



## ***Rotary Club of Carleton Place and Mississippi Mills***

### **Meeting of June 18<sup>th</sup>, 2012**

After opening our very informal meeting, sans bell, President George asked Secretary Doug if there was any new correspondence. Doug did not have any mail, but did speak about some correspondence he had had with members of the District about the upcoming playground opening and the potential of having some political dignitaries present for the ground-breaking ceremony.

George did not have any other matters to discuss on his agenda and so asked Cathie to discuss some of the things going on with the BIA at this time. There were two immediate items that she spoke about. Firstly was a presentation being done by a John McKnight this coming Thursday, June 21 between 7 and 9 at the Carleton Place Town Hall. John will be doing a presentation on "Awakening the Power of Families and Neighbourhoods". Tickets are available at the door for \$10. Treasurer Mike has also distributed a copy of the poster through a previous e-mail.

The second item that Cathie spoke about was another speaker named Pierre Cliché on Wednesday, June 27<sup>th</sup>. This is a free event at the Carleton Place Town Hall and his topic of discussion will be "The Revitalization of Downtown Areas in Rural Towns". Pierre has done extensive study on this matter, with a focus on the Town of Carleton Place.

Cathie then back tracked somewhat and gave us some background on herself and the BIA's mandate. She said that she has been head of the C. P. BIA for 8 years and started initially

covering for someone on maternity leave. She then spoke of the BIA's mandate; Beautification and Promotion. She then spoke of some of the initiatives under way to support this mandate.

- Retail Recruitment
- Advertisement within a 100 mile radius of Carleton Place. Including Brockville and Montreal.
- Building permit reduction.
- Advertisement support.

These last two items are available for the next 8 new businesses that locate in the Town's core. These promotions are based upon new statistical data provided from Statistics Canada from the Census published in late 2011 and also from an Urban Plan / Design project published by a Consultant hired by the Town and also published in late 2011.

One of the questions asked of Cathie, was whether an event such as the MaskerAid Ball could once again be resurrected in conjunction with our Club and the BIA. It was noted that the reason for cancelling the Ball last year was because of a major concert event on the same night. However, Cathie did stress that the Halloween Parade is an event that is unique to the Ottawa Valley and she does try to promote things that make C. P. unique and stand out.

Based upon this recently released census data, Cathie said that the official population of C.P. is now over 10,000 and that the catchment area has a total population of around 42,000, if you were to include the Ramsay, Beckwith and Mississippi Mills rural areas directly outside of C.P..

Cathie then mentioned that there is a new committee being formed for the managing the Halloween and Santa Claus Parades. She further stated that she felt a representative from our Club would be very welcome in this group. The first sitting of this committee is on the evening of July 4<sup>th</sup> at the C. P. Town Hall.

The discussion then turned to our Club's previous commitment to assist in the Parade security. Rotarian Bernie then spoke for the Club to say that we still supported that commitment. The question then came up about our assistance of the Food Bank as well. As was pointed out, this could potentially cause a Catch 22 for our Club.

Cathie then spoke about how the BIA is funded. It receives its' funding from a percentage of the property taxes assessed on businesses in the BIA's coverage area which runs down the main core from High Street in the north to Coleman Street in the south and also includes the stretch of businesses on Lansdowne Road. She said it is an organization that is at arm's length from the Town, yet works very closely with it for such things as watering the hanging flower pots in this district during summer and the lights in the trees during the winter months.

Lastly, she said that she has commissioned the printing of a new official Town map. Then she handed out to everyone a bag of pamphlets and Town related materials including a copy of the new map.