

Minutes of February 16, 2017  
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE  
Town of Minto Administration Office 3:00 p.m.

Present: Mayor George Bridge, Councillor Ron Elliott, CAO/Clerk Bill White, Economic Development Manager Belinda Wick-Graham, Economic Development Assistant Taylor Pridham, Chair Jonathan Zettler, Kirk Brownell, Treasurer Gordon Duff, Kelly Schafer, Glen Hall, and Hope Reidt. Guest in attendance was Recreation Manager Matt Lubbers. Regrets were received from Councillor Jean Anderson, Harold DeVries, Gerry Horst, and Alison Armstrong.

Chair Zettler opened the meeting at 3:10 p.m.

Matt Lubbers showed the Committee the required AODA training and explained that the Town of Minto does its best to ensure that it is accessible for all individuals. The Committee completed the mandatory quiz as a group and passed. Matt Lubbers thanked the Committee for their time and exited the Council Chambers.

Chair Jonathan Zettler informed the Committee that moving forward he would be adding time allotments, along with indications of who will be speaking on what matters to the agenda to keep the meeting on track.

The Committee reviewed the previous meeting minutes.

**MOTION**

**Moved by: Mayor George Bridge and Seconded by: Councillor Ron Elliott  
THAT the Economic Development and Planning Committee approve the minutes of the January 12, 2017 meeting.**

**CARRIED**

Wick-Graham informed the Committee that she received a sponsorship form in the mail for the Workforce Planning Board's 20<sup>th</sup> anniversary. She highlighted that there were four different options for sponsorship, but suggested choosing the \$500 option to match with Centre Wellington and Wellington North sponsorships.

**RECOMMENDATION**

**Moved by: Councillor Ron Elliott and Seconded by: Hope Reidt  
THAT the Economic Development and Planning Committee sponsor \$500 to the Waterloo Wellington Dufferin Workforce Planning Board.**

**CARRIED**

Wick-Graham updated the Committee about the Live and Work Portal, explaining that the portal stemmed from a 2014 discussion regarding workforce recruitment, along with jobs and housing. She shared that in 2013 she worked with OSIM Interactive to create a website after the County notified them that it wasn't a high priority. Wick-Graham explained that Erin, Centre Wellington and Wellington North all created similar portals and they all joined forces to create [liveandworkwellington.com](http://liveandworkwellington.com). She then explained that the County has created its own portal and requested that the Townships give them the [liveandworkwellington.com](http://liveandworkwellington.com) domain. The Townships agreed. The County is now moving to trademark Live and Work Wellington. Wick-Graham

Minutes of February 16, 2017  
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE  
Town of Minto Administration Office 3:00 p.m.

introduced the County of Wellington Committee Report attached as Schedule “A”, along with an email from the County Lawyer attached as Schedule “B” outlining the impact this would have on the lower tiers. The Committee reviewed the documents and Wick-Graham noted that the County would like to move along and know what the suggestions would be to discuss at their next meeting.

**RECOMMENDATION**

**Moved by: Councillor Mary Lou Colwell and Seconded by: Glen Hall**

**THAT the Economic Development and Planning Committee recommend that the fifth key term should include the opportunity for either party to terminate the agreement if either the municipality or county fails to abide by the quality standards or approval rights.**

**CARRIED**

Gordon Duff informed the Committee of a teleconference on February 13, 2017 in which they discussed vacancy rebates and how there will be new regulations being made within the next few months. He shared that the regulations would be relatively specific and come from the upper tier. Gordon added that all consultations and County resolutions would need to be sent to the Ministry of Finance and that they would continue paying the rebates for a while, even if the building is vacant. Gordon shared that on the teleconference, they suggest three dates to apply: March 1, April 1 and July 1, and they all agreed that the only realistic date to submit the resolutions would be in July. The Committee brainstormed who could help with the consultations and thought their Committee along with the Minto Chamber of Commerce would be good.

Wick-Graham showed the Committee the new draft investment packages for Palmerston, Harriston and Clifford. She updated the Committee about what the communities have been working towards, as well as presented them with a spreadsheet which highlighted all of the current projects the Minto Economic Development department has been working on.

**MOTION**

**Moved by: Mayor George Bridge and Seconded by: Glen Hall**

**THAT the Economic Development and Planning Committee move into closed session at 4:15 p.m.**

**CARRIED**

**MOTION:**

**Moved by: Mayor George Bridge and Seconded by: Hope Reidt**

**That the Economic Development and Planning Committee move out of closed session 4:25 p.m.**

**CARRIED**

Minutes of February 16, 2017  
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE  
Town of Minto Administration Office 3:00 p.m.

Wick-Graham reviewed the Palmerston Downtown Revitalization minutes attached as Schedule "C". She noted that the Clifford and Harriston Committees did not meet in February. Wick-Graham highlighted that the snow removal issue had been dealt with and the Committee was told if they had further issues they would need to take them to Council as a delegation. Councillor Ron Elliott stressed that in terms of the downtown crossing situation, there is concern of pedestrian safety more than anything. Wick-Graham informed the Committee that they were looking into putting in a Type B crosswalk. Mayor Bridge shared that the issue would be going to the County Roads Committee in order to move forward.

**MOTION**

**Moved by: Councillor Ron Elliott and Seconded by: Councillor Mary Lou Colwell  
THAT the Economic Development and Planning Committee approve the minutes of  
the February 1, 2017 Palmerston Downtown Revitalization Committee meeting.  
CARRIED**

Councillor Mary Lou Colwell reported that the Chamber's AGM on February 6, 2017 was a huge success with 60 people in attendance, making it the best-attended meeting yet. She highlighted that Michael Snyders delivered a great session on collaboration and succession planning. She also added that John Cox was appointed to Chamber President. Councillor Mary Lou Colwell informed the Committee that the Chamber of Commerce Achievement Awards would be taking place on April 27, 2017 at the Harriston Legion. Wick-Graham mentioned that new awards were being added to recognize more businesses. Councillor Mary Lou Colwell also shared that the Volunteer appreciation dinner would be taking place on April 26, 2017.

Glen Hall informed the Committee that LaunchIt has been busy with Lunch and Learn meetings with 16 people all focusing on discussion surrounding Simon Sinek's novel "Start With Why". He added that they were looking into doing more Lunch and Learns in the future. Glen shared that on February 22, 2017 there are 15-20 people registered for a seminar with Mary Lou Colwell. Glen also shared that on February 28, 2017 there would be a meeting at Innovation Guelph titled "So you want to start a food company". Somer Gerber and Wick-Graham will be attending. He informed the Committee that a sponsorship committee for LaunchIt has been formed.

Wick-Graham updated the Committee on the progress regarding the Ag Incubator and that they had come up with a new plan. She shared that rather than giving space for farmers to grow their crops, they would be partnering aspiring farmers with mentors and hosts to help them out with land, equipment, resources and advice. She informed the Committee that she and the Ag Incubator Committee have met with the Agriculture Management Institute and they were interested in the idea since it aligned with their action plan. Wick-Graham added that Caitlin Hall from Reroot Organic farm would be the first to pilot the mentorship and that she already had a mentee lined up.

Minutes of February 16, 2017  
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE  
Town of Minto Administration Office 3:00 p.m.

Kelly Schafer handed out a flyer with information regarding a youth employment opportunity taking place at the Holiday Inn in Guelph on May 24, 2017. She shared that all schools are aware and that students in grade 12 and above would be excused to attend. She highlighted the importance of supporting more students not going to university or college as well. Mayor Bridge noted that if the day goes well and proves to be beneficial, that they would like to see it come to Northern Wellington.

Kirk Brownell updated the Committee that School within a Factory was now at TG Minto with 13 people enrolled.

Bill White informed the Committee that with energy and climate changes, the government would soon be rolling out an energy plan. He shared that a Minto Energy Strategy (MES) got approved at Council and that this was something that could potentially be brought to the Economic Development Planning Committee.

Hope Reidt announced that Wightman Telecom had recently won two awards recognizing their community involvement and their new website. She shared that they had recently launched a testimonials page and launched a fibre availability tool for inputting addresses.

Mayor Bridge informed the Committee that there would be a Handcar Races meeting that night and that planning was underway for the event on June 23 & 24, 2017.

Gordon Duff shared that the Supporting Performing Arts in Rural Communities (SPARC) conference would be taking place on Saturday February 25, 2017 and that there were 42 people signed up from across south-western Ontario.

Taylor Pridham updated the Committee on the Minto Youth Action Council (MYAC), sharing that the Council had met with Mayor Bridge yesterday to discuss their ideas and plans for projects and events in 2017. She also shared that MYAC would be attending Council as a delegation on Tuesday March 21, 2017 to share their presentation with the rest of the Minto Councillors.

Wick-Graham reported that the Rural Economic Development (RED) funding had just been re-launched and that the following day she would be participating in a phone call with Gerry Horst to review the criteria. She also informed the Committee that Employer One had reached their goal of 400 surveys and that Minto was ranked third in the most completed surveys.

**MOTION**

**Moved by: Hope Reidt and Seconded by: Councillor Ron Elliott**

**THAT the Economic Development and Planning Committee adjourn their meeting at 4:59 p.m.**

**CARRIED**

Minutes of February 16, 2017  
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE  
Town of Minto Administration Office 3:00 p.m.

Next Meeting: Thursday March 9, 2017 at 3:00 pm in the Town of Minto Council Chambers

Taylor Pridham, Economic Development Assistant

**Schedule "A"**

The County would like to continue to use its Official Mark, "Live and Work Wellington" and to ensure that member municipalities can continue to use the concepts that they have in place, namely "Live and Work" followed by the municipality name. In order to ensure consistent branding and that it maintains control over the use of its Official Mark, the County will require that any municipality wishing to use "Live and Work Wellington" do so with the consent of the County and in accordance with its use guidelines.

To this end, the County would like to arrange for the domain names [liveandworkwellington.com](http://liveandworkwellington.com) and [liveandworkwellington.ca](http://liveandworkwellington.ca) to be transferred to it as they were registered without the County's permission.

The County recommends that the municipalities arrange for the transfer of all of the domain name registrations that consist of "Live and Work" followed by a municipality name or abbreviation thereof to be transferred from the current owner, Glen Hall, the creator of the websites associated with the domain names, to the appropriate municipality. The domain name registrations include the following but there may be additional domain names:

1. [liveandworkwellington.com](http://liveandworkwellington.com)
2. [liveandworkerin.com](http://liveandworkerin.com)
3. [liveandworkcw.com](http://liveandworkcw.com)
4. [liveandworkminto.com](http://liveandworkminto.com)

Having so many different sites that house a lot of the same information, is very confusing for consumers. Having a single web portal under [www.liveandworkwellington.ca](http://www.liveandworkwellington.ca) would allow for broader promotion without misdirecting consumers.

If the municipalities would like to participate with the County in a joint portal and / or to use "Live and Work Wellington" in publications or programmes, it will be necessary to coordinate such use with the County through a licensing agreement which will ensure consistency in branding and proper protection of the "Live and Work Wellington" Official Mark.

**Action:**

Should this recommendation be supported, County Communications staff will work with Miller Thomson LLP to draft up a licensing agreement with Erin, Minto and Centre Wellington, outlining how they can use the County's Official Mark for future marketing and promotion.

**Recommendation:**

That the Economic Development Committee approve the request to arrange for the transfer of the domain names [liveandworkwellington.com](http://liveandworkwellington.com) and [liveandworkwellington.ca](http://liveandworkwellington.ca) to the County; and,

That County Communications staff work with Miller Thomson LLP to create a license agreement for Erin, Minto and Centre Wellington to sign if they wish to use the "Live and Work Wellington" Official Mark.

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Minutes of February 16, 2017  
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE  
Town of Minto Administration Office 3:00 p.m.



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COUNTY OF WELLINGTON

COMMITTEE REPORT

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**To:** Chair and Members of the Economic Development Committee  
**From:** Andrea Ravensdale, Communications Manager  
**Date:** Tuesday, January 17, 2017  
**Subject:** REVISED TRADEMARK REQUEST

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**Background:**

The County of Wellington would like to protect the trademark "Live and Work Wellington" to ensure that it is available to the County to use as it wishes in all of its relevant publications and programmes. It also wishes to put third parties on notice of the fact that "Live and Work Wellington" is a trademark owned by the County and should not be adopted by others.

An Official Mark application was filed on December 9, 2016.

An Official Mark is a unique type of trademark that is available to public authorities in Canada. Marks that are adopted and used by public authorities pursuant to Section 9 of the Canadian Trade-Marks Act are called Official Marks and provide a broader scope of protection than regular trademarks. Official Marks are not required to be registered in association with specific goods and services. If a mark in use by a person so nearly resembles the Official Mark as to be mistaken for it, the use of that mark may be prohibited even where there is no likelihood of confusion when taking into account factors such as whether the trademark looks or sounds like the Official Mark, suggests a similar idea, or whether it is used to market similar wares or services.

An online search for "Live and Work Wellington" revealed that variations of the phrase "Live and Work" have been used by member municipalities within the County. In 2015, the Towns of Minto and Erin, along with the Townships of Centre Wellington and Wellington North, created their own job and housing web portal, called [www.liveandworkwellington.ca](http://www.liveandworkwellington.ca). Each municipality also created a portal using "live and work" for their own municipal web portals.

The County had used the trademark "Live and Work Wellington" since 2015 and had been working on creating a County-wide web portal. A web portal is most often a specifically designed website that brings information together from diverse sources in a uniform way. The current [www.liveandworkwellington.ca](http://www.liveandworkwellington.ca) web portal connects consumers with housing and employment opportunities in Minto, Erin, Centre Wellington and Wellington North only. The County's website currently lists jobs in all seven municipalities and will be adding housing to purchase or rent in all seven municipalities in 2017.

Minutes of February 16, 2017  
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE  
Town of Minto Administration Office 3:00 p.m.

**Schedule "B"**

I understand that municipalities within the County may continue to use LIVE AND WORK followed by the municipality name as trademarks and domain names. I suggest that the municipalities arrange for the transfer of all of the domain name registrations that consist of "Live and Work" followed by a municipality name or abbreviation thereof to be transferred from the current owner, Glen Hall, the creator of the websites associated with the domain names, to the appropriate municipality. The domain name registrations include the following but there may be additional domain names:

1. liveandworkerin.com<<http://liveandworkerin.com/>>
2. liveandworkcw.com<<http://liveandworkcw.com/>>
3. liveandworkminto.com<<http://liveandworkminto.com/>>

I understand that the County will arrange for the transfer of all variations of the liveandworkwellington.com domain name from Glen Hall to the County and that all use of the LIVE AND WORK WELLINGTON trademark by others will cease unless an agreement relating to use of that mark is entered into between the municipality that wishes to use it and the County. This is necessary in order to maintain the distinctiveness of the trademark and avoid consumer confusion as to the source of the services offered in association with the trademark.

The following are the key terms that I would recommend including in agreements with the various municipalities who wish to use the trademark LIVE AND WORK WELLINGTON and to link to the County's LIVE AND WORK WELLINGTON website:

1. In order to ensure consistent branding and that it maintains control over the use of its Official Mark, the County will require that any municipality wishing to use LIVE AND WORK WELLINGTON or to link to the County's website do so with the consent of the County and in accordance with its use guidelines.
2. The municipalities will ensure that the LIVE AND WORK WELLINGTON mark is accompanied by a TM symbol and statement indicating "™ Trademark of The Corporation of the County of Wellington, used under license".
3. The agreement will indicate the goods / services that may be offered in association with the LIVE AND WORK WELLINGTON trademark and the territory in which the mark may be used and will indicate that the goods / services to be offered by the municipality in association with the mark must conform to the standards and specifications and/or instructions approved by the County
4. The County will have approval rights with respect to all material depicting the mark prior to its use in order to ensure consistent branding and compliance with its use guidelines.
5. The County will maintain the right to terminate the agreement if the municipality

Minutes of February 16, 2017  
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE  
Town of Minto Administration Office 3:00 p.m.

fails to abide by the agreed-upon quality standards or the County's approval rights.

6. The agreement will prohibit sub-licensing or include a provision specifying that any sub-licence would be subject to the same terms and conditions as the original agreement between the County and the municipality.
7. The agreement would acknowledge the County's rights in its trademark and provide an undertaking not to use it except in accordance with the terms of the agreement.



Minutes of February 16, 2017  
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE  
Town of Minto Administration Office 3:00 p.m.

**Schedule "C"**

PALMERSTON DOWNTOWN REVITALIZATION COMMITTEE

FEBRUARY 1, 2017

The Palmerston Downtown Revitalization Committee held its regular meeting on Wednesday February 1, 2017 at the C.N.R.A. Clubhouse in Palmerston. Committee members present for the meeting were Councillor Ron Elliott, Wayne Vanden Hazel, Susan Forbes, Terry Cormack, Connie Robinson, Sherry-Lynn McRobb and Bob McEachern. Member of staff present at the meeting was Business and Economic Development Manager Belinda Wick-Graham. Regrets were received from Paul Brown, Tricia and Scott Norman, Angie Christensen, and JoAnne Caughill.

The Committee reviewed the previous meeting minutes.

*Traffic Study Report Update*

Wick-Graham reported that if a Type B Crosswalk was installed it would result in the loss of 2 parking spaces and the cost could be \$15,000 - \$30,000. The Committee expressed that the current cross-walk in place is a major safety concern as it is not an official cross-walk but pedestrians think it is and traffic doesn't stop.



**RECOMMENDATION:**

**Moved by: Councillor Ron Elliott and Seconded by: Bob McEachern**

**THAT:**

**The Council of the Town of Minto pursue the installation of the proposed crosswalk and pursue the County for funding.**

**CARRIED**

*Snow Removal Update*

Wick-Graham shared pricing information provided by Director of Public Works Brian Hansen in regards to the Town of Minto removing snow banks.

Hourly wages/rentals for the Town of Minto to do snow removal if it was possible:

Tractor and Blower to rent \$225.00 per hour plus fuel and repairs as necessary

Trucks are \$125.00 per hour X 4 = \$500.00

Sidewalk Unit \$105.00 per hour = \$105.00

Blocker Truck \$90.00 per hour = \$90.00

Tractor Backhoe \$120.00 per hour = \$120.00

This totals - \$1,040.00 per hour

Minutes of February 16, 2017  
ECONOMIC DEVELOPMENT & PLANNING COMMITTEE  
Town of Minto Administration Office 3:00 p.m.

It would take approximately 1.5 hours for the contractor to do the smaller section of Palmerston downtown but they do charge a minimum of a three hour call out. Based on this information it was confirmed that this comes down to a budget decision from Council and if the Committee wished to pursue this issue it would be best done through a delegation.

*Merchants' Christmas Open House, Living Windows & Pop-Up Store Surveys*

The Committee reviewed the 2016 Palmerston Merchants' Christmas Open House, Living Windows and Pop-Up Store Promotion Survey Results. Wick-Graham informed the Committee that it was the best attended year to date with the most participating businesses. Survey results attached as Schedule "A". The Committee came up with the following suggestions for the 2017 campaign:

- Have all businesses open until 9:00 pm
- Have passports on an 8 ½ x 11 paper, printed on both sides
  - Do not include insert in the paper next year
- Know what everyone is doing (ie. Apple Cider being sold)
- Be more descriptive as to what the "Cookie Walk" means
- Have live music sponsored by the Cultural Roundtable
- Have the Pop-Up Store open until 9:00 pm
- Have Santa walking around in stores or a photo booth with Santa
- Could approach the Library to be involved.
- Start planning for the event in the summer

*2017 Action Planning*

The Committee reviewed the 2016 Palmerston Downtown Revitalization Action Plan and made updates and changes for the 2017 plan, attached as Schedule "B".

Wick-Graham reminded the Committee of the Minto Chamber of Commerce AGM taking place on Monday February 6, 2017 at the Harriston Library starting at 6:30 pm. She highlighted that there would be a dinner catered by T&M Catering, along with speaker Michael Snyders.

Next Meeting

Wednesday March 1, 2017

6:30 pm

CNRA Clubhouse

Belinda Wick-Graham  
Economic Development Manager