

CABA General Meeting
Sept 12th, 2011
Lakeshore Café – Calabogie Lodge 7:00 P.M.

Minutes

Attending: Lenore and Joe Guthrie, Paul Murphy, Karen Phillips Curran, Cheryl Babineau, Rhonda Landriault, Jane Hunter, Skippy Hale, Cath Reynolds, Deb Giffin, Debbie Knaut, Byron Hermann

Special guests: Peter Emon, Bruno Kierczak, Karen Lehnhardt, Glenda Mackay, Peter Clark, Cheyanne Wells, Tony Gilchrist, Jeanne St. Louis, Bert Morrow

1. Welcome
 - i. Debbie welcomed everyone and thanked our guests for attending
2. Approval of Minutes of last meeting
 - i. Lenore moved that the minutes be approved
 - ii. Minutes accepted
3. Treasure's Report
 - i. Debbie read the treasurer's report
4. "Intravision" Presentation Details :
 - i. Cheyanne Wells, Employment Specialist spoke briefly on Employment Ontario Employment Services Employer Programs and Services, including Job Matching, Placement and Incentives that may be of interest to local employers.
 - ii. Tony Gilchrist, Program Coordinator, New Directions, Lanark County, presented information on eligibility and program highlights for the Targeted Initiative for Older Worker Program to assist mature workers to obtain meaningful employment and how CABA members can benefit by working with New Directions
 - iii. Jeanne St. Louis, Program Coordinator highlighted information on the free professional employment services offered by ontrac career/employment counsellors , government sponsored employment and training programs, as well as the benefits of using the ontrac Employment Resource Centre to conduct effective job search activities. Community has a need.
5. Heritage Point Visitors Centre Update
 - i. Coleen Fleury was the student looking after the tourist booth this past summer. Reports and/or statistics on visitors to the area will be posted on our website when they are available.
 - ii. Visitors centre will be open for one day during the festival, Saturday, October 1, 10:00-4:00

6. Festival of the Senses Update

- i. Cath Reynolds spoke of this year's events. Special mention was made of the book signing by Noreen Kruzich on Sunday, October 2 (12:00-4:00), the opening ceremony of the Medicine Wheel, also Sunday (1:00), the welding demonstration with Calvin Warren of Neat Things at Heritage Point on Saturday (1:00-3:00) and the Municipal Recreation Committee's event of kite building/flying on Saturday, October 1 (1:00-4:00) Also mentioned were Richard Gill's annual fall show that runs from Oct 1-10 with special pieces depicting scenes throughout Renfrew County, Karen Phillips Curran's opening up her new studio to visitors and The Peaks' chairlift rides revealing our area's most beautiful fall views.
- ii. Cath thanked those businesses participating this year and encouraged all to spread the news and enjoy the events

7. Strategic Plan Update

- i. Byron spoke of the Township and CABA strategic plan. CABA's executive provided input to township plan as requested. After several meetings plans were linked together on specific objectives. Plan is designed to meet needs of local and Burnstown businesses. Links to the community the best we can. Some expansion of our borders was suggested including the White Lake area. More efforts need to be made to serve our members and the community as well as provide better business opportunities. We are non-profit so need to continue to raise money to meet our objectives. The incredible number of achievements from the last strategic plan was highlighted.
- ii. For the future, it was noted that market trends are always changing and changing at a faster rate the 5 or 6 years ago. Our business environment is still centered on the tourist industry. We must get rid of the perception that all is well and continue with renewed actions. Identified issues include improved Broadband services, use of consistent branding, and improved services for the rising healthy living component of seniors living. Feedback on how you see the branding is going would be appreciated. Spending is on the rise. Hopes that service and trades sector will grow on new housing demands. CABA needs to continue to work on measurement surveys, a new service directory, a package for new businesses, improved signage and provide support for new infrastructure. Improved cooperative partnerships with municipality and local business. Improve member to member benefits, community beautification projects and media promotion.

8. OVTA and OHTO Update

- a. Byron reminded CABA members that all members of Ottawa Valley Tourist Association (OVTA) are automatically members of the Ontario Highlands Tourist Organization (OHTO) and that we should take advantage of this privilege.
 - i. This organization attends tourist summits and represents our area at the government level.
 - ii. There are marketing partnership opportunities available.
 - iii. They are working on online reservation services.
- b. Request members to consider proposals of how to better develop some of these initiatives
- c. Events and festivals committee could be looking at how can we cultivate new cultural centres such as .museums, concert hall, etc. and how can we create a cultural package.

9. Regional Chambers of Commerce Update

- a. CABA is working on reconnecting with other chambers
- b. CABA will partner with regional economic development committees to work on a plan for the whole county.

10. “Events and Festivals” ad hoc committee update

- a. CABA/municipality partnership started as Expo 150 committee, coming together to design a display that promoted our businesses and township.
- b. Theme of partnership (businesses and municipality) continued with Bluesfest at The Peaks in August, promoting our area to visitors and residents alike. A very positive event, helping to develop pride in our community

11. Round Table Reports:

- a. Mayor’s Report
 - i. It has been a very busy term so far for mayor and councillors, raising the profile of our municipality
 - ii. Ferguson Lake Road is finishing this year. Flatt Road is a priority next year.
 - iii. Waste management. 4 municipalities are jointly looking to find a new waste removal company. Township is looking at a new system of operation, perhaps new bylaw, controlling the site, by spring.
 - iv. Recreation committee (3 committees across the wards) Several new volunteers

- v. New librarian seems able, energetic. Lives in Ottawa.
- vi. Private roads agreements. Not ideal situation. Zoning bylaws about 3 years off.
- vii. 'New to us' fire truck...always a challenge to update equipment. By the end of the year we will be making our provincial compliances. This allows us some comfort. Lots of training to keep the firefighters, and us, safe.
- viii. Emergency preparedness is getting to the point where we are compliant.
- ix. New budget has been started. Need a new treasurer (independent, chartered accountant who issues a report to council making recommendations.)
- x. A tender has gone out for a new computer system in the municipal offices
- xi. Revitalizing township website is a project fully on the way.
- xii. Some concern about ambulance service in Ward 3
- xiii. Need new office space. No privacy at the present time.
- xiv. Announcement of a new doctor in the Renfrew area. \$800,000 needs to be raised to pay for 14 new doctors. Looking for a surgeon (present one is retiring soon)
- xv. Road maintenance updates
- xvi. Peter urged members to use OHTO so we don't lose it. He commended OVTA for working well with all tourism sectors from white water resorts to farmers.
- xvii. Bluesfest. Attendance of 8000 people. Survey on site reported that 75 % from Ottawa. 35% first time visitors. Feedback was positive. Ribs were a big hit, vendors were happy, visitors really liked the community, liked the way they were treated. Next August the event will be held on the 17th, 18th and 19th.

b. Township Councillors' Reports

- i. Fire department letter on website re insurance
- ii. Always looking for new fire department volunteers.
- iii. Heart smart programme to be sponsored by the rec committee.
- iv. General meeting of the seniors housing committee in DACA Centre, October 19th.
- v. Recreation tab on township website had some funding to make a better product.
- vi. Rec advisory committee is looking into a variety of programmes: programmes that involve the residents as well as visitors to our area.
- vii. Parks and recreation beautification component. What can we do to improve after completing inventory of what we have in place in the parks at the moment.

viii. Office space/holistically at town centre. An architectural firm has been asked to develop a plan for a town centre. Once this has been done the community will be given an opportunity to give feedback and ideas. (“the more information we gather the better it will be”) Let’s have a vision, then a plan that will get us there.

c. Economic Development Committee Reports

- i. By the end of October municipal plan will be done. Will be more user friendly to give to potential businesses and individuals.
- ii. Working on grants application framework. Grants database up date in progress. We want to expand it to include the businesses of the community. Information will be on township website.

Meetings for 2011-2012 years:

December 12th, 2011 -- General CABA Meeting – Awards

April 16th, 2012 – General CABA Meeting

June 11th, 2012 – AGM

Adjourned at 9:36 p.m.

Respectfully submitted by Cath Reynolds, Secretary