

The regular meeting of the Economic Development Committee was held this evening with Mayor Jacyno in the Chair with all members present with the exception of Councillor Severin. Staff members present were Terry Lapierre, CAO and Susan Ellis – Coordinator, Economic Development, Recreation & Tourism.

MOTION: Moved by Councillor Lowe, seconded by Councillor Lafreniere THAT the Minutes of the September 6, 2005 meeting are accepted as circulated.

CARRIED.

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

Councillor O'Neill 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. Mr. Wilkie highlighted that in 2005 Renfrew County was ranked number 1 in Eastern Ontario for tourism and investment.

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 currently in the Pembroke Office the Client Services Officer is a part time position. Mr. Wilkie said to enhance service and product offerings in the Pembroke area, the position should become a full time position. Mr. Wilkie asked if the City of Pembroke would be willing to become another financial partner and contribute \$4,000 annually to Enterprise Renfrew County.

Councillor O'Neill thanked Mr. Wilkie for his presentation.

ITEM #2 OTTAWA VALLEY ECONOMIC DEVELOPMENT PARTNERS GROUP

This report was accepted as an information item for Committee members.

ITEM #3 TRADE AND COMMERCE MAGAZINE

Ms. Ellis presented a sample of what the City would be receiving by purchasing a full colour ad in the Trade and Commerce Magazine. Ms. Ellis asked the Committee's approval

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to set aside \$4,000 in the 2006 advertising budget. Councillor White asked if this \$4,000 would be part of the existing advertising budget or would be for an additional \$4,000 to be added to the advertising budget. Ms. Ellis said she hoped that the Committee would approve an additional \$4,000.

MOTION: Moved by Councillor Levasseur, seconded by Deputy Mayor Scott THAT The Committee pre-approves \$4,000 from the 2006 advertising budget to advertise in the Trade and Commerce Magazine. Budget discussions in 2006 will determine if the advertising budget will increase for the year 2006.

CARRIED.

ITEM #4 COMMUNITIES IN BLOOM

Ms. Ellis highlighted the national judging results for the City of Pembroke. She pointed out that several communities have adopted judging criteria to better reflect community efforts. Ms Ellis said the participating communities have included the relevant sections in their municipal work plans for Parks Department. Ms. Ellis suggested the Parks Division consider including this as a part of their mandate for their Community in Blooms involvement.

DIRECTION: The request be forwarded to Public Works with a report to be brought back to the Operations Committee.

ITEM#5 CITY SIGNAGE

Councillor Levasseur commented on the beautiful signage that other communities have put up along Highway 17. Councillor Levasseur felt that we need appropriate signs recognizing Communities in Blooms. Staff to proceed with reviewing signage options with MTO.

MOTION: Moved by Councillor White, seconded by Councillor Henderson THAT on the adjournment of this meeting the Committee move into a closed meeting to discuss litigation, potential litigation, the receiving of advice that is subject to solicitor-client privilege, labour relations or the security of the property of the municipality. Time 5:35pm

The meeting adjourned on motion by Councillor Levasseur, seconded by
Deputy Mayor Scott

CARRIED.