where your Heart is this season, How to support local charities this season.

The last movie crew left a bunch of Christmas trees at the old Ultramar lot. The Light Up the Night committee decided to set them up and decorated them with a reminder to join them for Light Up the Night 2021!

F.4 Strategic Plan

Council has been working on the Municipal Strategic Plan. The plan is available on the website. There will be some action items for this committee with regards to economic development. An economic development and branding plan was proposed in the Strategic Plan. Due to financial implications Council will be making a decision during the 2021 Budget deliberations to proceed with the ED Plan in 2021 or defer to 2022.

G. BUSINESS ARISING OUT OF MINUTES

G.1 Riverwalk Update

Work has been moving forward on the new Riverwalk staircase. Due to Covid-19 there have been some delays, but the installation will be completed this fall. A grand opening will take place sometime in the spring. New benches have been purchased and will be installed in the spring.

H. ROUND TABLE

The Community, Economic & Cultural Coordinator instructed the committee members on how to access the council calendar and videos on the website. A review was conducted on how to navigate the new website, identifying: the new tourism section (visitor guide), community profile, build and invest information, and subscribe to the newsletter. Committee members were encouraged to give feedback on the website content.

Councillor Ferguson suggested committee members review the Council agenda for tonight with regards to the Official Plan Amendment 22 (OPA22) growth for Almonte until 2037. The rural growth OPA22 review will take place February 2021.

Lanark County Food Bank has an Adult Christmas Stocking project. Donations can be dropped off at Textile Traditions on Mill St before December 10th.

Owner Kelly Church at Textile Traditions is organizing letters to military members who are not able to come home for Christmas. Cards and letters are to be dropped off at the store before November 30th.

Valley Heritage Radio has donated \$20,000.00 towards the Renfrew/Lanark County food banks this holiday season.

A new AED has been installed at the Heritage Court (outside Acanthus).

Volunteer, Laurel Cook has completed a mural at the Clayton Community Centre.

The revitalization of the murals project will be reviewed in the new year.

Discussion on 2021 Visitor Guide to be discussed at the next meeting.

I. INFORMATION AND CORRESPONDENCE

J. OTHER / NEW BUSINESS

J.1 Business Outreach

Due to Covid-19 we have not been able to host our quarterly Business breakfasts and would like to consider virtual networking and education opportunities. Committee members are to think about options/ideas to bring to the next meeting. Networking and supporting businesses remain a priority we need to find other ways to communicate. Staff initiated a newsletter in April 2020 to share information on Covid-19 regulations and government assistance programs with our business community. Newsletters will continue as regulations change and programs develop.

K. MEETING ANNOUNCEMENTS

Next meeting December 15 at 8:00am Council Chambers

L. ADJOURNMENT

Moved by Councillor Guerard

Seconded by Councillor Ferguson

THAT the meeting be adjourned at 9:20 a.m.

CARRIED

Bonnie Ostrom
Recording Secretary