

**TOWN OF PERTH
MINUTES
ECONOMIC RECOVERY TASK FORCE
Held: 9:00 AM, Thursday April 29, 2021
Location: Virtual Zoom Meeting**

ATTENDED BY:

Judy Brown, Councillor	Tanya Jamieson
Ed McPherson, Deputy Mayor	Shannon Baillon, Director of Community Services
Kari Clarke, BIA Coordinator	Connor Renouf, Economic Development Coordinator
Amber Hall, Perth and District Chamber of Commerce	Kathryn Jamieson, Heritage Tourism Manager
Leona Cameron, Councillor	Tracy Bowes, Recording Secretary

ABSENT:

Martin Hauschild, with regrets	Andrew James
Michele Quigg	

FOURTH MEETING IN 2021

1. CALL MEETING TO ORDER

Amber Hall chaired the meeting. The meeting was called to order at 9:02 AM with six (6) members in attendance. Tracy Bowes as Recording Secretary.

2. DECLARATION OF INTEREST AND GENERAL NATURE THEREOF

There being none, the Chair moved on to the next order of business.

3. APPROVAL OF LAST MINUTES

Moved by Leona Cameron to approve the minutes of March 25, 2021.
CARRIED – UNANIMOUS

*****Receiving Delegations were dealt with at this point in the Agenda**

*****Unfinished Business, #10 was dealt with at this point in the Agenda**

*****Amber relinquished the Chair to Ed McPherson at 10:01**

4. UNFINISHED BUSINESS

1. Shop/Dine Here Campaign – Kathryn
 - The focus has been on both retail and restaurants by themes

- Running all year, monthly in Humm, 2 in courier, 2 social media posts per week
2. Weekends in Perth – Kathryn
 - Targeting June 5 (depending on lockdown) – Pride Day in Perth – partnering with Queer Connections Lanark
 - Other entertainers waiting for a date
 - Isabella Hoops Entertainment will be rescheduled
 3. Marketing Campaigns – Ottawa Citizen – Kathryn
 - Ad in Ottawa Citizen and Ottawa Sun (Boating and RV section)
 - Ad in Destination magazine – Eastern Ontario
 4. Rebranding Project - Update – Shannon
 - Idea is developing brand concepts from the Creative Discovery Sessions & the Public Survey
 - Project team will meet May 21, 2021, for a review of the concepts. Not choosing anything at this point, but narrowing it down and will report back to stakeholder groups and Council
 5. Update on Patio Agreements – Shannon
 - 19 patios signed up
 6. Terrace on the Tay Usage – Shannon
 - “Be a Vendor at Terrace on the Tay” seeking food vendors; received 3 applications (call out list sent directly to all Perth restaurants)
 7. Reconnect Festival and Events Program Grant Submission – Shannon
 - Night market – grant submitted
 8. Ryan Murphy's Car Car Truck- Recognition for him – Ed McPherson
 - Ongoing social media contest called Car Car Truck – has been raising funds for local businesses since the pandemic started.

Motion 21-004 – Ryan and Tara Murphy – Recognition – Contribution to Local Small Businesses

Moved by Judy Brown

BE IT RESOLVED THAT THE ECONOMIC RECOVERY TASK FORCE RECOMMEND TO THE COMMITTEE OF THE WHOLE THAT THE DIRECTOR OF COMMUNITY SERVICES PREPARE A LETTER FROM THE ECONOMIC RECOVERY TASK FORCE TO RYAN AND TARA MURPHY IN RECOGNITION OF THEIR CONTRIBUTION TO LOCAL SMALL

BUSINESSES THROUGHOUT THE PANDEMIC.
CARRIED - UNANIMOUS

9. Covered Terraces

1. Design – Martin
 - Bring to next meeting
2. Survey Questions – Shannon/Connor
 - Connor has developed questions

10. Updates from Chamber of Commerce – Amber

- Festival of the Maples; website will be up for the remainder of the year (there will be no further contests or videos) – Amber to report to ODO
- 28 Days and 28 Ways to Support Local Businesses during Lockdown
- Visitor Guide at Barnabe’s location
- Meeting with Jackie from Carleton Place BIA and Scott Reid
- First Aid – recertification – end of May

11. Updates from BIA – Kari

- Research – BIA plastic gift certificates; reloadable; purchase online; and from Town Hall; the museum; there are no transactional fees for the businesses

12. Update Tracker - Shannon

- Shannon reviewed the Recommendation List
 - Most items that are funded with 2021 budget are complete or are currently ongoing
 - A few items have not begun yet:
 - Promote Perth to Young Families – additional promotion and development of a social media campaign that draws families into the Perth area
 - Communications Improvements – Report to Committee of the Whole in May – recommendation on how to go ahead with this
 - Reviewed the other items tagged for 2021 that did not require specific funding, but are ongoing
 - Highway 7 signage improvements was tagged for 2022, once the Town has the new branding.

5. NEW BUSINESS

There being none, the Chair moved on to the next order of business.

6. DISCLOSURE OF ADDITIONAL ITEMS

There being none, the Chair moved on to the next order of business.

7. RECEIVING DELEGATIONS

Ryan Mallough, Regional Director for Ontario, Canadian Federation of Independent Business (CFIB) presented Powerpoint presentation entitled "Perth Economic Recovery Task Force".

8. PRESENTATIONS BY STAFF (OTHERS)

There being none, the Chair moved on to the next order of business.

9. RECEIVING CORRESPONDENCE AND OTHER COMMUNICATIONS

There being none, the Chair moved on to the next order of business.

10. PANEL/STAFF REPORTS

There being none, the Chair moved on to the next order of business.

11. DISCUSSION OF ADDITIONAL ITEMS

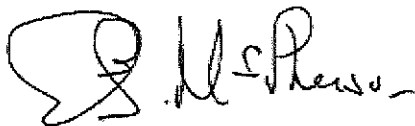
There being none, the Chair moved on to the next order of business.

12. NEXT MEETING

Thursday, May 27, 2021 9:00 AM

13. ADJOURNMENT

- Moved by Kari Clarke, that the meeting of April 29, 2021 be adjourned at 10:58 AM.



Ed McPherson
Acting Chair



Tracy Bowes
Recording Secretary