Greening Main Street Project – Madawaska Valley

Steering Committee Meeting
May 9, 2013

Meeting took place in the back room of the Ash Grove, since Railway Station was not available.

In attendance: Claudia Van Wijk, Doug DelLaMatter, Donald Dunn, Sarah Wills, Don Isbister, Dave Shulist, Bernadine Rosly, Anya Blake, Don Webb

Meeting called to order 7:06 pm by Claudia

Claudia passed on a message from Jim Mountain that the project will have more chance of success if there is no involvement in politics and as little bureaucracy as possible.

Each member of the Steering committee will have an email address for matters of their concern. mainstreet@greeningmainstreet-mv.org, etc. Those addresses will be forwarded to the committee member's personal email.

On the website Home page we will put an invitation for members of the community to bring ideas forward. They will be asked to send ideas to info@greeningmainstreet-mv.org and Bernadine or Doug will forward to the appropriate Steering Committee member.

Membership on the Steering Committee involves a two-year commitment. A member can stay on if they want after two years, but if they leave before the end of their two year term, they will be asked to help find a replacement.

Each committee member was asked to prepare to answer the following:

1. what they think their role is
2. how we should work as a Steering Committee
3. their vision for Greening Main Street as to their role with a timeline.

Responses

Claudia: role to keep the project moving; see concrete action this summer; vision – that in three years people will find it a cool place. Email: chair@greeningmainstreet-mv.org.

Doug: role is to enable the project by helping with communication and provide audio-visual expertise; liason with Economic Development committee (committee of interested citizens not connected to Township); vision – with the population shift there will be ghost towns in Ontario; we have to attract young people or become one of them. Email: info@

Donald Dunn: role is to help out, contribute his expertise with organizations such as OVTA, and represent the view-point of tourism and off-main-street businesses; concern that Combermere and Wilno not be left out of the project. Email: business@

[Doug suggested that some small action such as providing benches be done in all three communities.]

Sarah: role is to co-ordinate main street businesses, liase between them and Steering Committee, and help prioritize actions; vision – increased tourism. Email: mainstreet@

Don Isbister: role is to represent Horticultural Society and liase with it; is also concerned that all three communities be included; vision – feature our clean air and great water. Email: horticulture@

Dave: would be happy to represent Township Council on the committee, but Council will appoint its representative; council will have to be involved in any actions that involve township property. Email: township@

Bernadine: role is tech support, especially in web & electronic communication; vision – a right turn lane in front of Mad Outdoors, attract more permanent residents to the area. Email: info@ (Doug also picks up this address)

Anya: role is to represent the Railway Station (as the visitor and arts centre) and also the township's tourism initiative. Anya showed us the township's new tourism logo and informed us there is a marketing strategy being developed.

Don Webb: role is to provide historical reference and help ensure authenticity; encourage use of local materials in all projects; vision – to reflect our sense of humour; have events featuring food. Email: history@.

As a member of township staff, Anya answered a question about how best to work with township council. She recommended working with a member of staff (herself, perhaps) to prepare a proposal. The staff member should take that proposal to the appropriate township committee.

Meeting adjourned at 8:15