

The regular meeting of the Economic Development Committee was held this afternoon with Mayor Jacyno in the Chair with all members present with the exception of Councillor Lafreniere and Councillor Levasseur. Staff members present were Terry Lapierre, CAO, Susan Ellis – Coordinator, Economic Development, Recreation & Tourism and Jo-Anne Nagora, Recording Secretary.

MOTION: Moved by Councillor O'Neill, seconded by Deputy Mayor Scott THAT the Minutes of the September 12, 2006 meeting are accepted as circulated.

CARRIED

ITEM #1 **OTTAWA VALLEY TOURIST ASSOCIATION AND ENTERPRISE**
RENFREW COUNTY:

Mayor Jacyno welcomed Mitchell Wilkie, Manager of Economic Development Services from the County of Renfrew.

Mr. Wilkie made a presentation to the Committee regarding the accomplishments of the OVTA and asking the City to renew their two year agreement with OVTA. Mr. Wilkie highlighted that in 2006 Renfrew County was ranked number 1 in Eastern Ontario for tourism and investment.

Mr. Wilkie said that in 2007 a tourism resource assessment and strategy will be done. OVTA will be looking at more revenue generation through membership drive, promotional items and sponsorship programs.

Mr. Wilkie informed the Committee that for the 2007 guide, OVTA is looking at changing the format on how museums and the Pembroke Murals are presented in the guide book. These attractions will be better presented under attractions and events and will also be added under the attractions and theme parks chart.

Mr. Wilkie made a second presentation to the Committee on the work of Enterprise Renfrew County. Enterprise Renfrew County provides free consultative services to new and established businesses.

Mr. Wilkie stated that in the Pembroke Office the Client Services Officer is now a full time position. Mr. Wilkie said from January to September 2006, the Pembroke office has received 795 inquiries and 65 new and repeated consultations.

Deputy Mayor Scott said he felt that the City has a great partnership between OVTA and Enterprise Renfrew County. He felt there is a direct benefit to the City, taxpayers and youth. Deputy Mayor Scott said that Council needs to look at these programs at budget time and possibly increase the budgets for 2007.

Mayor Jacyno thanked Mr. Wilkie for his presentation.

ITEM #2 RENFREW COUNTY COMMUNITY FUTURES DEVELOPMENT CORPORATION FUNDING

Ms. Ellis said she recently attended a meeting at AECL to discuss ways in which lead community organizations could help AECL in recruitment efforts. A Community Capacity Building grant application was submitted and the application has been successfully accepted.

The City of Pembroke, Town of Petawawa, Town of Deep River, Upper Ottawa Valley Chamber of Commerce, County of Renfrew and AECL will be working together to develop a promotional pamphlet and website that will highlight critical settlement information and assist in the decision making process for people thinking of making a move to the Ottawa Valley.

The City's contribution to this project will be \$500.00

ITEM #3 www.pembroke.ca

Ms. Ellis informed the Committee that a recent review of the website has revealed astonishing statistics. Over the past 9 months 152, 604 visitors have logged on to the City's website with an average of 16,956 visitors per month.

The meeting adjourned on motion by Councillor Henderson, seconded by
Councillor Severin.

CARRIED