Clifford Committee Minutes
Tuesday, November 26, 2019
9:00 a.m.
Clifford Community Hall - Small Meeting Room
2 William Street North
Clifford, ON

Attendance: Alexis Rock, Julia Grice, Trish Ruetz, Randy Ruetz, Lori Stever, Craig Thompson and Councillor Mark Mackenzie
Staff: Taylor Keunen

1. Call to Order at 9:02 am
2. Minutes of Previous Meeting
   a. Minutes of October 30, 2019 Steering Committee
3. Roundtable Discussion
   a. Review Draft Terms of Reference

Revised Draft Terms of Reference attached as Schedule ‘A’.

The Committee made the following changes:

- 4.6 Make it clear that staff will provide documents and policy information as needed or requested by the Committee
- 9.1 The meetings will generally take place the last Tuesday of the month at 8:00 pm.

Alexis noted that Steering Committee members should all be active and attend sub-committee meetings to help with the flow of communication between the committees. Julia added that the Steering Committee members can rotate roles and attend different meetings as needed, as long as there is always representation.

Randy suggested have key stakeholders in the community like Wightman and WC Smith more involved would be beneficial.
b. Budget Update
The Committee reviewed the budget. Alexis noted that some holiday receipts were still pending from Jerrica and Nick, and that once those were processed, they would break even for the end of the year.

Keunen noted that they are still waiting to hear about RED funding in December and that the 2020 budget and action plans would be set at the January 2020 meeting. She also suggested that purchasing some totes beautification décor would be a good idea for storage. Lori suggested asking for donations and posting on social media that they were searching for totes.

c. 2020 Action Planning
Keunen noted that pending the RED funding, there would be budget for new street banners downtown and a public art project in 2020.

The Committee decided on a telephone booth public art project to launch at the Clifford Street Celebration on June 6, 2020. The Committee decided on full-size telephone booths to be fabricated. Keunen noted that quotes for fabrication would need to be presented at the January meeting in order to meet deadlines:

- Julia Grice – Contact Phoenix
- Taylor Keunen – Contact Weathered

Keunen also shared that she would bring a timeline and artist package to review at the next meeting. Randy Ruetz suggested contacting Wightman to see if they had scrap phonebooths, but Rock was later informed that they do not have any.

Ideas identified for exploration in 2020:

- Vendor Event at Community Hall (Sip and Shop)
- Light Up the Street: Saturday November 28th from 4:00 pm – 6:30 pm with parade to follow at 7:00 pm
- Add more to Rotary Park – Photo opportunities, more lighting, etc.
- Hydro to tree in Celebration Square

4. Reports

a. Beautification Committee
No meeting since the poles were decorating for the holidays. Next meeting will take place before the Steering Committee meeting in January.

b. Events & Activities Committee
Kurtis Harkness to Chair the committee, along with Mikayla Gilmore, Jerrica Li, Vic Palmer and Mark Mackenzie to sit on Committee. Keunen noted that this group will be planning the
there will be Economic Development staff support at these sub-committee meetings due to planning and coordination.

c. Promotions

Keunen shared that there are already 170 followers on the Instagram account. Grice shared that she thinks it would be best to create a Facebook Page for Clifford Connects to reach another demographic. Keunen informed the Committee that due to work load, she can only assist in managing the Instagram account, but will help create the Facebook Page and occasionally assist where needed, but it will primarily be run by Committee volunteers. Grice and Rock volunteered to be admins on the Facebook Page.

d. Fundraising

Grice offered to create various shirts and mason jar tumblers to sell for $25 to make a $10 profit towards the Committees. The Committee discussed trying to have some ready for the parade, if possible.

5. Adjournment at 10:22 pm

NEXT MEETING: Tuesday January 28, 2020 at 9:00 am at the Clifford Community Hall
Clifford Connects Steering Committee

Terms of Reference

1.0 GOAL

Clifford Connects aims to create a vibrant downtown environment that draws people downtown and helps to keep them downtown longer. Clifford Connects will do this by focusing efforts around the theme of connection (i.e. telephone connection in honour of Wightman Telecom and the history of the telephone) but also around community connections.

2.0 PRINCIPLES

Principles that guide the work of the Clifford Connects Committee include:

- A commitment to enhancing the downtown experience for residents, businesses and tourists.
- A commitment to collaboration and communication to achieve common objectives

3.0 MANDATE

The mandate of the Clifford Connects Steering Committee

- Marketing and promotion of downtown Clifford as a fun, family friendly destination.
- Engaging, Communicating and collaborating with as many stakeholders as possible to implement the annual action plans.
- Creation of events and activities to draw people downtown and keep them downtown longer.
- Coordinating seasonal décor for the downtown core, public spaces and businesses.

4.0 MEMBERSHIP AND RESPONSIBILITIES

Clifford Connects shall consist of 5 – 9 members appointed by Resolution of Council. This membership shall be composed of members of the public/business community, one member of Town Council and one member of the Town of Minto Economic Development Department.

4.1 Members shall be appointed for the term of Council.
4.2 A Chair or Co-Chairs for the Clifford Connects Steering Committee will be elected by the members at least once per Council term and no more than annually. The election shall be recorded in the minutes of the Committee for approval by Council.

4.3 All members will be expected to devote some time between meetings to work on matters before the Committee.

4.4 In the absence of the Chair, the quorum will appoint, from its members, a Chair for that particular meeting, who shall be subject to all the normal responsibilities and privileges assigned thereto.

4.5 In considering new appointments to the Committee, the Committee may recommend new members to be approached to be on the Committee. If the recommended individual accepts the invitation the Committee would then make a recommendation to Council to appoint the new member to the Committee. The Committee may also wish to advertise for new public applications from time to time, in accordance with current municipal procedures.

4.6 Members will be expected to be aware of relevant municipal policies, programs and other initiatives in carrying out their activities. Staff will provide information upon request. To assist in this regard, the Committee may, from time to time, request Council to make staff and/or Town consultants available to advise the committee as appropriate.

4.7 Municipal employees do not have voting privileges.

4.8 Committee proceedings shall be governed by the Town of Minto Procedural By-law.

5.0 REPORTING

5.1 The Clifford Connects Steering Committee is a Sub-Committee of the Economic Development and Planning Committee established by Municipal Council in accordance with these adopted Terms of Reference. Committee members are bound by these Terms of Reference and are responsible to Municipal Council.

5.2 The Clifford Connects Steering Committee reports directly to the Economic Development & Planning Committee (EDPC) under the signature of the Chair or designate. Clifford Connects reports and communications will normally be directed to the EDPC through the Economic Development Department.

5.3 As part of its ongoing reporting requirements, the Clifford Connects Steering Committee shall prepare an annual Status Report and Work Plan, which shall be submitted to Council in January of each year. The report shall, among other things:

a. Summarize the activities and achievements of the Clifford Connects Steering Committee over the previous year.

b. Describe ongoing activities and issues and identify new priorities/concerns.

c. Outline the Committee’s primary projects for the upcoming year, including all anticipated budgetary needs.

5.4 When appearing before Town Council on behalf or as a representative of the Committee, Committee members shall present the Committee’s official position on a particular matter. However, where a Committee member appears before Council and clearly indicates that they
are appearing on behalf of another organization or as a citizen at large and not in their
capacity as a member of the Committee, they may present a position which is their personal
position or is the position of that organization they represent.

6.0  **FINANCING**

6.1  Financial support for the Committee will be reviewed annually as part of the Municipality’s
regular budget preparation process. Additional, special project funding requests may also be
submitted by the Committee from time to time for consideration by Council.

7.0  **CONFLICT OF INTEREST**

7.1  Committee members have an obligation to disclose any issues of pecuniary interests or if they are personally affected by a matter before the Committee where there may be a perceived interest in the matter under consideration by the Committee. Members shall declare the interest at the beginning of the meeting and shall not discuss or vote on the particular matter.

8.0  **STAFF LIAISON AND SUPPORT SERVICES**

8.1  Administrative support to be provided by the Town will include: the coordination of meetings, ensuring Clifford Connects Steering Committee Minutes are included in the EDPC agenda packages, graphic design of promotional or communication materials, minor technical support as needed, such as photocopying. Additional support is to be requested by the Committee and not provided by staff until approved by Council.

8.2  The Clifford Connects budget will be administered by the Town Treasurer with input from the Clifford Connects Steering Committee.

9.0  **MEETINGS**

9.1  The Committee shall normally meet once every month, or at the call of the Chair with adequate notice to be given to all members. The meetings will generally take place the last Tuesday of the month at 9:00 am. All Committee meetings are public.

9.2  The Committee may, from time to time, invite resource persons to attend a meeting.

9.3  The Committee has four Sub-Committees – Beautification, Events & Programs, Promotions and Fundraising. Such Sub-Committees may include non-Steering Committee Members, with the approval of the Chair, provided the Sub-Committee is chaired by a Clifford Connects Steering Committee member. Sub-Committees shall report to the EDPC through the Sub-Committee chair.
9.4 Quorum for a full Committee meeting will be 50% of the current membership plus one.

9.5 Subject to the provisions of the Town’s Procedural By-law on matters requiring votes, the Committee shall strive for consensus, and shall normally only communicate the consensus or majority position to the Economic Development & Planning Committee. On matters where there is a significant lack of Committee consensus, minority positions may also be reported to the Economic Development & Planning Committee, at the discretion of the Chair. The Chair generally does not vote, unless deemed necessary to break a tie.

10.0 AGENDAS AND MINUTES

10.1 An agenda for the upcoming Committee meeting will be prepared by Staff for approval by the Chair and e-mailed to Committee members within one week in advance of their meeting.

10.2 Formal minutes of the Committee meeting will be prepared by Staff and e-mailed to Committee members two weeks following their meeting. These minutes will be considered draft until adopted by the Committee at their next meeting.

10.3 Once adopted by the Committee, minutes will be forwarded to the Economic Development & Planning Committee.

11.0 AMENDMENTS

11.1 The Clifford Connects Steering Committee may wish to review the Terms of Reference from time to time and make recommendations to the Economic Development & Planning Committee regarding amendments.

11.2 Amendments to the Terms of Reference can only be made by the Council of the Town of Minto.