



Township of Cramahe Economic Development Advisory Committee
Minutes

May 12, 2025, 9:30 am

Members Present: Mark Turney
Mathew Walsh
Sherry Hamilton
Mary Norton-Stack
Chad Miller

Members Absent: Amanda Visneski

Staff Present Nicole Newton
Victoria Heffernan

Others Present Callie Nelson, Member
Jay Robinson, Delegate

1. MEETING DETAILS

Townhall Council Chambers - In person meeting only
1 Toronto St. Colborne ON K0K 1S0

2. CALL TO ORDER

Chair M. Walsh called the meeting to order at 9:35am
Introduction of new member, C. Nelson.

3. CONFIRMATION OF AGENDA

Moved By Chad Miller
Seconded By Sherry Hamilton

BE IT RESOLVED THAT the Economic Development Advisory Committee approve the agenda as amended to receive item 6.a. Digital Tourism and Marketing Delegation, 7.c. Signage, 7.d. Pilot Project and 8.c. Apple Route Signage.

Carried

4. ADOPTION OF THE MINUTES

Moved By Sherry Hamilton

Seconded By Chad Miller

BE IT RESOLVED THAT the Economic Development Advisory Committee approve the minutes from January 27, 2025 and March 24, 2025 as presented.

Carried

5. DISCLOSURES OF PECUNIARY INTEREST

None.

6. ITEMS FOR INFORMATION

6.a Digital Tourism and Marketing

Jay Robinson

J. Robinson provided the background of Destination Cramahe and the mission to encourage shopping / tourism within 50km of downtown Colborne. He provided page functions that could partner well with the Economic Development Committee including sharing local businesses and directories. Partnership could include professional marketing, pushing Economic Development into the community, foldaway maps, etc.

Moved By Sherry Hamilton

Seconded By Mark Turney

BE IT RESOLVED THAT the Economic Development Advisory Committee receive the delegation from Jay Robinson, regarding Digital Tourism and Marketing, for information.

Carried

6.b Teeny Tiny Towns Recap

S. Hamilton to provide an update on the Teeny Tiny Towns Summit 2025 held in The County of Prince Edward on Thursday, May 1, 2025.

S. Hamilton provided an update on the May 1st Teeny Tiny Summit in Picton. This was a small conference sponsored by OMAFRA with keynote speakers. She approached the OMAFRA Representative to inquire how Cramahe could be a host community in the future. All resources are provided by OMAFRA including keynotes and food.

Moved By Chad Miller

Seconded By Mary Norton-Stack

BE IT RESOLVED THAT the Economic Development Advisory Committee receive the Teeny Tiny Towns Summit update for information.

Carried

7. BUSINESS ARISING FROM THE MINUTES

7.a Business Directory Follow Up

Committee to discuss the Business Directory.

Committee discussion on how to move forward with the directory. Recommendation for a self service model where business can manage their own information, pending admin approval. There is a way to format to send an auto message that reminds the business to confirm their information. Any changes submitted will be compiled and brought forward to each committee meeting for approval.

Committee to prepare a report to Council to request that staff be directed to provide the administrative support for the business directory and implement on the township website.

Moved By Sherry Hamilton

Seconded By Mark Turney

BE IT RESOLVED THAT the economic advisory committee provide a report to Council on the business directory as a delegation.

Carried

7.b Terms of Reference

Resolution 2025-195

Moved By: Councilor Sherry Hamilton

Seconded By: Councilor Van Egmond

BE IT RESOLVED THAT Council approve and adopt the Terms of Reference of the Economic Development Advisory Committee.

CARRIED

Moved By Chad Miller

Seconded By Mark Turney

BE IT RESOLVED THAT The Economic Development Advisory Committee receive the Council Resolution 2025-195 for information.

Carried

7.c Signage

Committee discussion on the signage at Big Apple in municipal right of way previously managed by the Brighton-Cramahe Chamber of Commerce. Staff to confirm if this is currently insured by Municipality and whether it meets engineering requirements. Committee to form a sub-working group to look at what could go on the sign, such as rented advertising versus broad messaging.

Moved By Chad Miller
Seconded By Sherry Hamilton

BE IT RESOLVED THAT a sub-committee working group be initiated regarding the municipal signage at the big apple.

Carried

7.d BECN Pilot Project

CAO/Clerk, H. Grant came in to thank this committee for all that they do. She spoke on the resolutions that come from Advisory Committees to Committee of the Whole, and the requirement for Reports and Verbal Updates from the advisory committee when requesting decisions of Council. Advised the committee of the need to address any potential questions and information that will assist Council with making informed decisions. If committee wants to provide the information to staff, they can put into report or can come as a delegation.

8. NEW BUSINESS

8.a Prosper In Northumberland

M. Walsh to provide information on Prosper In Northumberland.

M. Walsh provided update on prosper in Northumberland, which is a project designed to champion local businesses, strengthen our economy, and stand proudly behind local goods and services. There is a digital platform for businesses to communicate together and ask consumers to pledge to spend money locally.

Moved By Sherry Hamilton
Seconded By Chad Miller

BE IT RESOLVED THAT the Economic Development Advisory Committee receive the Prosper In Northumberland update for information.

Carried

8.b 401 Bridge Signs

M. Turney to provide information.

M. Turney contacted the Ministry of Transportation (MTO) regarding a Cramahe sign on the new bridge when being planned. Would be requesting that the MTO provide the base and electrical for the sign. Looking at a 16 foot sign made of metal and steel, 3D and fastened on giant an armour stone wall. Would like to see a partnership with the Heritage Committee regarding heritage commemorations plaques.

Moved By Sherry Hamilton

Seconded By Chad Miller

BE IT RESOLVED THAT the Economic Development Advisory Committee receive the 401 bridge signs update for information.

Carried

9. CONFIRMATION OF NEXT MEETING

The next meeting is scheduled for August 18th, 2025 at 9:30am at the Municipal Office.

10. ADJOURNMENT

Moved By Mark Turney

Seconded By Chad Miller

BE IT RESOLVED THAT the Economic Development Advisory Committee adjourn the meeting at 12:02 p.m.

Carried

Chair

Board Secretary