



TOWN OF MINTO

MEETING DATE: April 8, 2025
REPORT TO: Mayor and Council
SERVICE AREA: Economic Development
SUBJECT: EC DEV 2025-005 – Signage Grant H37 – May’s Café at the Old Post, 39 Elora St. S. Harriston

RECOMMENDATIONS:

THAT the Council of the Town of Minto hereby receives report EC DEV 2025-005 – Signage Grant H37 – May’s Café at the Old Post, 39 Elora St. S. Harriston, prepared by the Director, Economic and Community Development, for information purposes;

AND FURTHER THAT the Council of the Town of Minto approves Signage Grant H37 for \$427.23.

BACKGROUND:

The Signage Grant Program was initiated in 2009. The 2025 CIP budget is \$35,000, and this is the first application of 2025.

May’s Café at the Old Post was a participant in our PitchIt! Minto Business Competition and opened her doors in the Old Post in the summer of 2024.

COMMENTS:

This signage grant includes a variety of signage to help raise awareness of the café located inside the Old Post:

- 38” x 38” 4/4 vinyl applied to 6mm alupanel, laminated
- 4 X Rail signs 45.25” X 15.4” 4/0 vinyl applied to 3mm alupanel, laminated
- May’s Café Sign 38” x 38” 4/0 printed on 4 mm coroplast
- Door Decal 15” x 16” 4/0 printed on white vinyl pre-masked, laminated
- Logo on frosted vinyl decal – 20” X 20” 4/0 printed on window frosting vinyl

SIGNAGE



The next Economic Development and Planning Committee (EDPC) meeting is not until June 5, 2025, therefore this application was reviewed and approved by the Committee via email on March 26, 2025.

FINANCIAL CONSIDERATION:

The lowest signage quote provided was \$854.45 and therefore is eligible for matching funds of \$427.23 through the signage grant program. If this grant is approved \$34,572.77 will remain in the CIP budget for 2025.

STRATEGIC PLAN:

GOAL 3: Strong Vibrant Economy

Progressively support our local businesses while leveraging Minto's competitive advantages to attract new economic investment.

PREPARED BY: Belinda Wick-Graham, Director, Economic & Community Development

RECOMMENDED BY: Gregg Furtney, Chief Administrative Officer (CAO)