

# **Pembroke Economic Development Advisory Committee Meeting Minutes**

Council Chambers  
Pembroke, Ontario  
Jan. 14, 2020  
7 p.m.

## **Present:**

Stephane Levesque  
Jamie Bramburger  
Amy Brousseau  
Lorraine Pecoskie  
Councillor Plummer  
Adam Gunter  
Roger Martin  
Mike Thompson  
Cameron Montgomery  
Mayor LeMay  
Michael St Jean

## **Regrets:**

MJ Levesque  
Lisa Edmonds

## **Also Present:**

Heather Sutherland, Economic Development & Tourism Officer  
Terry Lapierre, CAO

### **1. Approval of Agenda**

The agenda for Jan. 14, 2020 was approved by consensus.

### **2. Approval of Minutes**

The minutes of Nov. 12, 2019 were approved by consensus.

### **3. Declaration of Pecuniary Interests**

There were no declarations of pecuniary interest.

### **4. 1-Minute Update from Committee Members**

Each member provided a 1-minute update on an economic development or tourism related item.

### **5. News Articles/Studies to Note**

## **6. PEDTAC Holiday Business Social**

Committee members discussed the feedback they received following the successful Business Social in December. It was noted the attendees were engaged, and for the most part positive about things happening in the City. It was also noted there was no common theme to the issues people discussed, which was seen as positive by the group. Due to the event's success, the committee will host another business social in the late spring in the nicer weather.

## **7. Chamber of Commerce Service Club Signs**

MOTION: That PEDTAC recommends the City take over responsibility of the two service club signs on Pembroke Street with a redesign/development plan to come based on cost recovery.

Approved by consensus.

## **8. City of Pembroke Strategic Plan and Scorecard**

Heather Sutherland presented the report. The committee tabled the issue to the February meeting where it will go through the strategic plan more in depth and then create the committee's goals and actions for this term based on the plan.

## **9. Economic Development Videos**

The committee provided input on the first draft of two new economic development videos.

## **10. Adjournment**

The meeting was adjourned.