



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

MINUTES

December 15, 2020

8:00 a.m.

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

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

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 Noreen Young

Seconded by Councillor Ferguson

THAT the December 15, 2020 C&EDC agenda be accepted as presented.

CARRIED

D. APPROVAL OF MINUTES

ADD: Ron MacMeekin requested feedback on the status of the business retention project during the last meeting.

Moved by Councillor Guerard

Seconded by Councillor Ferguson

THAT the Committee approves the minutes dated November 17, 2020.

CARRIED

E. DELEGATIONS AND PRESENTATIONS

F. REPORTS

F.1 Bicentennial Information Report and Committee Terms of Reference

Council has designated 2023 as the 200th Anniversary of Mississippi Mills. To mark this important milestone staff recommends a yearlong celebration with a variety of events and initiatives spread across the Municipality.

Staff is recommending a working advisory committee made up of Council, staff and members of the public. This advisory committee would bring updates to Council on a regular basis. There would also be 6 subcommittee working groups who would report up through to the main committee.

The 6 subcommittee working groups would be: Celebrating Agricultural, Celebrating Arts & Culture, Museums & Heritage, Celebrating Almonte, Celebrating Pakenham and Celebrating Ramsay Bicentennial Working Groups.

Planning is imperative to meet deadlines for government funding and grant opportunities prior to the dedicated bicentennial year.

This staff report is on Councils agenda for Dec 15. (tonight)

G. BUSINESS ARISING OUT OF MINUTES

G.1 Film Policy Criteria

Review of the information given from various cities that currently have a film policy. For the most part Mississippi Mills is following similar practices; parking fees, companies required to inform residents and businesses in writing prior to filming, no permit fees, insurance certificates are required etc.

The initial film policy working group worked on a survey representing business owners and residents. They also worked on the core purpose for the film policy. This information will be incorporated into the mix to develop the overall film policy.

Lead time is required for road closures; staff report, COW and Council approvals are required.

Question if there are economic benefits to the municipality? There are benefits to local businesses when using their locations, businesses, parking etc. Catering is typically done via union caterers. Movie companies do try to use local businesses where possible with food, construction materials etc.

Other items to possibly include in the policy:

- Notifications to residents of downtown and businesses. Perhaps have signage to announce a film in process as you come into the town.
- Dispute resolution
- Location credits on the movies
- Having films in town does help to brand the community

Overall, there seems to be a sense of pride in having our communities involved in movies.

G. 2 Christmas 2020 – Verbal Update

Santa visited all settlements via a fire truck on Dec 5 & 6th. There were a lot of residents waiting along the routes to see Santa. The event was a great success, collecting over 4000 lbs of food for the food bank and \$3250 in cash donations.

Christmas lights contest, to finish by Dec 11. Judging was delayed due to inclement weather. Results to be completed by December 18. A thank you to the volunteers who managed the map.

There are still videos coming in that will be posted to the website. We are working with Care Bridge regarding cards/letters to seniors.

The libraries are doing crafts for seniors and offering tech services to enable seniors to reach out to family and friends.

H. ROUND TABLE

There was a request to include photo credits on the new website.

Reminder that there is a “Santa’s Runway” along Union St to Carss St to Mitcheson St. Residents light candles in paper bags along the street on Christmas Eve to show Santa where to land!

Deputy Mayor Minnille announced the approval of Mayor Lowry as the new Lanark County Warden! Very proud of her accomplishment being elected in the first round.

Inquiries into the Lanark County restructuring of the Tourism department. Will Lanark County still be focused on economic development and tourism? Updates required.

New business Mississippi Mills Malting Brewery has begun building their new facility in Pakenham.

Inquiries made on the Covid-19 Provincial compliance testing along Mill St wondering if there were any non-compliant businesses?

Lions Club and the Almonte Civitan are partnering in the local Christmas hamper program. Hampers to be delivered December 18 & 19. Financial donations are also accepted.

The Humm has announced a writing contest about stories of the Ottawa Valley.

Chairperson, Scott McLellan was investigating how various Chamber of Commerce/BIA are networking during the pandemic.

- meeting in small groups, social distancing and wearing masks
- virtual meetings
- zoom cocktail hours, including recipes
- Q & A seminar on how to use social media. Open sessions.
- Suggested following local businesses on Facebook to help promote

Mayor's Report will be read during the Council meeting tonight.

Discussion on 2021 Visitor Guide to be discussed early in the new year.

I. INFORMATION AND CORRESPONDENCE

J. OTHER / NEW BUSINESS

K. MEETING ANNOUNCEMENTS

Decision was made to change meetings to Thursday's to avoid same day Council meetings. Meetings will remain on the 3rd week of the month.

Next meeting **Thursday** January 21,2021 at 8:00am Council Chambers

L. ADJOURNMENT

Moved by Councillor Guerard

Seconded by Councillor Ferguson

THAT the meeting be adjourned at 9:12 a.m.

CARRIED

Bonnie Ostrom

Recording Secretary