

Chesley Community Working Group AGENDA

Thursday, November 14, 2024, 5:00 p.m.
Municipal Council Chambers
1925 Bruce Road 10, Chesley

| | Pages |
|--|-------|
| 1. Call to Order | |
| 2. Approval of Agenda | |
| 3. Disclosure of Pecuniary Interest and General Nature Thereof | |
| 4. Approval of Previous Minutes | |
| 4.1 Chesley Community Working Group October 16 Minutes | 1 |
| 5. New Business | |
| 5.1 CCWG.24.05 Action Items Tracking Sheet | 3 |
| 5.2 CCWG.24.06 Spruce the Bruce Grants | 6 |
| 5.3 CCWG.24.07 Branding in the Downtown | 8 |
| 6. Upcoming Business | |
| 7. Action Items Tracking Sheet | |
| 8. Next Meeting Date | |
| Wednesday, Jan 15, 2025 Council Chambers 5:00pm | |
| 9. Adjournment | |

**Chesley Community Working Group
MINUTES**

**Wednesday, October 16, 2024, 5:00 p.m.
Municipal Council Chambers
1925 Bruce Road 10, Chesley**

Members Present: Dan Foxcroft
Kate Grieve
Chesley Ward Councillor Darryl Hampton
Jeff Irwin
Kristen Sweiger
Dave Tedford

Staff Present: Jennifer Isber-Legge - Economic Development &
Communications Coordinator

- 1. Call to Order**
- 2. Approval of Agenda**
- 3. Approval of Previous Minutes**
- 4. New Business**

4.1 CCWG.24.01 Meeting Procedures

There was a general discussion regarding meeting procedures and the following:

- Rules of Civil Conversation
- Preparing in advance of meetings
- Working together towards consensus
- Being engaged and striving for common goals

4.2 CCWG.24.02 Committee Objectives

There was a general discussion regarding Committee Objectives

4.3 CCWG.24.03 Meeting dates

Future meeting dates and location were agreed to. Preference to everyone attending in-person.

Meetings planned for 60 minutes with 90 minutes reserved if necessary.

4.4 CCWG.24.04 Chesley Community Toolkit

There was a general discussion the Chesley Community Tool Kit that was distributed.

5. Upcoming Business

There was general discussion and the following:

- What budget is available? \$4000.00 remains in the budget for 2024 (Must use in 2024 calendar year). New budget for 2025 may be \$6500.00.
- Community Foundation Grey-Bruce Community Grant awarded to Chesley Kinsmen (\$3000.00).
- Ideas to consider for addition to an Action Items Tracking Sheet include (in no particular order)
 1. Murals
 2. Downtown green/gathering space
 3. Window wrap for empty store fronts
 4. Wayfinding signage on main street
 5. Billboard on the County Line
 6. Unique asset for downtown (ie:big clock)
 7. Sitting benches
 8. Trails and walking map
 9. Waste and dog waste receptacles

6. Action Items Tracking Sheet

NA

7. Next Meeting Date

Wednesday, November 13, 2024 at 5:00 pm Council Chambers in Chesley

8. Adjournment

6:00



The Corporation of the Municipality of Arran-Elderslie

Information Report

Meeting Date: October 16, 2024

Report From: Jennifer Isber-Legge, Economic Development Coordinator

Subject: CCWG.24.05 Action Items Tracking Sheet

Appendices:

Report Summary

This report outlines the Action Items Tracking Sheet for the Chesley Community Working Group

Background

The Chesley Community Working Group will maintain an Action Items Tracking Sheet and update items at the groups discretion.

Analysis

This is a standing item on the CCWG's agenda and will be updated accordingly at each meeting. Information on each item includes priority level, owner, date assigned and completed and a status update.

Action items may require council approval to proceed.

Link to Strategic/Master Plan

6.2 Supporting Businesses and the Local Economy

Financial Impacts/Source of Funding

Funding for Action Items will come from various sources including grants, and operational budget.

Approved By: Emily Dance, Chief Administrative Officer



The Corporation of the Municipality of Arran-Elderslie

Information Report

Meeting Date: October 16, 2024

Report From: Jennifer Isber-Legge, Economic Development Coordinator

Subject: CCWG.24.06 Spruce the Bruce Grants

Appendices:

Report Summary

This report outlines Spruce the Bruce Grants that may support the Chesley Community Working Group's goals.

Background

Bruce County's community development programs aim to build vibrant communities by supporting local businesses, municipalities, community partners, commercial areas and public experiences. Spruce the Bruce brings partners together to create a vision for future growth and development by providing tools and grants to achieve that vision.

Analysis

Spruce the Bruce grants may serve to support the work of the Chesley Community Working Groups goals. This report serves as a summary of grants that the municipality is eligible for.

Community Signage Grant

Community Signage helps to improve visitor's experiences, while showcasing the community's unique brand. May include Gateway signs, historical plaques, kiosk signs, route/trail markers. Funding: 50% of total project cost up to \$5,000

Streetscape Beautification Grant

Streetscape beautification projects help to make a community's downtown more attractive, distinctive to their unique brand, and pedestrian-friendly, helping to drive community vibrancy

and development. May include banners, benches, bike racks, greenspace enhancements, public art, seasonal decorations.

Funding: 50% of total project cost up to \$10,000

Destination Infrastructure & Active Transportation Grant

By upgrading and investing in local destination infrastructure around core local attractions, visitor experience is enhanced and increases the likelihood of return trips. Investing in active transportation projects also helps engage residents and visitors and encourages active means of transportation. May include capital improvements to public restrooms, parking areas, and lookouts.

Funding: 50% of total project cost up to \$2,500

Applications are accepted on a first come first serve basis early in the new year.

Link to Strategic/Master Plan

6.2 Supporting Businesses and the Local Economy

Financial Impacts/Source of Funding

Projects must be approved in the 2025 budget before applications are submitted.

Approved By: Emily Dance, Chief Administrative Officer



The Corporation of the Municipality of Arran-Elderslie

Information Report

Meeting Date: October 16, 2024

Report From: Jennifer Isber-Legge, Economic Development Coordinator

Subject: CCWG.24.07 Branding in the Downtown

Appendices:

Report Summary

This report includes information for two opportunities to consider for addition to the Action Items Tracking Sheet

Background

The Chesley Community Working Group discussed adding branding to a retaining wall in the downtown core and window wraps as potential items for the Action Items Tracking Sheet.

Analysis

Retaining wall in downtown core

A privately owned retaining wall was identified as having a high impact in the community. The owner is open to improvements to this space by allowing the addition of signboard with the Chesley branding and Growing Together tagline to the retaining wall. Potential design ideas are attached.

Window Wrapping

Adding vinyl to empty storefronts to promote new business in Chesley. Example included of a finished project in Ripley. Potential messaging could include a QR code linking to our website for additional information as well as below ideas

- Growing together
- Imagine your business in Chesley
- Come grow with us

Link to Strategic/Master Plan

6.3 Facilitating Community Growth

Financial Impacts/Source of Funding

Approved By: Emily Dance, Chief Administrative Officer





RIPLEY
Believe it...
Your bold move
needs a base.

RIPLEY
Believe it...
Your wildest ideas
have a home here.

RIPLEY
Believe it...
Your wildest ideas
have a home here.

RIPLEY
Believe it...
Your unicorn idea
needs a stable.

RIPLEY
Believe it...
Your unicorn idea
needs a stable.

