



Corporation of the Municipality of Temagami

Memo No.
2020-M-097

Memorandum to Council

Subject: Public Consultation – Temagami Dry

Agenda Date: August 6, 2020

Attachments: Questions and Graph Results

RECOMMENDATION

BE IT RESOLVED THAT Council receive the results of the Public Consultation regarding the potential purchase of the Temagami Dry Trademark.

INFORMATION

At the last meeting of Council, By-Law 20-1518 – Trademark Acquisition received first reading and Council directed Staff to conduct public consultation prior to second and third reading being considered.

Information was compiled and questions prepared to gauge Public support. This was shared through our email, communicate@temagami.ca, as well as being posted on our website, our Facebook page and supplied in Press Release format to the two papers who have weekend circulation throughout the Municipality of Temagami.

Within minutes of sending the email through our email service we started receiving comments. The numbers supporting the graph on the attached document are:

In Favour of Option 1	95
In Favour of Option 2	21
In Favour of Option 3	15
Total Replies Received	131

Overwhelmingly, it appears that the support is for the Municipality to accept the opportunity and acquire the Temagami Dry trademark and take the appropriate steps to license its use, including the possibility of an economic development entity.

Based on this, the next step is for Council to consider second and third reading of By-Law 20-1518.

As an aside, it should be noted that receiving 131 responses to a question is a good return. Last summer when we hosted an open house covering a few planning matters there were around 35 people in attendance which, according to our planners, was higher than the average that they had experienced.

Respectfully Submitted:
Craig Davidson
Treasurer/Administrator