

Engage and Inform Committee
Meeting Minutes
Wednesday, November 6th, 2024

Members Present: Councillor Valerie Durston, Mayor David Mayberry, Councillor Paul Buchner, Marg Johnson, Deb Riley, Tabitha Kosmal and Catherine White

Staff Present: Clerk Julie Middleton

Regrets Jen Thomson

Call Meeting to Order

The meeting was called to order at 1:00 p.m. by Chair Valerie Durston, and a quorum was present.

Approval of the Agenda

Resolution No. 1 Moved by Deb Riley
Seconded by Catherine White

RESOLVED that the agenda for the November 6th, 2024 Engage & Inform committee meeting be approved.

DISPOSITION: Motion Carried

Approval of the Minutes

Resolution No. 2 Moved by David Mayberry
Seconded by Catherine White

RESOLVED that the regular minutes of the October 2nd, 2024 Engage & Inform committee meeting be approved.

DISPOSITION: Motion Carried

Business Arising from the Minutes

Essay Writing Contest Submissions

Committee members reviewed the submissions for the 2024 Local Government Week Essay Writing Contest. The Committee reviewed their top four essays and determined that Hannah C. is the first-place winner and Marshall and Peyton tied for second place. Julie will connect with the teacher to determine when the prizes can be presented to the student.

David will make a presentation to the class. Julie will also find out if the winning students are interested in participating in a SWOX Tour this year.

Christmas Lights Contest

The Committee reviewed the 2024 Christmas Lights Contest information and judging form. The Committee would like to remove the category 'Griswold' and replace it with 'Family' – the judging form will also need to be updated. The Committee expressed support for the proposed judging card.

The Committee asked to replace “Do you have the best light display in SWOX?” to “Your Christmas lights are a sight to see – and share!”. The Committee suggested that the poster be amended to indicate that residents will need to send us a picture of their light display to enter.

From the last meeting... The following details were finalized for the 2024 contest:

- Modify entry form to request a picture with each submission.
- Committee will judge using pictures submitted.
- Staff will create a map of a tour around the Township to view the submissions (without names and addresses).
- Judging will take place on December 12th at 4:00 p.m.
- Contest closes on December 11th at 5:00 p.m.
- Committee members will drop off prizes on their way home.
- Staff will pick up pizza (or David will make it – to be confirmed).

SWOX “Country Market” Event

Follow up from the last meeting:

- Nicole will reach out to members of the Mount Elgin community regarding the date of their village-wide yard sale.
- Nicole will connect with Kim Grawburg to request a copy of her craft show site plan for the Mount Elgin and Brownsville Community Centres.

Change heading to “Calling All SWOX Small Businesses and Artisans”. Remove “hand-made goods/items” and “produce/baked goods”. Replace with “bakeries”. It was suggested that the poster be updated to note that anyone providing any food items must provide approval from public health. Remove “Offer items for sale”. Staff will make changes and bring it back to the Committee for further review before it goes out in the New Year. Staff will need to confirm needs of each vendor/organization when they register (tables) – they will need to be advised that outdoor shelters will not be provided. Ask vendors to provide a door prize for the event.

List of Local Businesses/Groups/Vendors:

- Ox on the Run
- Fire Department
- Oxford 4-H
- JTK Meats
- The Hot Oven
- Mount Elgin Grocery Store

- Mount Elgin United Church
- Cheese House in Salford
- Red Dragon Dairy
- The Orange Door
- Simply Stated Treasurers
- Class 8 Coach Works
- Heibert Enterprises
- Aspect Auto Detailing
- Trevor Pottleberg Photography
- John's Masonry
- Bald Guy Woodworking
- Hannu Paloviou Photography
- Sunnyside Ag Services
- Hubee's Variety
- DBW Crown
- Scanlon Restoration
- Nanny's Pantry
- McKay Candles
- The Hen House
- Ineke Rombouts Pottery
- Evan Swance – Gluten Free Bakey
- Maple Haven Sawmill
- Pawsta Dinners
- Lucy's Dog Grooming
- Evette Klingenberg
- Holly Jansen – Lotus Clothing
- Cam's Contracting/Landscaping
- Nancy Lucassen (cutting boards, woodworking)
- Adam Dewit (milk)
- Klingenberg Roofing
- CryBaby Tattoo
- New Galma Dairy
- Kate Innis (oil paintings)
- Jakeman's Maple Products
- Coyle's Country Store
- Ostrander – speech/language therapy
- Bre's Country Market
- Makkink's Flower Farm
- Solid Edge Woodworks
- Margaret's Aesthetics
- Little Hobby Hill Farm

The Committee is encouraged to send any other contacts that they may come up with to Nicole to generate an email list. Nicole will circulate the list to the Committee for any additions – committee members may be able to provide some email addresses.

Food Trucks:

- PB Fries
- Todd's Dogs
- Mount Elgin – Popcorn?
- Sara's Sausage (Mt. Elgin?)
- Taco? (Country Road 9)
- Lost Beach Ice Cream Emporium (Beachville)

Township Community Engagement Survey Results

Julie Middleton presented the results of the 2024 Community Engagement Survey. Staff received 34 responses to the survey, which was open from mid-September to the end of October. A summary of the results is as follows:

- Staff and Council somewhat-to-moderately value their opinion (67% answered between the 5/10 to 8/10 range);
- Budget and property taxes are the highest requested communications content;

- Information is received via all communications channels – social media is used the most;
- Residents would like to continue to receive information via social media and newsletters;
- Facebook is the highest used social media platform;
- Residents requested communication on a monthly basis/frequency;
- Feedback was submitted via how residents could become more involved – with respondents indicating awareness, transparency, printed communication materials and increased village-wide events as barriers to their participation.

Staff recommend that we continue to utilize our social media, website and newsletter to share information and upcoming events. We are looking for the Committee's feedback and direction regarding next steps. We will be bringing forward an updated Communications Plan for the Committee to review in January.

The Committee commented on the low response rate the survey and discussed the possibility of conducting the same survey at the Country Market in May in person with attendees. The Engage and Inform Committee will have a table at the event.

Correspondence

SWOX Talks and Village Voice

The Committee reviewed the monthly newsletters and Village Voice ads for October, 2024.

Discussion Items

More Sharing Cupboards in SWOX

The Committee discussed the need for more sharing cupboards in the Township. The Brownsville sharing cupboard has been a great success and is being used within the community. The Committee expressed encouragement to other communities to establish a sharing cupboard. The Committee will discuss further at the next meeting.

January SWOX Talk – Deb and Catherine are going to provide a year in review update regarding their experience with the sharing cupboard in Brownsville.

Standing Items

Review of SWOX 2030 Action Item List (minutes of August 12th, 2015 meeting)

1. Social Responsibility
2. Communication
3. Active Living
4. Safety & Security

