

Type of Decision									
Meeting Date	Friday, March 18, 2011				Report Date	Tuesday, March 15, 2011			
Decision Required	X	Yes		No	Priority	X	High		Low
Direction	x	Information Only			Type of Meeting	X	Open		Closed
REPORT TITLE									
Economic Development Terms of Reference Report 18/03/10/1201									

Subject: Review and acceptance of Area Economic Development Committee Terms of Reference and work plan for 1 year period.

RECOMMENDATION: That this resolution be adopted. The Terms of Reference Doc is attached to the minutes in this package.

**WHEREAS** the Council of Head, Clara & Maria has been an active member in the Area Economic Development Committee with the Town of Laurentian Hills and the Town of Deep River for the past several years;

**AND WHEREAS** this Council has reviewed the Terms of Reference;

**THEREFORE BE IT RESOLVED THAT** the Council of the United Townships of Head, Clara & Maria does hereby agree to continued membership in the Area Economic Development Committee and accepts the attached Terms of Reference.

BACKGROUND/EXECUTIVE SUMMARY: For an annual contribution of approximately \$3,600, the Municipality cooperates in combined marketing/advertising of the area with the Towns of Laurentian Hills and Deep River. Swisha, although not a member, also participates and cooperates in various joint ventures.

For 2011, Expo 150 will be a large part of any marketing that is to be completed. Being a member of this committee, provides for a joint presentation, with a larger budget and more experienced staffing than we could provide on our own. Other than this event, John promotes the entire area to various shows he attends. We will need to produce another supply of brochures specific to our municipality for that purpose.

Staff does have some concern with limited reporting back to Council on ways that our municipality is benefiting. The only document we regularly receive is the annual work plan, often updated quarterly but still quite vague on the specific benefits to HCM.

Financial Implications/Budget Impact: Annual costs of approximately \$4,000; perhaps with an additional \$1,000 towards the Visitor's Centre.

Policy Impact: None, as per policy.

Approved and Recommended by the Clerk

Melinda Reith,  
Municipal Clerk

*Melinda Reith*