



TOWN OF MINTO

MEETING DATE: May 6, 2025
REPORT TO: Mayor and Council
SERVICE AREA: Economic Development
SUBJECT: EC DEV 2025-008 – Signage Grant P29 – Well Initiatives Limited, 345 Minto Road, Unit 1, Palmerston

RECOMMENDATIONS:

THAT the Council of the Town of Minto hereby receives report EC DEV 2025-008 – Signage Grant P29 – Well Initiatives Limited, 345 Minto Road, Unit 1, Palmerston, prepared by the Director, Economic & Community Services, for information purposes;

AND FURTHER THAT the Council of the Town of Minto approves the requested Signage Grant P29 for \$1,000.

BACKGROUND:

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

Well Initiatives Limited (WIL) is a new business located in the Palmerston Industrial Park. WIL a subsidiary of R.J. Burnside Associates Limited. The company provides water well drilling and maintenance services, specializing in municipal water supply and has worked with the Town of Minto for 20 years.

COMMENTS:

The company would like to add their name and logo to the gable end of the building to be seen from the street approaching the building down Minto Road. They would also like to add letters to the front door which would include the address number to differentiate from the tenant unit. The south gable lettering is formed plastic 45” high logo with 34”/25” high text

PROPOSED 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 April 24, 2025.

FINANCIAL CONSIDERATION:

The lowest signage quote provided was \$6,568.73 and therefore is eligible for the maximum grant of \$1,000 through the signage grant program. If this grant is approved \$33,160.47 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)