

Business Recruitment Committee Meeting

February 19, 2015. 9:14 a.m.

Coffee Culture

Minutes

1. Call to Order

The meeting was called to order at 9:14 a.m.

2. Welcome and Attendance

Attendees: Trish Krotki, Councillor Lorraine Allen, Tim Lalonde and Nicola Thomson (Staff)

Regrets: Kim Stephenson and Wendy Andison

3. Approval of Agenda for February 19, 2015

There were no concerns with the schedule.

4. Vacancy Rebate Update

a. Eligibility – Any property that is vacant can apply. There is not moratorium in place.

b. OBIAA intervention - The OBIAA is taking the vacancy rebate issue to the deputy ministries of the Government. They would like to establish a moratorium on the rebate to act as a method of stopping absentee landlords.

c. Municipal intervention – Mayor Shawn Pankow is taking the vacancy issue to the OGRA on February 23rd, 2015.

5. Murals on vacant building

Jan Hawley will be contacting Nicola Thomson to discuss the application of murals to vacant buildings in the community.

6. Other Business

The committee discussed other viable options for drawing in business. How comparative is renting in Smiths Falls to other municipalities. What draw does the town have in place to perspective business owners?

7. Business Recruitment Package Update

a. Layout Options – One option displayed a teal/grey criss-crossing background with a top right picture box. The second option is a background image of the Town’s Revitalization Vision. The Committee decided on using the Town’s Revitalization Vision graphic as the background.

b. Update by each committee member regarding delegated section – The committee members handed in the updated content. The following sections have been decided as the layout:

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|--------|--|-------|
| (i) | Welcome to Downtown Smiths Falls (DBA) | Left |
| (ii) | Contact Information | Right |
| (iii) | Who is the Smiths Falls DBA? | Left |
| (iv) | History and Information | Right |
| (v) | DBA/BIA Benefits | Left |
| (vi) | Small Business Resources | Right |
| (vii) | Marketing and Promotions | Left |
| (viii) | Smiths Falls Demographics | Right |

- c. Printing and Distribution – Vista Print, Performance Printing, Staples, Creating Computing and HD Office Supplies.

ACTION ITEM: Nicola is to send out an RFQ for printing services.

8. Next Meeting

The next meeting has been scheduled for March 19, 2015.

9. Adjournment

The meeting was adjourned at 10:15 a.m.