



Corporation of the Municipality of Temagami

Memo No.
2021-M-064

Memorandum to Council

Subject: Temagami Dry Ad Hoc Committee

Agenda Date: April 15, 2021

Attachments:

RECOMMENDATION

BE IT RESOLVED THAT Council approves the recommendation of the Temagami Dry Ad Hoc Committee, in Principal;

AND FURTHER THAT Council directs Staff to invite representatives of New Ontario to make a presentation at the next meeting of Council.

INFORMATION

At the meeting of December 10, 2020, Council authorized the Mayor to establish an ad hoc committee to make recommendations on the future use of the Temagami Dry Trademark and product line.

The Committee is recommending that Council consider an arrangement with New Ontario which would produce the Temagami Dry beverages and expand the brand into craft beer and other similar products. New Ontario would be responsible for the direct and indirect costs to get the production started and it is estimated that after year one, the royalty to the Municipality would be 5 cents per can.

Products would be produced in North Bay and distributed throughout Ontario with consideration for a soda and merchandise shop in Temagami.

Temagami will retain the rights to the logo and ownership of the trademark and will approach federal and provincial ministries and agencies to investigate startup funding.

At this time, the Committee is recommending an agreement in principle with negotiation for a formal agreement commencing with a presentation at the next meeting of Council.

Respectfully Submitted:
Craig Davidson
Treasurer/Administrator