

Pembroke Economic Development Advisory Committee Meeting Minutes

Council Chambers & Zoom
Pembroke, Ontario
September 8, 2020
6:30 p.m.

Present:

Stephane Levesque
Mayor LeMay
Roger Martin
MJ Levesque
Jamie Bramburger
Adam Gunter
Mike Thompson
Michael St Jean
Cameron Montgomery
Amy Brousseau

Regrets:

Councillor Plummer
Lisa Edmonds
Lorraine Pecoskie

Also Present:

Heather Salovaara, Economic Development Officer
Terry Lapierre, Chief Administrative Officer
Bethea Summers, Manager, PBIA
Ryan Schmitt, Board Member, PBIA
Mike Powell, Board Member, PBIA

1. Approval of Agenda

The agenda for September 8, 2020 was approved by consensus.

2. Approval of Minutes

The minutes of July 28, 2020 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 provide a 1-minute update on economic development and tourism related matters.

5. Economic Development Update

H. Salovaara presented the report. Members recommended that the City consider spending the remaining website funds on professional photos and/or a keyword optimization report so the City knows what words to optimize when designing the new website. Members recommended the following regarding the marketing videos:

- Ask Sleepwell and other major property owners to promote the videos
- Work with realtors to have videos promoted
- Could show the videos at Committee meetings
- Could ask Local businesses to put the videos on their website
- Can post the video as a pinned tweet
- Share the video on LinkedIn
- If you use Google Ad Words on You Tube you can target specific groups of people with the videos
- Erin Blaskie may help to promote the video on Twitter, she has a good following
- May want to highlight that we are striving to be a welcoming committee in the videos

6. Tourism and Communications Update

H. Salovaara presented E. McKeown's report on the City of Pembroke's new Twitter handle and the delivery of z-cards.

PEDTAC went into a closed door meeting to discuss a confidential matter.

7. Next Meeting Date

The next meeting date is Tuesday, October 13 at 6:30 p.m.

8. Adjournment

The meeting was adjourned.