

**CORPORATION OF THE TOWNSHIP OF MELANCTHON
COMMITTEE OF THE WHOLE**

A Committee of the Whole meeting of the Council of the Corporation of the Township of Melancthon was held on Thursday, June 2, 2016 at 4:00 p.m. in the Council Chambers to deal with Strategic Planning, Economic Development and Rebranding/Identification for the Township. Deputy Mayor J. Elliott, Councillor D. Besley, Councillor W. Hannon and Councillor J. Webster were present. Mayor D. White was absent with prior notice given. Denise Holmes, CAO/Clerk and Wendy Atkinson, Treasurer/Deputy Clerk were also present. Deputy Mayor Elliott presided as Chair and called the meeting to order.

Minutes - Moved by Besley, Seconded by Hannon that the minutes of the Committee of the Whole meeting held on May 19, 2016 be approved as circulated. Carried.

Business Arising from Minutes - None.

General Business

Chair Elliott opened the meeting by advising that this is something that was talked about by the former Council when we were wrapping up our Official Plan. Our new Official Plan lays out a vision statement at the beginning of the document and this could be a starting point. Discussion ensued and various questions were asked: are any of us qualified to do this plan? Should we be looking at bringing someone in to help? Are we happy with our vision from the Official Plan? It was felt that our vision is very broad and it was decided that before we get too much further into this, we probably should pull someone in to help with this. Strategic Plan's belonging to Mulmur Township, Amaranth Township and the County of Dufferin were obtained and looked at. The first thing that the Committee needs to do is to come up with some objectives and goals – making sure that they are realistic and achievable. Other questions were asked such as how soon do we ask the public for their input? A suggestion was made about the need for a facilitator when this goes to the public. A couple names were mentioned – Ron Munroe and Shirley Boxem. It was decided that we would host a meeting at the Horning's Mills Hall and because this is not something we want to rush, we could plan for early September for an evening meeting. In the meantime, the Committee could meet with Ms. Boxem and Mr. Munroe on how to best proceed with this. Janet Horner was another name mentioned and perhaps she could point us in the right direction to the right people. Staff made a suggestion about working towards 2018 as a target date for the release of the Strategic Plan as the Township will be celebrating its 165th Anniversary on January 1st. We could also use this time to unveil a new logo or define a slogan for the municipality, if that was the desire. A suggestion was made about working on the logo and slogan now instead of waiting until 2018. The slogan could be developed through a contest.

Some of the objectives that the committee came up with are as follows:

1. Plan to get back our County Council seat so we have more of a voice at the upper level and more representation.
2. Support and Improve Economic Development - farmer's markets. Should we be looking at an economic subcommittee? At the end of the day, we need to look at the big picture.
3. Promoting Melancthon - look at demographics. Need a focal point in the municipality – maybe Horning's Mills??
4. Create By-laws that would have the Township maintained and protected. Steps to achieve this would be the Township having its own By-law Enforcement Officer.

As time was running out for this meeting, Staff were directed to have Ms. Boxem attend the next COW meeting at 4:15 p.m. to discuss next steps for a strategic plan and developing a framework. Also, if time permits, further discussion on a slogan, new logo or maybe a combination of both.

Adjournment - 5:02 p.m. - Moved by Hannon, Seconded by Besley that we adjourn Committee

of the Whole to meet again on June 16th 2016 at 4:00 p.m. or at the call of the Chair.
Carried.

CHAIR

CLERK