



Township of

North Dundas

COUNCIL REPORT

To:	CAO, Mayor and Members of Council
From	Rob Hunter, CMM
Date of Meeting:	August 14, 2012
Subject:	Economic Development Report

1.0 Economic Development Strategic/Action Plan Implementation

1.1 Community Improvement Plan/Façade Improvement Plan

I continue to compile information about Community Improvement Plan/Façade Improvement Plans and also the related legislation under the Planning Act. The information gather should put us in position to hold public consultation meetings in November 2012.

1.2 Corporate Calling/ BR & E Program/Business Visits

I visited numerous businesses around the Township in July. A number of businesses had questions in regards to various Township related items and also sources of funding for business expansion.

1.3 Residential Development

I had meetings with two different developers in the month of July. Both meetings when very well and I will continue to hold discussions with both of them in the hopes of seeing additional residential development taking place in the Township.

1.4 Business Incubator

I have started preliminary work by collecting information on a number of business incubators that have recently opened in Ontario and Quebec. These incubators received some significant funding from FedDev to cover both capital and operating costs. I have had discussions with a few people who could be enlisted as potential project supporters and/or partners. Things are off to a good start and I will keep council updated on the progress as we move forward.

2.0 Investment Attraction

2.1 Commercial Investment Attraction

I have had discussions and meetings with this company and have also engaged the services of the Business Enterprise Centre in regards to this new business. Talks are in the preliminary stage and I will continue to assist the company as they move forward with their expansion plans.

(FILE ID # C-0712-AA)

2.2 Service Sector Investment Attraction

A) I have had a couple of meetings with representatives from this company who are currently looking at setting up a service based venture in the Township. Discussions are proceeding well and I will continue to work with them as we progress with this file. **(FILE ID # S-0712-AA)**

B) I have had discussions with representatives from this company who are currently looking at setting up a service based venture in the Township. Discussions are proceeding well and I will continue to work with them as we progress with this file. **(FILE ID # S-0712-BB)**

2.3 Retail Sector Investment Attraction

I have had discussions with representatives from this company who are currently looking at setting up a retail oriented business in the Township. Discussions are proceeding well and I will continue to work with them as we progress with this file. **(FILE ID # R-0712-AA)**

3.0 Business Expansion

3.1 Industrial Expansion

I have had discussions and meetings with this company and also with the Ontario Ministry of Economic Development and Innovation in regards a significant expansion of this business. Talks are in the preliminary stage and I will continue to assist the company as they move forward with their expansion plans. (FILE ID # I-0712-AA)

3.2 Commercial Expansion

I continue to have very positive discussions and meetings with this company and I am continuing to assist them with this proposed expansion. (FILE ID # IC-0312-AA)

4.0 Marketing and Communications

4.1 Website

We received a copy of the revised Information Architecture (IA) from Accurate in July and provided our approval. We are now progressing to the stage of having the 'wireframe' or basic draft layout of the website completed so we can provide our approval. We are progressing well with moving forward to having the draft website layout completed.

4.2 Website Policy

I have created a website policy for Township Council to consider. The draft policy is attached to this report as "APPENDIX A".

4.3 Networking and Events

A) Based on the success of the North Dundas Business Breakfast that was held in June, we are going to hold another breakfast style event in October. The Township Economic Development Office, SD & G Small Business Enterprise Centre, North Dundas Chamber of Commerce and the Eastern Ontario Training Board are partnering to host the North Dundas Business Breakfast Summit on Wednesday October 17th. The breakfast will feature a keynote presentation and two or three breakout sessions.

B) I attended a meeting with the SD&G EDO and the EDO from South Dundas to discuss the County Economic Development Strategy. This strategy will be presented to County Council in September.

C) I had a meeting with Denis Thibault from the Eastern Ontario Training Board (EOTB). The meeting went very well and I was able to secure \$3000.00 in funding from the EOTB for Township economic development and training events to be held up until the end of March 31, 2013.

4.5 Promotional Products and Clothing

Township of North Dundas promotional products and clothing were ordered and received in the month of July.

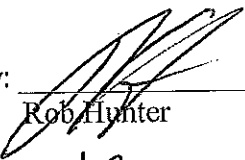
5.0 Research and Information Management

5.1 Industrial Property Best Use Study

The SD & G Economic Development office has offered to assist in conducting an Industrial Property Best Use study. They have submitted an application to the Eastern Ontario Development Program (EODP) to cover the costs of the study.

5.2 Community Profile

I continued work on the Community Profile updated data that has been released from Stats Can from the 2011 census. The final round of data to be released by Stats Canada will happen on September 19th. We will be able to complete and print the community profile as soon as this last round of information from the 2011 census is released.

Submitted by: 
Rob Hunter

Approved by: 
Angela Rutley, CAO

APPENDIX A

POLICY MANUAL	Policy No. 42 -2012
Township of North Dundas	Effective Date:
Subject: Website	

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Appendix A Disclaimer/Terms of Use

1.0 Definitions

The following definitions apply to this policy in its entirety.

Content Management: Is defined as the process of determining what information will be offered on the Corporation of the Township of North Dundas' website. Content management includes, but is not limited to the tasks associated with routine maintenance as defined under this policy.

Council: Refers to the Council of the Corporation of the Township of North Dundas.

External Link: An external link is defined as any hyperlink that takes the website user from the Township's official website to the website of another organization, association, or group.

External Organization: For the purpose of this policy, an external organization is defined as any association, body or group that is not an official board or committee of the Council of the Corporation of the Township of North Dundas. For the purpose of this policy, only those boards and committees appointed by Council established by by-law or through provincial legislation are considered to be official boards and committees of Council.

Objectionable Material: Objectionable material is defined as matter which may contain, but is not limited to, material promoting hate and/or violence, materials of a pornographic, profane or sexually explicit nature, as well as content that may offend on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, age, sex, marital status, sexual orientation, family

status or disability.

Routine Maintenance: The definition of routine maintenance includes, but it not limited to the following tasks: updating the calendar of events, updating the news section and notice board, posting material advertised by the Township, posting material as requested by various department heads, correcting information posted online in order to ensure accuracy, verifying all hyperlinks to ensure that they are functioning, monitoring website hits, posting council, board and committee meeting minutes in accordance with this policy, as well as posting the council meeting agenda.

Township: Refers to the Corporation of the Township of North Dundas.

2.0 Policy Objectives

2.1 Policy guidelines should be made available to staff responsible for maintaining and updating the website, as well as department heads who contribute content to the website.

2.2 Policy guidelines should also be made available to the general public on the Township's website.

2.3 The goal of the policy is to establish procedures, aid in content management and to provide staff with a baseline for decisions with regard to the website.

3.0 Final Authority

3.1 Final authority with regard to all decisions pertaining to the Township's website rests with the Council of the Corporation of the Township of North Dundas.

4.0 Website Objectives

4.1 The official website of the Township is committed to providing convenient, accurate, timely and efficient access to information about Township services, activities, policies and programs for residents, visitors and persons conducting business in the Township.

5.0 Disclaimer/Terms of Use

5.1 The Disclaimer/Terms of Use contained in Appendix A should be made available to the public on the Township's website.

6.0 Authority To Post Material

6.1 The staff member responsible for routine maintenance of the website is authorized to carry out those activities defined as routine maintenance under this policy, as well as the removal, alteration and addition of information found on departmental pages when requested by the appropriate department head.

6.2 The staff member responsible for routine maintenance of the website is authorized to post in the location(s) most appropriate to the subject matter, any material advertised by the Township in other media outlets.

6.3 Board and committee meeting minutes which have been adopted by the board or committee may be posted on the website by the staff member responsible for routine maintenance.

6.4 Council meeting minutes which have been adopted by Council may be posted on the website by the staff member responsible for routine maintenance.

7.0 Content Management

7.1 Content which includes objectionable material as defined under this policy, is prohibited from appearing on the official website of the Corporation of the Township of North Dundas.

7.2 Final authority to determine whether or not content meets the definition of objectionable material rests with Council.

7.3 Content on the Township's website must meet the one or more of the following criteria in order to be posted:

(i) The content must provide public information about events, activities, and services provided by, in association with or supported by the Township, a Board, and/or Committee of the Township.

(ii) The content must provide public information about events, activities and services provided by, in association with or supported by upper tier governments that directly affect residents, visitors, and persons conducting business in the Corporation of the Township of North Dundas.

(iii) Events or activities to be listed need to be held within the geographic boundary of the Township to be posted.

8.0 Content Review

8.1 Each department head and Committee are encouraged to perform a semi-annual review of all website material posted under their departmental sections.

8.2 Department heads may request that their departmental information be reviewed, amended or removed at any time throughout the year.

9.0 Web Hosting For External Organizations

9.1 The Township does not provide web hosting for external organizations.

10.0 External Links Policy

10.1 External links from the Township's website must meet one or more of the following criteria in order to be posted. The link must:

- (i) Connect members of the public with information and services provided by other levels of government in Canada;
- (ii) Provide additional information on subject matter found within the pages of the Township's website. Such information must be provided by an official and/or accredited source;
- (iii) Connect members of the public with non-profit agencies and organizations which have bearing on information provided within the Township's website;
- (iv) Provide the content that is deemed by Council to be of interest to the Corporation of the Township of North Dundas , its residents and/or visitors.

10.2 External links from the Township's website must not contain or reflect any of the following:

- (i) The link must not contain objectionable material as defined in this policy;

(ii) The link must not contain buried links to objectionable material;

(iii) The link must not be a personal homepage;

(iv) The link must not connect to a for-profit business unless it is associated with the Township's online business directory, and is featured on the appropriate business directory webpage.

10.3 The Township cannot be held responsible for any material stored on other websites, nor is it liable for any inaccurate, defamatory, offensive or illegal materials found on other websites.

10.4 Requests to establish an external link from the Township's website will be received and evaluated by the staff member responsible for routine maintenance of the site. The staff member responsible for routine maintenance of the website is authorized to post online those links which meet the criteria as established in this policy.

10.5 Links which fail to meet the criteria for posting may be removed or replaced without notice.

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Appendix A

Disclaimer/Terms of Use

The following statements are intended to encourage the responsible use of resources provided by the Township through their website.

Persons utilizing the Township's official websites, www.northdundas.com or www.northdundas.ca accept and acknowledge the following statements, and agree to abide by the terms of use contained therein:

1.0 Accuracy of Information

1.1 The Corporation of the Township of North Dundas makes every effort to ensure the accuracy and timeliness of the information provided, however information should be verified independently before being used or relied on by contacting the appropriate department. All information is provided on an "as is" basis without warranty of any kind, either expressed or implied, statutory or otherwise. The Township does not warrant or make any representations as to the quality, content, accuracy or completeness of the information, text, graphics, links and other items contained on its website. The Township makes no warranties, express or implied, as to the fitness of the information for any purposes, or to results obtained by individuals using the information and is not responsible for any action taken in reliance on the information contained herein. Material is provided as general information only and is not intended to provide specific legal advice for any individual and should not be relied upon in that regard.

2.0 External Links From The Township's Website

2.1 The Township is not responsible for any material stored on other websites, nor is it liable for any inaccurate, defamatory, offensive or illegal materials found on other websites, and that the risk of injury or damage from viewing, hearing, downloading or storing such materials rests entirely with the user.

2.2 External links may be removed or replaced at anytime without notice. The Township reserves the right to refuse or delete any link that is inconsistent with the guidelines established by the Township's Website Policy.

3.0 Links To The Township's Website

3.1 The Township welcomes links to its website; however, establishment of a link does not imply any sponsorship of that site by the Corporation of Township of North Dundas.

4.0 Content Ownership

4.1 Persons using the Township's website, acknowledge that content including, but not limited to, text, software, photographs, video, graphics or other material contained in this website may be protected by copyrights, trademarks, service marks, patents or other proprietary rights and laws.

4.2 Content, including code and software, available through the Township's website may not be modified, copied, reproduced, published, uploaded, posted, transmitted or distributed in any way inconsistent with the intent of the material.

5.0 Use and Disclosure of Personal Information

5.1 The information accessible on the Corporation of the Township of North Dundas' website does not require users to identify themselves, and can be accessed anonymously. The website does not automatically gather any specific personal information from the user, such as name, home phone number or email address. This type of information is obtained only if the user supplies it.

5.2 From time-to-time the Township's website may request information via surveys. Participation in these surveys is completely voluntary. If the user chooses not to participate in surveys, they will still be able to access the website.

5.3 The Corporation of the Township of North Dundas does not use or retain personal information that is provided by the user for any secondary purposes unless we clearly notify the user and gain their permission first. The Township will not sell, share, rent or otherwise disclose your personal information to any organization or individual outside the Township unless we first notify the user and ask permission.