



AGENDA

SPECIAL MEETING OF COUNCIL

held in the Council Chambers
French River Municipal Complex
Thursday, November 1, 2012 at 7:00pm

Re: Budget 2013 - Public Consultation

1. Call to order, roll call and adoption of the agenda
2. Disclosure of Pecuniary Interest
3. Public Consultation
 - 3.1 Julie Dupuis p. 2
Radio marketing opportunity
 - 3.2 Gary Drake p. 8
Investment in the French River Junior Golf Association
4. Council Contribution p. 9
5. Others
6. Adjournment

ORDRE DU JOUR

ASSEMBLÉE SPÉCIALE DU CONSEIL

qui aura lieu dans la salle du conseil
Complexe municipal Rivière des Français
Le jeudi 1 novembre 2012 à 19h00

Sujet: Budget 2013- Consultation publique

1. Appel à l'ordre, présence et l'adoption de l'ordre du jour
2. Révélation d'intérêt pécuniaire
3. Consultation publique
 - 3.1 Julie Dupuis
Occasion de marketing à la radio
 - 3.2 Gary Drake
Investissement dans l'association des jeunes golfeur de la rivière des Français
4. Contribution du conseil
5. Autres
6. Ajournement



Municipal Budget

The 2013 Municipal Budget Begins with You!

The Municipality of French River citizens are invited to share their ideas, comments and suggestions, prior to the start of deliberations for the 2013 municipal budget.

As part of Council's commitment to balancing tax payer's needs and to provide excellent, efficient services while keeping in mind the desire to maintain low property taxes, Council is looking for creative solutions to find efficiencies, and opportunities for savings, increasing revenue streams as well as other project initiatives.

Council will begin budget deliberations this fall for the 2013 municipal budget, but the process starts now to ensure that all ideas and suggestions are considered, the community consultation is scheduled for November 1, 2012, starting at 7 p.m. in the Council Chamber of the Municipal Complex in Noëlville.

Citizens wishing to make a presentation to the Council must fill out this form and forward it to the Municipal Office in person, by mail or by email (mbouffard@frenchriver.ca)

Deadline for submissions: Friday, October 26, 2012 at 2pm (additional documents can be added to this form)

The community consultation is your chance to have a voice.

Name:	Julie Dupuis
Organization (if applicable):	
Daytime telephone:	(705) 507-1842
Email:	julie.dupuis@gmail.com
X	Check here if you would like to make a presentation by attending the Public Consultation on November 1, 2012, starting at 7 pm. Presenters are asked to limit their remarks to five minutes.
Comments/Suggestions/Opportunities for Savings:	
Description of project/program requiring funding and why this project/ program would benefit the community (if applicable):	
<p>I have been presented with an opportunity to market French River on the radio as a result of a good relationship I established last spring with Moose FM Parry Sound while advertising the Rubber Boots Festival. I've continued to strengthen the relationship and now have been offered the chance to record a weekly 1-minute show highlighting the area's events, attractions, and businesses.</p> <p>This is an excellent opportunity for the Municipality of French River to attract tourism by gaining regular radio coverage in a large area including Georgian Bay Country, cottage country, French River, and the West Arm and South side of Lake Nipissing. Motorists travelling on Highways 400, 11, and 69 can tune in. Because this is a form of advertising and involves some weekly preparation, there is a small monthly cost involved. Please see the attached for more details.</p>	

Municipal Freedom of Information & Protection of Privacy Act - I hereby acknowledge that the Municipality of French River collects this information for the purpose of collecting information for the 2013 municipal budget process in accordance with the Municipal Act, 2001. I consent to the information in this form, its attachments and any further information provided being disclosed in its entirety to Council, Municipal staff and/or members of the public and the information may be discussed in public meetings and posted on the Internet. Any questions relating to the collection, use and/or disclosure of the information provided in this form may be addressed to the Clerk at 44 St. Christophe Street, PO Box 156, Noëlville, ON, P0M 2N0.

Moose FM Parry Sound: Hip & Heard

Moose FM Parry Sound is a mass appeal station targeting listeners aged 25 to 54 who are educated, family-oriented, active, and somewhat affluent. The station has an audience of approximately 32,000 in winter months and up to 90,000 in the summer. It reaches Georgian Bay Country, Collingwood and Orillia to the South, the Muskokas, Gravenhurst, Bracebridge, and cottage country as far as Algonquin Park to the East, as well as French River, West Arm, Monetville, and the South side of Lake Nipissing to the North. Motorists travelling on Highways 400, 11, and 69 can tune in.

This show would therefore reach potential tourists to French River as well as some local residents.

About the show

Contents:

- French River events/attractions
- Feature business of the week
- Other components may be added in time

To be determined:

- Title
- Day/time

Expenses: Approximately \$3,325 over 1 year

Moose FM - broadcasting, background effects/music

\$30 + HST per minute (52 minutes per year = \$1,762.80)

- billed monthly at \$146.90
- Regular ad rate is \$24 for 30 seconds

Julie Dupuis - planning & research, networking, hosting & recording

\$15 per hour (approximately \$1,560)

- estimated 2 hours per week (there may be a bit more time required in the first few weeks to network within the community and establish regular contacts)
- billed monthly

Partnership potential

- Area businesses could be approached to help sponsor the show; they would therefore also be named as supporters of the show each week.
- The Municipality of St. Charles could be approached to share the show's timeslot, which would introduce the option of branding the show with the Land of the Voyageurs slogan.

Benefits

- This will help the French River area get some on-air exposure year-round.
- It will ensure widespread, consistent coverage of the area's events, attractions, businesses, etc.
- Sponsors will be named as supporters of the show each week.
- This moves the Municipality of French River forward in its economic development strategy of increasing tourism at a minimal cost.
- There is an opportunity to coordinate a matching social media marketing campaign at an added time investment of 1-1.5 hours per week.

Expected results

- Increasing tourism to the area
- Raising public awareness of the French River area in neighbouring communities
- Attracting neighbouring public to increase participation in local events

Credentials

- I have acquired extensive knowledge of the community's events, businesses, and attractions through my participation in the French River Cultural Industries Council and as an organiser of the Land of the Voyageurs Rubber Boots Festival.
- My network of community contacts is constantly growing.
- I possess a profound interest in the promotion and economic development of the French River area, which I have demonstrated over the past year by actively marketing to the community and beyond through social media.
- I have gained a wealth of experience marketing via social media through my employment with Straight Goods News.



Playing the best of the 80's, 90's and whatever else!!

The Moose 103.3 FM is an upbeat, classic hits radio station playing hit songs from the 70's, 80's, 90's and right up to today so you can relive your glory days, and enjoy the best music from today!

Featuring artists like...

BRUNO MARS

ROLLING STONES

KIM MITCHELL

MAROON 5

...And everything in between

The Moose targets Adults between the ages of 25-54 (50% male/50% female)

The Moose' target audience:

- is active, well educated and has money to spend
- is established, they own homes, and have families
- is both white and blue collar and cares about the community they live in

People in the Parry Sound-Georgian Bay area rely on the weather, that's why The Moose guarantees it's listeners up to date weather forecasts three times an hour. Our audience knows that when they need local news, weather, and information about what's going on in the area, they tune in to The Moose 103.3 FM...

Market Summary

Parry Sound sits on the shores of Georgian Bay in Cottage Country, about half way between Sudbury and Barrie. Parry Sound and surrounding area is home to approximately 35, 000 year round residents. This number can more than triple when cottagers and Provincial Park visitors arrive. The Moose 103.3's listening area features 6 provincial parks, with 400,000 visitors to Kilbear Park alone. Parry Sound the jewel of the North sits in Canada's largest and most affluent recreational playground and and is home of the 30,000 islands.

COVERAGE MAP

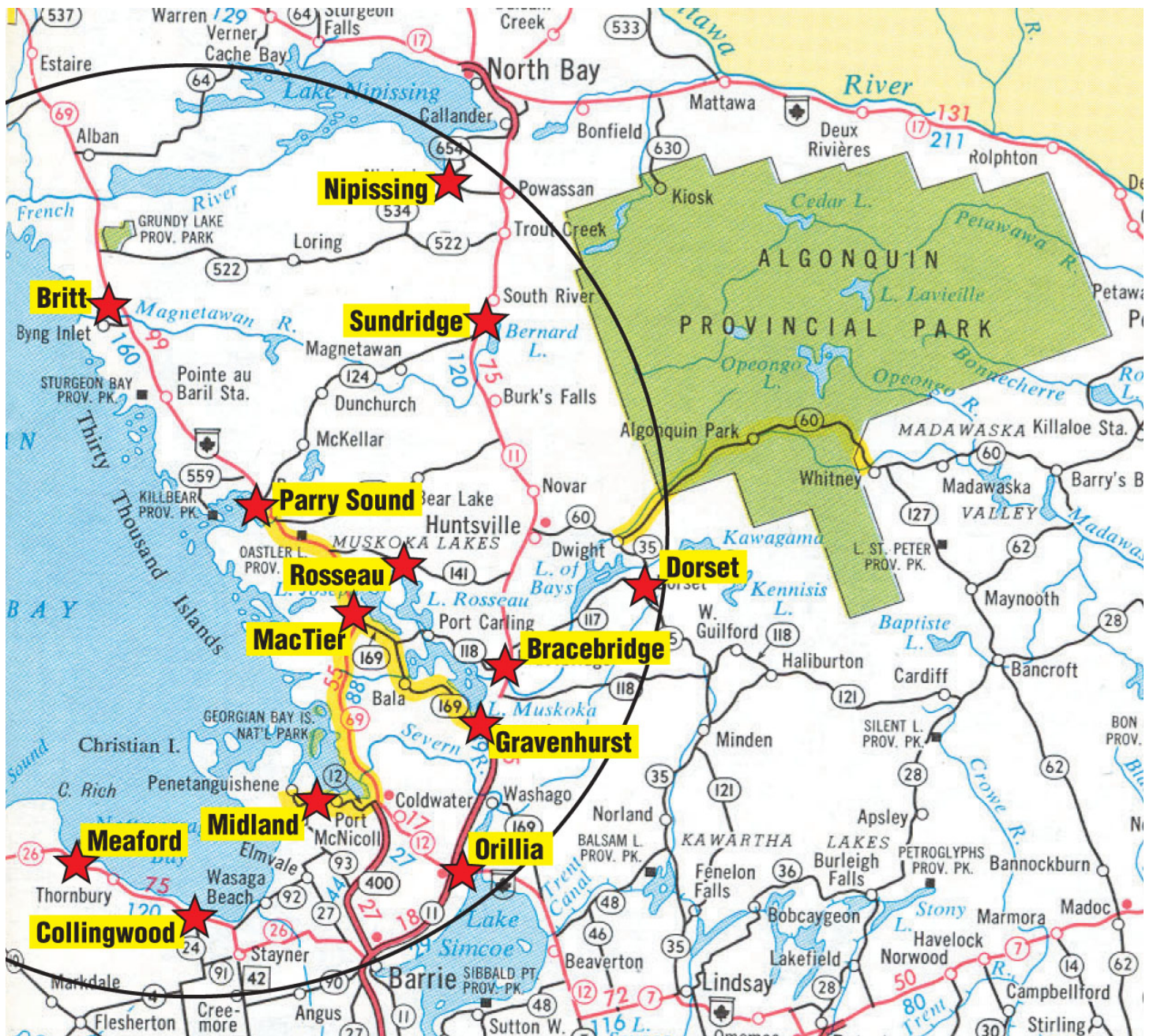


MOOSE FM
WWW.MOUSEFM.COM

Your Cottage Country Advertising Specialists

CONTACT
Zane Smith
Advertising Executive
Moose 103.3 FM
705-746-2163 ext. 24
1-800-465-2557 ext. 24
[**zsmith@moosefm.com**](mailto:zsmith@moosefm.com)







Municipal Budget

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The community consultation is your chance to have a voice.

Name:	Gary Drake
Organization (if applicable):	French River Junior Golf Association
Daytime telephone:	705-898-2294 (Contact Brennan instead of Gary)
Email:	bkenny@frenchriver.ca
<input type="checkbox"/> Check here if you would like to make a presentation by attending the Public Consultation on November 1, 2012, starting at 7 pm. Presenters are asked to limit their remarks to five minutes.	
Comments/Suggestions/Opportunities for Savings: Suggesting a one-time investment in the youth of French River to ensure that the organization can properly function, and provide services to the young people within the community	
Description of project/program requiring funding and why this project/ program would benefit the community (if applicable): Supports young golfers within the Municipality by providing them with gently used golf clubs, reduced greens fees and coaching. Gives youth something to do and builds partnerships within the community	

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The Corporation of the Municipality of French River

Information Report

Report to: Name of Committee/Mayor and Members of Council
From: Julie Bouthillette, Treasurer
Subject: Council Contribution
Date: October 30, 2012

Summary of matter to date

NA

Update

Budget items contributed by council:

Expense	Description	Budget / Forecast
Administration	Joint Staff and Council Christmas party	2013 Operating 2014 Operating
Capital : Equipment	Council Chamber Desk	2013 Capital
Council	Honorarium increases	2013 Operating 2014 Operating
Council	Donation Policy Review	2013 Operating
Environmental	Garbage Bins for Ward 4 – French River Station	2013 Operating
Facilities	Public use of buildings - #Keypads on doors More Utilities	2013 Operating
Parks and Recreation : Parks	Joe Chartrand Park – Pad extention + Stage + Hydro	2013 Capital
Parks and Recreation : Special Events	Youth and Events coordinator	2013 Operating 2014 Operating
Parks and Recreation : Special Events	July 1 st Celebration	2013 Operating 2014 Operating
Planning & Development	update to zoning by-law	2013 Operating
Planning & Development	Crosswalks	2013 Operating
Planning and Development	Industrial Park serviceability study	2013 Operating
Planning and Development ??	Hydro for Bell towers	2013 Capital
Reserve	update to zoning by-law	2013 Capital 2014 Capital

Transportation	Calcium application	2013 Operating 2014 Operating
Transportation	Mayor Road – Repairs to two major areas	2013 Capital
Transportation	Lafrenière Rd - Plan to repair Frost Heaves	2013 Capital
Transportation	Monté Boisvenue - Re-open	2013 Capital
Transportation	Dry Pine Road	2013 Operating



Julie Bouthillette,
Treasurer



Harold Duff
CAO/Clerk