

Council Chambers
PEMBROKE, Ontario

June 6, 2005

The regular meeting of the Economic Development Committee was held this evening with Deputy Mayor Scott in the Chair and all members present with the exception of Mayor Jacyno and Councillor Lowe. Staff members present were Terry Lapierre, Chief Administrative Officer and Susan Ellis, Coordinator, Economic Development, Recreation and Tourism.

MOTION: Moved by Councillor Henderson, seconded by Councillor White that the minutes of the meeting of May 10, 2005 be accepted as circulated.

CARRIED.

ITEM # 1: Downtown Best Practices - OSTAR

Ms. Ellis advised the Committee that for the Downtown Best Practices project to proceed Council must pass a by-law which will authorize the Mayor and the Chief Administrative Officer to sign an agreement with the Ontario Ministry of Municipal Affairs and Housing. A sample agreement was distributed to the Committee with the agenda.

ITEM # 2: Retail Assistance – RCCFDC

Ms. Ellis informed the Committee that the Department has received a grant from Renfrew County Community Futures in order to assist independent retailers in Pembroke who sell department store type merchandise. A copy of the media release was distributed with the agenda. Ms. Ellis noted that 90 independent retailers are being visited by mystery shoppers, results will be sent back to the storeowners, and a free retail seminar will be offered. As well, she said, a webpage will be developed for members of the PDDC as part of the City of Pembroke's website.

ITEM # 3: Ottawa River Waterway

Ms. Ellis noted that she attended the Ottawa River Waterway annual general meeting. A list of the new Board members was distributed with the agenda. A marketing report submitted by Linda Sarazin was also distributed, for the Committee's information. Councillor O'Neill stressed that Ms. Ellis' attendance at the meetings is very important,

although he recognized her busy schedule often keeps her away. He also noted that the Board members are trying to meet with Federal Members of Parliament on both sides of the Ottawa River.

ITEM # 4: Buttons and Novelties

Ms. Ellis advised that she had been approached by a local business asking for permission to use the City logo on T-shirts and buttons. She noted there will be no duplication of anything offered by the City, and the logo will not be distorted in any way.

Councillor Levasseur viewed this as part of marketing and advertising, pointing out that it will help someone in business. The logo must be protected somehow, he stressed, and suggested a nominal fee be charged on a yearly basis. He pointed out that there could still be litigation over the Hockey Town Canada logo and suggested that a paper trail be kept with regard to the logo.

Councillor White agreed with Councillor Levasseur and noted that control should be left with Mr. Lapierre and the Economic Development Department. Councillor Henderson suggested that interim approval be granted to the business in question, pending development of a policy. Councillor Lafreniere stressed that there should be a time limit placed on the use of the logo.

MOTION: Moved by Councillor Henderson, seconded by Councillor Severin that the business in question be given permission to use the City logo on T-shirts and buttons and that they be advised a policy is pending.

CARRIED.

MOTION: Moved by Councillor O'Neill, seconded by Councillor White that the meeting adjourn.

CARRIED.