

A meeting of the Economic Development Committee was held this evening with Chairman Jacyno presiding and all Committee members in attendance with the exception of Deputy Mayor Scott and Councillor Henderson. Staff members in attendance were Terry Lapierre, Chief Administrative Officer and Susan Ellis, Manager-Economic Development, Recreation and Tourism.

#### APPROVAL OF MINUTES

MOTION: On motion of Councillor Levasseur  
Seconded by Councillor Severin  
THAT the minutes of the July 13, 2004 meeting be approved as circulated.  
CARRIED.

#### 1. DOWNTOWN REVITALIZATION

Ms. Ellis reported that the Renfrew County Community Futures Development Corporation has made application to and has been notified of acceptance of funding in the amount of \$30,000 for the Pembroke Downtown Development Commission towards development of an actionable strategy to attract new business into the downtown core. The cost to the City would be mostly in-kind in terms of staff resources and project management and administration, while the PDDC would contribution the same.

Councillor Lowe, member of the PDDC, expressed concern that the Commission members were not able to review the application for funding prior to submission. Ms. Ellis responded that they were given only three days to submit but input on the action plan will be reviewed by Commission members.

#### 2. COMMUNITIES IN BLOOM

Ms. Ellis reported that the Finance and Administration Committee has already addressed non-representation at the National Awards Ceremony and it is understood that the remaining budget will be retained for the 2005 efforts to ensure both community and Council support of the program. Achievement certification for those property owners meeting the criteria for five blooms will be presented on Wednesday, September 29<sup>th</sup> from 6:30 p.m. to 9:00 p.m. in the Activity Room at the PMC.

Councillor White urged the Committee to request continued City support of the program. Councillor Lafreniere stated that at the beginning of the program she had been sceptical. After becoming involved, the benefits of the program and the strong community involvement produced were very obvious. Councillor Severin agreed that the community benefits by taking part.

In response to Chairman Jacyno, there is an opportunity to take part with neighbouring municipalities but most municipalities enter on an individual basis.

3. ONTARIO EAST ECONOMIC DEVELOPMENT COMMISSION

Industry Canada, through FedNor, is directing \$10 million into Eastern Ontario through Community Future Development Corporations, to be spent on capacity building projects. This funding will be assisting the PDDC with its \$30,000 funding. \$1 million of this money is to be used to address regional economic development and a working group has been established to develop the terms of reference to enable the development of a broad based Eastern Ontario development strategy.

Ms. Ellis explained that there are many information references that will be reviewed by consultants to bring all the vast resources together to speak to Eastern Ontario's strength. This will enable the area to be recognized as a region onto its own.

Ms. Ellis has been asked to sit on this working group and Committee members congratulated her on this accomplishment.

Ms. Ellis indicated that in speaking with the Associate Minister of Defence at the Canadian Armed Forces Day held recently, that he let it be known that he is to be appointed as the Regional Minister of Ontario.

On motion of Councillor O'Neill, seconded by Councillor Lowe, the regular meeting of the Economic Development Committee adjourned.