

Maynooth Action Plan

A. Organization & Collaboration

Goal 1: Improve communication between groups

Objectives	Actions	Timeline
<p>Establish a communication mechanism with local cottage associations/seasonal residents/local recreational organizations</p>	<ol style="list-style-type: none"> 1. Contact local cottage associations, recreation clubs (ATV, Snowmobile, Mountain bike etc.), obtain e-mail lists, establish links between websites/HH and MBA website/do focus groups 2. Build an events board 3. Plan newsletter inserts into first tax bill of the year 4. Coordinate with local newspapers to develop a means of uploading a weekly schedule of events for the newspaper. 5. Increase awareness in the community that Council is approachable/develop "easy steps" for preparing a deputation to Council 6. Establish an e-mail network between local businesses/other business associations 7. Engage youth in the community by inviting them to participate in events, recognize them for efforts, recruit for volunteer project. Start with streetscape projects in 2010. Invite Celebrate Youth Movement to do a presentation for Council. 8. Hold a social activity for the business community to help them get more involved in the 	<p>Not yet completed</p> <p>Updated Bus. board</p> <p>Using Chamber schedule of events</p> <p>To be done</p> <p>CYM did presentation to Council. Spec. Ev ent Coord. Arranging rotating youth dances in Maynooth, CH and Bancroft MBA – Citizen of the Year potluck,</p>

	community/build relationships (i.e. street dance, walk about and coffee)	Farmers' Market Christmas potluck
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**Goal 2: Sustain the momentum from the Revitalization Project to move
Goals from the Action Plan forward.**

Objectives	Actions	Timeline
Develop a sustainability plan for maintaining a coordinator who can work with the community to implement the Action Plan in the long term.	1. Consult with neighbouring municipalities, other community organizations to develop a plan for an ongoing regional community development office with a coordinator.	In progress

B. Economic Development

**Goal 1: Encourage business expansion and the attraction of new business
to Maynooth and area.**

Objectives	Actions	Timeline
To attract new business and encourage the expansion of existing businesses using a pro-active approach as opposed to simply waiting for economic development to happen.	1. Research the experience of other small rural Ontario communities and their efforts to develop a pro-active approach to business recruitment. Develop a plan based on "best practices". Worth with neighbouring municipalities/County/business	Research carried out. Community Builders Group established Nov. 2010. Assets highlighted. Three sub-groups created focusing on: 1. Destination

	<p>groups to develop a plan.</p> <p>Preferences identified for new businesses/assets for Maynooth include:</p> <ul style="list-style-type: none"> • Micro brewery • Educational facility (green building), environmental, adventure tourism, art • Lodge or large accommodation facility • Hemp/organic farming/back to the land tours/heritage crops • Promote connection to Algonquin Park • Attract new businesses to add to existing arts cluster/niche market • Adventure tourism business/zip lines/unique experiences/create longer experiences • Bike rentals/challenge course • Walking & bike trails on Crown Land near Maynooth • Bistro/café • Seniors/mixed residential facility • Full service mechanic • Hardware store • Second hand/Green Tech facility • Investigate “Doors Open Ontario” 	<p>development</p> <ol style="list-style-type: none"> 2. Pro-active business recruitment 3. Experience package dev. <p>Back to the Land experience pkg. Being dev. Ads placed in Algonquin newspaper Maynooth arts bus. To be included on new County Arts Route Being investigated under Community Builders</p> <p>New Peterson Trail developed, mapped/brochures 2010 Wish list for new Maynooth businesses added to Communities With Opportunities website</p> <p>Researched</p>
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Goal 2: Develop Maynooth as a destination in itself.

Objectives	Actions	Timeline
<p>Develop the community's assets through the creation of year-round events and facilities for both residents and visitors</p>	<ol style="list-style-type: none"> 1. Restore and develop the Maynooth Station into a tourist destination. Resolve Station ownership issue. Research and write grants for funding the restoration. Assemble a "Friends of the Station" group to fundraise, bring in other local groups with an interest in the restoration. 2. continue to build the loggers' field into a year-round destination for special events. Obtain funding for hydro and plumbing infrastructure and outdoor stage. 3. Develop Maynooth as a year-round multi use trail destination. Establish trail links to downtown Maynooth. 4. 5. 6. Establish public washrooms in downtown Maynooth. Research options with stakeholders. 7. Revitalization participation in NH regional branding initiative. 8. Establish a Community Improvement Plan with incentives for façade/signage improvements in downtown. 9. Contact MTO re a sign on #401 for 	<p>Feasibility Report for Station Restoration completed Project requires approval of new Council 2011?</p> <p>2009- OTF funding received for dev. Equestrian events – 5 added, PA system, tobogganing hill, hydro added 2010 New Peterson Trail dev. and being well used 2010 Non-motorized Master Plan for trails to be dev. through PRTD Washrooms are now available at the new Town Hall</p> <p>Revitalization staff played significant role in branding initiative - 2010 OPA submitted in 2010 and approved – Rev. Committee dev. Community Design Guidelines – CIP to be dev. in 2011 with new Council approval Not yet completed</p>

	Maynooth/Algonquin Park.	
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C. Marketing and Promotion

Goal 1: Establish a recognizable identity for Maynooth.

Objectives	Actions	Timeline
Build Maynooth and area assets around a theme and use it to promote the community.	<ol style="list-style-type: none"> 1. Participate in the branding of North Hastings being coordinated through NHEDC. 2. Review results of surveys, community vision etc. to determine key theme or themes to develop. 	Regional Branding completed 2010 – includes tag lines suitable for downtowns Destination Development sub-committee initiated as part of Community Builders – Fall 2010

Goal 2: Improve directional and gateway signage and promotion of Maynooth.

Objectives	Actions	Timeline
Create unique gateway signage that reflects the community and improve directional and business signage in the downtown. Improve promotion of local special events. Improve communication between groups & businesses. Create an inviting first impression for visitors and potential new entrepreneurs. Make finding businesses	<ol style="list-style-type: none"> 1. Erect new gateway signage at all entrances to Maynooth and at the Community Centre corner. 2. Erect directional signage in the downtown. 3. Add signage incentives to a Community Improvement Plan. 4. work with existing business organizations to develop a common special event calendar. 5. Work with NHEDC Workshop Planning Group to promote joint marketing opportunities. 	3 New gateway signs erected 2010 New sign at Community Centre under construction Not yet completed To be considered for CIP 2011 Chamber calendar currently used Workshop to encourage joint-marketing held spring 2010 – new brochures

<p>and special events easy for tourists. Develop a coordinated and cooperative approach to business and special events.</p>	<p>6. Erect a new Community Display Board in downtown Maynooth. 7. Create links between Municipal website and MBA site/develop a plan for keeping information current. 8. Collaborate with neighbouring communities to develop regional special events with local components. Coordinate special event scheduling.</p> <p>9. Develop a standard hours of operation for Maynooth businesses. 10. Market Maynooth to visitors in Algonquin Park.</p>	<p>dev. Bus. Board revitalized To be completed</p> <p>Working with neighbouring municipalities – Think Snow</p> <p>Not yet completed MBA placed ads in Algonquin newspaper</p>
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Goal 3: Develop a plan for having a full time Community Development Office for North Hastings.

Objectives	Actions	Timeline
<p>In recognition that North Hastings has its own specific needs, issues and opportunities - To create a Community Development Office with full time staff to provide a regional approach to economic development, marketing and community collaborations.</p>	<ol style="list-style-type: none"> 1. Develop a plan in cooperation with other NH municipalities and the County for the creation of a sustainable Community Development Office for North Hastings. Seek sources of sustainable funding. 2. Increase awareness about the importance of providing assistance to businesses, being pro-active in new business recruitment and expansion, coordination of joint marketing opportunities, researching and preparing grant applications, assisting with education and making training opportunities available locally etc. 	<p>In progress – fall/winter 2010/2011</p>

Goal 4: Develop new Special Events for Maynooth during all four seasons.

Objectives	Actions	Timelines
<p>Provide support to organizing groups, financial, in-kind and organization assistance to promote new and expanded special events for Maynooth.</p>	<ol style="list-style-type: none"> 1. Brainstorm expansion possibilities and new special events. Develop a plan in cooperation with neighbouring municipalities and community organizations such as the Chamber of Commerce, to streamline grant research and writing, volunteer coordination, marketing etc. so new events can be added and existing ones supported and expanded. 2. Suggested new events for Maynooth include: <ol style="list-style-type: none"> i) dog sled event ii) ATV event/rally or training facility iii) Musical festival as facilities at loggers' field are developed 	<p>NH Special Events Coord. Youth Intern hired Feb. 2010- Special Events Workshop held in fall of 2010 to help expand Special Event Planning capacity.</p> <p>Snowmobile event investigated – not a suitable location</p> <p>International Music Festival Weekend – great success Aug. 2010</p> <p>Live theatre – Fiddler – Spring 2011</p>

C. Design

Goal 1: Improve the physical environment and streetscape of downtown Maynooth.

Objectives	Actions	Timeline
<p>Develop the historical charm of downtown Maynooth by emphasizing, protecting and recognizing</p>	<ol style="list-style-type: none"> 1. Develop a Community Improvement Plan for Maynooth that includes a provision for façade and 	<p>OPA approved fall 2010</p> <p>Rev. Committee dev. Comm.</p>

<p>the historical buildings.</p>	<p>signage incentives.</p> <ol style="list-style-type: none"> 2. Create common signage for each business to direct visitors to the public washrooms at the rink facility. 3. provide input into new Municipal building design 4. Incorporate recommendations from Community Design Document for “slowing” traffic in Maynooth 5. Develop a community bulletin board for downtown. 6. Pro-actively seek new businesses or alternate uses for vacant buildings in downtown 7. Create historical kiosks 8. Develop a Town square and encourage regular downtown events in the square. 9. Make physical improvements to sidewalks/incorporate heritage into sidewalks (i.e. raised sidewalks/railings) 10. add heritage street lighting in downtown 11. develop walking and biking trails that can be accessed from the downtown 12. add more permanent trees, flowers in the downtown (perhaps using a common theme) 13. 14. bury hydro lines when the road is eventually re-paved 	<p>Design Guidelines yet to be approved by Council – CIP – 2011?</p> <p>Washrooms now available at Town Hall</p> <p>completed</p> <p>Recommendations approved by Council – not yet implemented</p> <p>To be completed</p> <p>Pro-active recruitment strategy is part of new Community Builders group – volunteers are currently dev. a plan for Jan. 2011</p> <p>Railings were painted</p> <p>Not yet completed</p> <p>New lighting added at Town Hall</p> <p>Peterson Trail developed</p> <p>Revit. Committee added flower containers to street – summer 2010</p> <p>Deferred at this time</p>
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	<p>15. develop historical, trail and other interpretive panels and maps for downtown</p> <p>16. add banners, benches, garbage and recycling containers to downtown</p> <p>17. add permanent signage for the farmers' market and a "buses welcome" sign</p> <p>18. add more picnic tables downtown and at the rink area rest stop</p> <p>19. add new gateway signage</p> <p>20. purchase new refrigeration unit for the rink</p> <p>21. develop new site plan guidelines for new buildings in the downtown</p> <p>22. introduce signage by-laws</p>	<p>Not yet completed</p> <p>New summer & winter banners with scenes from Maynooth installed</p> <p>Signage incorporated as part of newCommunity Park sign at corner</p> <p>New benches added in Town square at new Town Hall</p> <p>Gateway signage completed</p> <p>Not yet completed</p> <p>Community design guidelines prepared 2010</p> <p>Draft signage guidelines dev. – neither approved yet by Council</p>
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