

The Corporation of the Township of North Kawartha

Minutes of the Community Improvement Plan Committee Meeting

held on December 9, 2024 at 10:00 a.m.

**Meeting held in-person in the North Kawartha Council Chambers, 280
Burleigh Street, Apsley**

Session No. 2024 – 12 – 09

Members Present: RuthAnne McIlmoyl, Chair; Michael Lucassen, Co-Chair
Emily Fitzgerald, Junior Planner/Secretary

Staff Present: Edward Hilton, Economic Development Officer

Call to Order

The meeting commenced at 10:04 a.m.

Adoption of the Agenda

CIP-24-06

Moved by – RuthAnne McIlmoyl

Seconded by – Emily Fitzgerald

That the agenda be adopted, as presented. Carried.

Adoption of Minutes of Previous Meeting

CIP-24-07

Moved by – Michael Lucassen

Seconded by – RuthAnne McIlmoyl

That the minutes of the previous meeting be adopted. Carried.

During the December 3rd Regular Meeting of Council, Council received the report on recent activity and motions of the CIP Committee. Council agreed to review the Committee's request for additional funding for CIP programs in budget deliberations. The first Special Budget meeting is scheduled for Wednesday, December 11th, 2024. The budget for the CIP may not be discussed until a subsequent Special Budget meeting in the new year.

A preliminary review of Planning Act provisions returned that the Minister for Municipal Affairs and Housing is the approval authority for amendments to a CIP. Where the Minister is the approval authority, the Planning Act requires that a copy of the proposed CIP amendment be provided to the Minister a minimum of 90 days before the Municipality may give notice of a public meeting in respect of the proposed CIP amendment. The Committee discussed the implications of this timeline and expressed an interest in continuing to pursue the proposed amendment while working to increase uptake of the CIP within the existing CIPAs in the meantime.

The Committee resumed discussion from earlier meetings on communications and marketing for the CIP. Committee and Staff identified existing communication channels (e.g., website, social media, newspaper ads, bulletins, etc.) and discussed how these could be better utilized. The Economic Development Officer identified ongoing one-on-one conversations with business owners as another effective channel for increasing awareness of funding available through the CIP. Committee discussed the potential benefits of creating a postcard to advertise the CIP and its programs.

Motion

CIP-24-08

Moved by – RuthAnne McIlmoyl

Seconded by – Michael Lucassen

That Staff investigate options and costs for developing marketing materials for the Community Improvement Plan. Carried.

Next Meeting: Tuesday, February 11 at 10:00 a.m.

Adjournment

Committee adjourned at 10:44 a.m.

RuthAnne McIlmoyl, Chairperson

Emily Fitzgerald, Secretary