

Bath Community Revitalization Committee

Wednesday, April 23, 2008, 7:00 pm
Bath Fire Hall

MINUTES

In Attendance

Dave Lyman	Joe Hudacin	Gail Heywood
David Smith	Rob Wood	Cynthia Flavell
Marg Ray	Joy Silver	Paul Zamodits
Murray Beckel	Andy Fitzgerald	Mike Janssens
Sandra Steinhouse	Garth Dingman	Marilyn Dingman
Virginia Thompson	Paul Reinke	Jo McGraw
Marg Campbell	Mel Campbell	Ed Daniliunas
Denys Mailhiot	C.A. Cavers	Judy Stavinga
Greg Dodds	Sue Dodds	Michelle Hinton
Shaun Reid	Elizabeth Sarich Harvey	Rob Plumley

Adoption of Minutes

Moved by David Smith
Seconded by Gail Heywood

That the minutes from the March 19, 2008 meeting of the Bath Community Revitalization Committee be approved.

MOTION CARRIED

Marketing Presentation

- Rob Wood from 80/20 Info Inc. made a presentation to the committee about branding strategies and community marketing. His handout is attached. BCRC would like to thank Rob for an excellent and informative presentation.

Community News

- **Doors Open 2008** – David Smith reported the magazine promoting “Doors Open Loyalist Parkway” is now available (see attached). The event takes place on Saturday, May 31, 2008.
- **Fairfield Gutzeit House Benefit** – Virginia Thompson reported that on May 10, The Fairfield-Gutzeit Society is hosting a benefit event. The purpose of this benefit is to raise monies to support the preservation of the three historically designated buildings. The main feature of this event is the concert to be given for by two internationally known musicians: Maestro Brian Jackson and baritone, Denys Mailhiot. The price of the tickets is \$50; this includes the concert, finger foods, liquid refreshments and chances to bid on silent and live auction items and packages. Any donation you or your business would like to make; call (613) 352-5903 re donations. Please make your cheque payable to The Fairfield- Gutzeit Society. Seats are reserved on a first cheque in hand- best seat basis. Please post your cheque to VBThompson, Box 515, Bath, Ont. K0H 1G0. The benefit will take place at St. John’s Church Hall in Bath. Doors open at 6:30; the concert commences at 8 p.m. For further information, call 613-352-5168. Black tie optional.

- **Historic Bath Walking Tour** – Maps are available by contacting Virginia Thompson at 613-352-5168 or via email at virginia@cogeco.ca.
- **Taking Steps against Breast Cancer** – Michelle Hinton reported that this event is returning to the community. This time it will be a "Dance" on Saturday October 25th at St. John's Hall featuring the band "Still Standin".
- **Easter Seals Regatta and Fun Day** – Michelle Hinton reported that Loyalist Cove Marina will again be hosting the "Easter Seals Regatta and Fun Day" Saturday, September 13th featuring the band "Steve Cheeseman and the Heaters".
- **Bath Artisan Show** – Sandra Steinhouse reported that on May 31-June 1 there is a Bath Artisan Show at St. John's Hall.
- **Healthy Plates** – Sue Dodds reported that a new business is coming to town. "Healthy Plates" will provide home cooked healthy meals fresh daily and will deliver weekly to clients who are recovering from illness, the elderly, and those "too busy" to cook. Catering will also be available. Healthy Plates is located at 363 Main Street in Bath (at the old "Creamery" location).

Loyalist Township Contact Protocol

- Rob Plumley requested that each sub-team designate one person to have the responsibility of contacting Loyalist Township staff for BCRC-related business. This initiative will help reduce the duplication of requests and will further assist in the positive relationship that Loyalist Township staff has with BCRC. Each sub team is asked to supply Rob with the contact name as soon as possible so that he can forward the information to the township.

Community Improvement Plan

- Loyalist Township staff is requesting information and feedback regarding the Community Improvement Plan. Programs to consider include façade improvement, accessibility requirements, brownfield properties and administration requirements. BCRC members are asked to provide examples of things that they would like implemented in Bath.
- Changes in the Official Plan need to be adopted before the Community Improvement Plan can take effect.
- The BCRC can be a model for other communities. A community improvement plan leaves the door open for several opportunities for Loyalist Township.
- Feedback is asked to be sent to Paul Zamodits, Planning Assistant with Loyalist Township: PZamodits@loyalist.ca.

Rural Economic Development Application

- Nothing new to report from OMAFRA, however BCRC remains optimistic.
- Andy Fitzgerald reported that the Royal Bank received sketches of their property that Basterfield & Associates provided. Representatives from Toronto head office are expected to meet with Andy in May to discuss options for the property.
- Ontario Power Generation (Lennox Generating Station) is still interested in working with BCRC.

Team Reports

Economic Development

- Ed Daniliunas reported the progress of the Economic Development Team (see attached). Highlights include:
 - Farmer's Market: There was committee discussion regarding day of the week and length of time of the market. A general consensus was that longer hours on Sunday would be preferred. It is hoped that the market will begin operating in June.
 - Business Package: An information kit for prospective business owners has been created in draft form. Suggestions on improvements are asked to be sent to Ed (eddangel@sympatico.ca) or Joan Hamilton (joanhamilton13@yahoo.ca) as soon as possible.

Fundraising

- BCRC is responsible for raising \$30,000 over 3 years to support the RED application. Ed Daniliunas discussed ideas for potential fundraising functions that BCRC could undertake (see attached). Highlights include:
 - Two Fundraising draws proposed.
 1. 1200 tickets @ \$10 each; \$6k prize max. or 50/50 of receipts whichever is least; Draw on Aug Civic holiday; sales to start ASAP and at marketing booth during Canada Day.
 2. 200 tickets @ \$100 each; prize \$10k max. or 50/50 - whichever is least; Draw December 15; sales start after Civic holiday draw.
 - C.A. Cavers proposed a fundraising concept that would include a combination of T-shirts and re-usable Canvas Totes. Please find the attached details regarding this opportunity.
 - Please send feedback to Paul Reinke (mcgraw.reinke@kos.net) or Ed (eddangel@sympatico.ca) as soon as possible.

Marketing

- Gail Heywood reported the progress of the Marketing Team Report (see attached).
 - A media contact list was distributed that can be used to post BCRC events. It is noted that all media releases from BCRC are to be delivered through either the Chair or Rob Plumley.
 - Marg Ray has volunteered her photography services to the BCRC. She would like to be contacted when projects are in progress so that she can record the moment. She can be reached a 613-352-3424 or critters@sympatico.ca.
 - Canada Day: In order to increase visibility in the community and get more people involved, the sub-committee suggested that BCRC reserve space in the vendor area at Canada Day. If BCRC is selling tickets, T-shirts, etc. it will necessary to purchase space at a fee that is approximately \$70.00. There is no cost to have a booth if nothing is being sold.

Moved by Gail Heywood
Seconded by Sandra Steinhouse

That the marketing committee secure space in the vendor area at Bath Canada Day.

MOTION CARRIED

Physical Improvement

- In order to be ready for the anticipated RED grant, it is necessary to proceed with creating a tender for a landscape architect so that construction can begin this summer.

Moved by Andy Fitzgerald
Seconded by Paul Zamodits

That BCRC and Loyalist Township draft a tender for landscape architect services that will be needed for project execution.

MOTION CARRIED

Fundraising

- Paul Reinke presented ideas for potential fundraising functions that BCRC could undertake (see attached for details). It was noted that a raffle and a silent auction and dance are good possibilities. BCRC is responsible for raising \$30,000 over 3 years for the RED application. Anyone with ideas is asked to contact Paul at mcgraw.reinke@kos.net.

New Business

- Councillor Joe Hudacin wished to thank Andy Fitzgerald for presenting a BCRC update to Loyalist Township Council.
- Articles related to BCRC appeared in the Beaver, Guide and Heritage (see attached articles).

Next Scheduled Meeting

- Wednesday, May 21st at 7pm at the Bath Fire Hall.