



# Staff Report

## Communications and Economic Development

---

**Report To:** Committee of the Whole  
**Meeting Date:** January 8, 2018  
**Report Number:** FAF.18.01  
**Subject:** Addition of Clarksburg Village Association to the Economic Development Advisory Committee  
**Prepared by:** Elizabeth Cornish, Communications and Economic Development Coordinator

---

### A. Recommendations

---

THAT Council receive Staff Report FAF.18.01 'Addition of Clarksburg Village Association to the Economic Development Advisory Committee';

AND THAT Council appoint Sarah Filion as the Clarksburg Village Association representative to the Economic Development Advisory Committee.

### B. Overview

---

The Economic Development Advisory Committee (EDAC) is asking Council to add the Clarksburg Village Association to the EDAC. The Clarksburg Village Association has put forward Sarah Filion as their representative on the Economic Development Advisory Committee, should their membership be approved.

### C. Background

---

In 2014, the Clarksburg Business Association did not have the membership support to continue with its participation in the Economic Development Advisory Committee (EDAC).

The Economic Development Advisory Committee and the Town were both anxious to support Clarksburg, but were somewhat limited by the fact that there was no specific non-profit organization to work with. A series of needs assessment interviews were in the process of being scheduled with businesses in Clarksburg to provide EDAC with a better understanding of their business issues.

At the same time, two Clarksburg businesspeople, Sarah Filion of Matilda Swanson Gallery and Kerry Mushcalla, Coordinator for the Marsh St. Centre, began to organize around the idea of creating a new Clarksburg association to support beautification and marketing of the Village.

A number of new initiatives were taken on at their own cost, although some initiatives required additional financial or in-kind support from Clarksburg businesses, including:

1. Creation of the Clarksburg “art wall”
2. Banners for the main street painted by the local artists
3. Décor and promotion of “Artsburg Day”
4. Creation of a website

The association has now completed the process of becoming a non-profit organization. There is significant support from the business community and it is anticipated that once a framework is complete, the newly created Clarksburg Village Association will seek to formalize their membership.

The Economic Development Advisory Committee feels the most appropriate way to work with the Clarksburg Village Association is within the Economic Development Advisory Committee framework, and has made the following motion:

Moved by: Steve Simon

Seconded by: Andrew Hill

THAT the Economic Development Advisory Committee recommends that Council approve the Clarksburg Village Association as an official member of the Committee;

AND THAT Sara Fillion become the representative for the Clarksburg Village Association on the Economic Development Advisory Committee, Carried.

The Clarksburg Village Association has already established a website, [www.artsburg.ca](http://www.artsburg.ca), and have begun looking ahead at the events they would like to hold in 2018, partnerships they would like to build, and looks forward to identifying opportunities to collaborate with other EDAC members.

#### **D. Financial Impact**

---

None.

#### **E. Strategic Goals**

---

1. Create Opportunities for Sustainability
2. Engage our Community and Partners

#### **F. In consultation with**

---

In consultation with the Economic Development Advisory Committee and Shawn Everitt, Interim CAO.

## **G. Attachments**

---

1. Biography, Sarah Filion

---

Elizabeth Cornish  
Communications and Economic Development Coordinator

---

Shawn Everitt  
Interim CAO

## **Appendix 1: Sarah Fillion, Biography**

---

Sarah Fillion is the owner of Matilda Swanson Art Gallery, a very successful gallery located next door to the Marsh Street Centre. Sarah has been an active member of the Clarksburg community for 10 years. She is very involved in events including Artsburg Day, Jazz by the Bay, and is also one of the founding members of the newly formed Clarksburg Village Association.

Sarah is a member of the Marsh St. Centre Board in the role of Community Events Director. She has tirelessly promoted Clarksburg as the “art mecca of South Georgian Bay”, including the initiative to add art banners to enliven the streetscape and the creation of the Clarksburg “art wall”.