

# Millbrook Ward Marketing Plan



## Executive Summary

In the summer of 2007, the Township of Cavan Monaghan engaged First Harvest Marketing to conduct market research and prepare a Marketing Plan for the Millbrook Ward for the next 12 months.

Cheri Davidson of First Harvest Marketing has been working with the Branding Committee (Reeve Cathcart, Councillor Armstrong, Councillor Bartlett, Councillor Chaplin and Yvette Hurley) to prepare this Marketing Plan.

The purpose of this document is to provide a framework around which to build the brand of Millbrook and actively market it over the next year and beyond. Specific attention has been given to two areas:

1. *Outlining the marketing tactics and messaging* required to effectively communicate Millbrook's key marketing messages to the market – beginning immediately.
2. *Enhancing the 'product' of Millbrook* to address the needs of the current target market and take steps to prepare the product for future broader target markets.

In the following pages, we discuss the key marketing opportunities for Millbrook, outline the target audience, identify product and service enhancements and recommended marketing tactics. A sample action plan for the next 12 months is included. Where appropriate, the plan includes accountabilities, budgets and timelines.

## Objectives

1. Develop a *unified vision and positioning statement* for the Millbrook Ward.
2. Create *awareness and patronage of the services* in the Millbrook Ward – primarily from within the Township boundaries.
3. Recommend actions to *enhance and diversify the product* that Millbrook Ward has to offer.
4. Provide recommended tactics for stakeholders to use to at various levels.
5. Lay out an initial *action plan* for 2008.

Note: "Stakeholders" refers to all groups, organizations and individuals in the Township that have a vested interest in the area, and are in a position to actively market the brand. For example, the Township, BIA, Chamber of Commerce, Lions Club, Legion, churches, clubs and individual businesses.

Success will be measured in the following ways:

- Stakeholders will be aware of and understand the vision for the Millbrook Ward
- Stakeholders will begin using the recommended messaging and tactics within their respective 2008 budgets
- Increased interest in and use of Millbrook's business and recreational services – as reported by stakeholders
- Increased traffic on the Millbrook pages on the Township's web site (e.g. increased time on each page, requests for further information, downloads, and other web metrics as they are incorporated into the current site)
- New connections, partnerships, communication and cooperation between stakeholders
- Overall growth in awareness level and interest in the Millbrook Ward as perceived by Township staff (increase of calls, emails, enquiries for new businesses, homes, and industrial development)

4. Solid network of community support groups (Lions, Legion, Community Care, Food Share, Churches, Masonic Lodge, etc.)
5. Historic buildings – main street buildings, historic homes, Needler’s Mill, the Old School and others.
6. Scenic landscape within and surrounding the Millbrook Ward
7. Concentrated business/shopping area on the main street and immediately surrounding the main street
8. Immediate target market of 8800 residents within the Township of Cavan Monaghan boundary
9. A base of stakeholders (including the Township staff, Council, business groups and community groups) from which to draw out renewed interest, input and marketing support.
10. Ease of access – well maintained county roads from all 4 directions, and two points of access from HWY 115.
11. Local weekly newspaper – The Millbrook Times

## **Target Markets**

### **Primary Market - 2008**

Residents and businesses within the boundaries of the Township of Cavan Monaghan: 8800 total people, approximately 4000 households.

These people are within a 20-minute drive to the Millbrook Ward. Research shows that many of them currently are not aware of, and do not patronize, the amenities and services available in Millbrook. Concentrating our attention on this market will result in stronger businesses, better attendance at events and more participation in our outdoor recreation activities.

Most importantly, by sending our message consistently to our Township over a 12 month period, we be building a stronger identity and making the market aware of - and supportive of - current services right here in Millbrook.

The areas include:

- Cavan
- Ida
- Fraserville
- North Monaghan
- Millbrook
- Springville

### **Secondary Market**

Due to "spill" that occurs through media choices and general awareness tactics, there will be residents and businesses that are reached within these areas:

- Pontypool
- Bethany
- Baileboro
- Hope Township
- Peterborough

The household decision-makers within this geographic area will be targeted. Those who decide where to grocery shop, which activities to enroll the kids in, where to buy the next gift, where to stop for dinner, etc. This will encompass a wide age range – from young adults to seniors. Essentially, the target market will be all residents over the age of 16.

## **MARKETING STRATEGY**

- 1. Vision and key messages**
- 2. Communication with stakeholders**
- 3. Marketing principles**
- 4. Roles and responsibilities**
- 5. Tactics**
- 6. Action List**

## Vision and Key Messages

After consideration of the research, input from the community, and a review of strengths and challenges within the Millbrook area, the key messages for Millbrook are:

### PRIMARY MESSAGE

Millbrook is a safe, welcoming and picturesque place to do weekly shopping, household errands, specialty shopping and casual dining.

### SUPPORTING MESSAGES

Millbrook is home to dozens of recreational activities and services for all ages.

Millbrook is ideal for those who value a small town country lifestyle.

NOTE: These key messages are for discussion purposes. They are not "marketing copy" or final versions. A marketing company needs to be engaged to develop the creative (copy and imagery) that will support and reinforce the above messages in any tactic.

### Tag line

Research with community groups confirmed that the Township's tag line "Have it all. Right here" should be adopted when marketing Millbrook.

Although Millbrook is a distinct area within the Township, those living within and outside the Township of Cavan Monaghan need to identify Millbrook in relation to the Township it is a part of. This will further benefit Millbrook as the Township of Cavan Monaghan continues to brand and promote itself.

This relationship will help achieve the objective of reaching residents in *all* areas of the Township. It will begin the process of changing their perception about the location and benefits of shopping in Millbrook. By applying the Township's tag line, we can help to unite the three wards.

### MARKETING STRATEGY

1. **Vision and key messages**
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# Marketing Principles

## 1. Hallmarks of Marketing Success

When promoting a product, the right message needs to be sent consistently and frequently over time while delivering on the product or service benefits that are promised.

Any marketing plan relies on this critical combination to succeed:

Hallmarks of Marketing Success
Consistency
Relevance
Frequency
Delivery of product

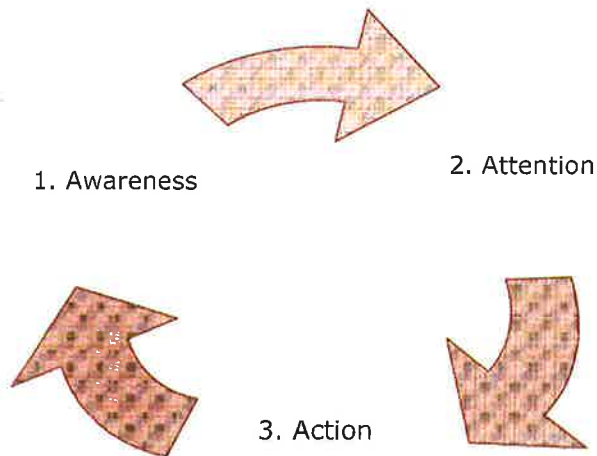
### MARKETING STRATEGY

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In fact, in a business to consumer environment, it's often dozens of times that the audience needs to see the message. This process influences the mindset and behaviour of the audience and sets in motion these steps:

## 2. How Marketing Influences Behavior

1. They become *aware* of the message
2. The benefits of the product resonates with them and they focus their *attention* on it
3. They make the decision to *act* by visiting, purchasing or requesting more information



The better the marketing tool kit – including the target list, the message and the amount of consistent communication over the long term, the better the results will be.

An average of 20-30 touch points with the target audience over the year is suggested and is outlined in the Marketing and Communications Calendar.

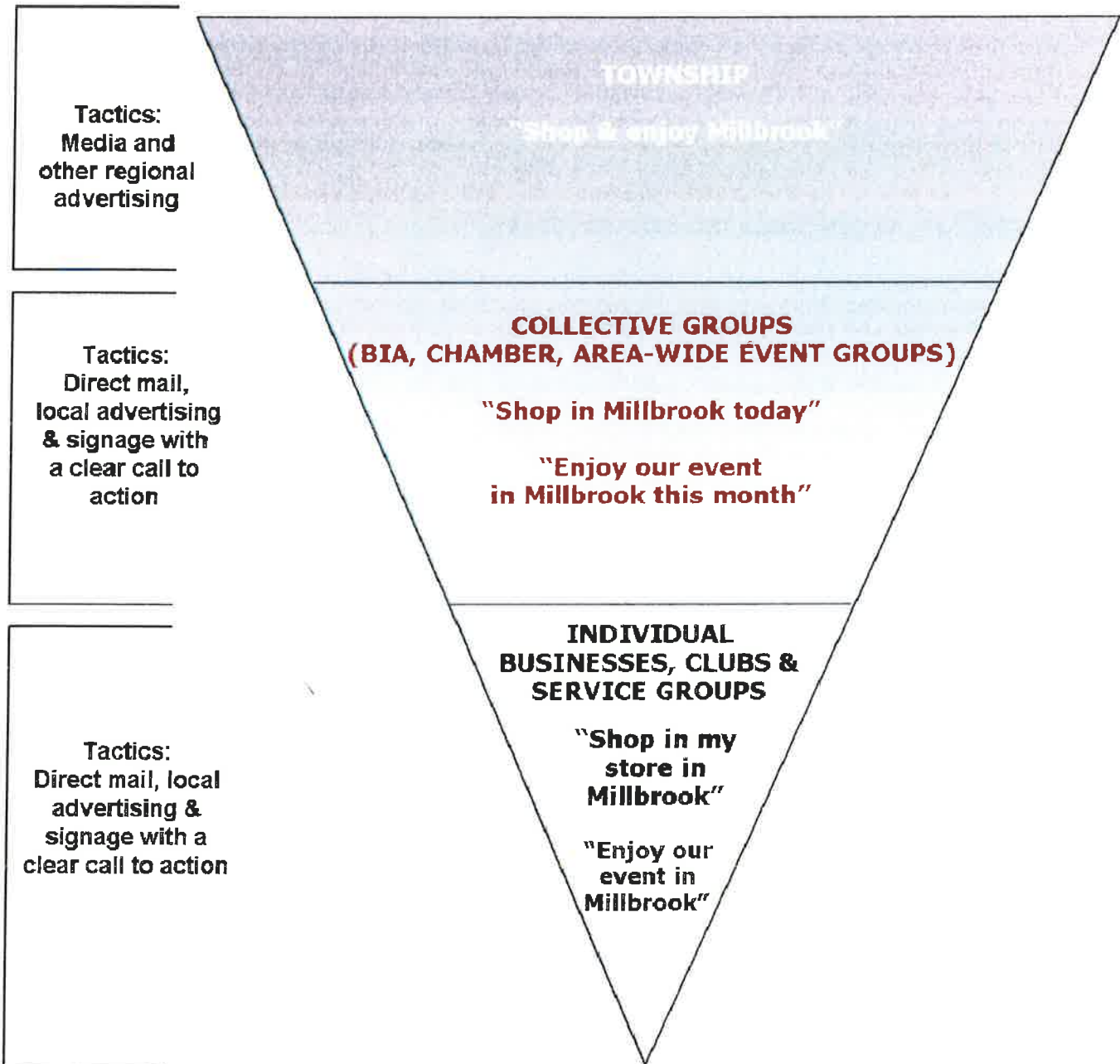


## Roles and Responsibilities

The diagram below shows the recommended roles for each stakeholder and the corresponding marketing message and tactics.

### MARKETING STRATEGY

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## Tactics

Below is a list of suggested tactics. These tactics have been chosen for their relevance and accessibility within the target market.

The cost, frequency and outcome of each tactic will vary depending on which stakeholder is implementing the tactic. These tactics will be further refined, priced and customized, ideally alongside the guidance of the Communication Champion or in conjunction with a marketing consultant.

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#### 1. Media Advertising

Television advertising – CHEX TV  
\$5000-\$10,000 per campaign

Print advertising – local newspaper (the Millbrook Times), Peterborough newspapers (The Examiner, Peterborough This Week) or seasonal guides/directories – within the Township.  
\$5000-\$7000 per campaign

Radio advertising – Chum Kawarthas (County 105.1 fm/BOB 91.9 fm/1420 am), Star 93.3, The Wolf 101.5/CRUZ 980 am, Classical 103.1 (local signal only), LIFE 100.1/89.3, CHUC 1450, KAOS 99.5fm,  
\$5000 per campaign

#### 2. Direct Mail

Unaddressed mail (bulk postcards, flyers, coupons, newsletters, inserts in local paper)

Addressed mail (personalized postcards, flyers, coupons, newsletters, etc)

#### 3. Seasonal consumer newsletter

A seasonal or quarterly newsletter is recommended to keep in touch with all residents and ensure they are aware of what Millbrook has to offer. The newsletter should be the Township's responsibility to implement as it will require collection of content from many sources.

Consider making this a 2-way communication tool by way of contests, polls, surveys, business spotlights, etc.

The newsletter will primarily be a printed tool for 2008. However, repurposing the content into a HTML format that can be posted on the web site(s) is ideal. By 2009, a database of email address will be available and the newsletter can be emailed to most residents.

NOTE: It is recommended that the initial newsletter be a type of survey/feedback mechanism that gathers input from the target about where they currently shop, dine and access services. The preferred hours of operation, parking, and other product enhancement opportunities will result from this communication. It provides a

## 9. Database Management

Keeping a central, updated list of interested people and organizations is essential to any direct marketing strategy. The better the target list, the less you need to rely on "mass media" or advertising to get your message out. Group can start by organizing and inputting what they have today. Then build methodically using each opportunity to interact with new prospects.

The database can be a simple Excel spreadsheet managed by a staff member, up to a commercial database program (e.g. Act, Access). For ease of getting started and keeping costs low, we recommend inputting all contact data into an Excel spreadsheet for 2008. The data can be transferred to a different program at any time.

Update any existing records to ensure that all new members, customers, contest entries, enquiries, etc. are included. Moving forward, a standard set of data should be collected on each of the above opportunities.

Key fields for the database include:

Salutation  
First name  
Last name  
Title  
Organization  
Address  
City  
Province  
Postal code  
Telephone  
Email  
Web site  
Area of interest  
Last contact  
Notes

All group web sites should have a sign up form where visitors can request to be added to the list (to receive newsletters, special offers, etc.)

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## **Enhancing the Product**


## Marketing and Communications Calendar 2008

		Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
	Communications with stakeholders	Present plan Jan. 22											
	Media Campaign	Campaign 1						Campaign 2					
Township	Consumer Direct Mail		Survey		Spring			Summer		Fall		Holiday	
	Web Site												
	Signage												
	Database development												
Collective Groups  (BIA, Chamber of Commerce, Service Clubs, etc.)	Local advertising	Spring campaign			Summer campaign			Fall campaign		Holiday campaign			
	Events					Fair	Car Show					Christmas Event	
	Web sites												
	Signage												
Individual businesses & groups	Local advertising, events, database development												

# Township of Cavan-Monaghan Input Survey

## 87 Responses


### 1 \*Tell us a little about yourself...

Answer	0%	100%	Number of Response(s)	Response Ratio
I'm a resident of the Township			<u>70</u>	71%
I'm a business owner in the Township			<u>9</u>	9%
I'm employed within the Township			<u>11</u>	11%
I'm a visitor / tourist			<u>1</u>	1%
Other ( <a href="#">View all</a> )			<u>7</u>	7%
		<b>Totals</b>	<b>98</b>	<b>100%</b>




#### Other:

- I will be a resident as of September
- My wife owns a business on the main street
- grew up in Millbrook
- Live 5 Farms from west border of township for almost 20 years
- Just moved here in the last year
- Millbrook resident
- Retired

### 2 If you are a resident of the Township, which Ward to you live in?

Answer	0%	100%	Number of Response(s)	Response Ratio
Cavan Ward			<u>38</u>	44%
North Monaghan Ward			<u>5</u>	6%
Millbrook Ward			<u>29</u>	33%
No Response(s)			15	17%
		<b>Totals</b>	<b>87</b>	<b>100%</b>

### 3 How long have you lived in the Township?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 5 years			<u>17</u>	20%
More than 5 years			<u>56</u>	64%
No Response(s)			14	16%
		<b>Totals</b>	<b>87</b>	<b>100%</b>

- I have lived in this township since 1976. It is probably the most attractive area within 100 miles.
- child care is lacking in the community
- What about farming?
- I live close by: and very lucky to be employed in my chosen field in a small community that is my ideal environment to work in.
- Builing site and house location was our prime reason of buying but we also wanted to get away from the traffic generated by the city of Peterborough
- We used to have great dining and entertainment but that no longer exists.
- Millbrook must remain the hub of Cavan Monaghan. Resources should be placed in Millbrook BEFORE Fraserville. Advertise the benefits of the village.
- Currently Dining is not a viable option for locals or tourists. The Village needs a middle of the road restaurant.
- There is limited shopping or dining as far as I can tell
- The old schoolhouse with it's family centre, library, food bank etc is another invaluable resource.
- More importance need to be placed on Children and Families by Council
- Rolling hills, agricultural base, friendly people, proximity to lakes, beaches, small towns like Port Hope,GTA still close enough,Millbrook has it all.
- I am a senior and feel that we should be doing more to find at least one other doctor.

**6. What image comes to mind when you think of where you live? (For example, a significant landmark, building, natural resource)**

- Farms, open areas
- Good place to live and raise a family
- Beautiful houses. historical downtown building the mill, the Medd mts and trails
- Rural
- History
- First experience: the sound of the carillon from St. Andrew's Church in the evening, and a flock of Canada geese flying over the house.
- View of village coming down any hill into Millbrook
- agricultural farming
- Village in the Valley
- Needler's Mill and Pond, St. John's Ida, Old Municipal Building
- scenic
- image and feeling of Canada's culture and life style as it was prior to the year 1950 and all the subsequent degrading changes to the environment and culture.
- The land, water, sky, stars
- Rich history in the area and preservation of the history, both physical and esthetically.
- BEST TAX RATE IN SOUTHERN ONTARIO
- Town Hall (now Nexicom) A step back in time.
- Scenic countryside
- Good residential area mixed with farms. Wonderful scenery-- year round
- The rolling hills, farms and green landscape. The fact that you can could pretty much live you life in Millbrook and area, without having to leave for shopping etc etc
- the old mill and pond, village in the valley
- bull rushes
- rolling hills
- rolling hills & valley's
- rolling hills the Old School the general aesthetic beauty of the entire area.
- green rolling hills, peaceful and quiet
- Village in the valley, hills and scenery
- The image that I have is of the rolling country side and the most pleasant surprise as I drie into Millbrook from any direction. All roads lead to the village, lets make it grow!!!!
- Rolling hills and beautiful valleys, as well as historical buildings, particularly in the Village of Millbrook, the commercial and cultural centre of the township.
- green vally
- Green space
- Trees, fields, farms, hills
- Millbrook Jail. Put Millbrook on the Map. What a shame we had it sold out from us. What a waste it is now. Grat loss of economy to area. Thank God for Nexicom. Our good water is very important. Mill pond is a plus.
- Millbrook pond with Needlers mill, with it's trails and wildlife right adjacent to the busy downtown
- Rolling hills
- Mill and pond with medd's mountain back drop...beautiful!!
- Rolling Hills
- Great Place to live
- Coming south over the crest of the hill on Cty Rd 10, the village spread out below, wonderful green space flanking the road, with Medd's mountain in the distance.... beautiful!
- rolling hills, farm fields, green,
- The image that comes to mind is actually that of farmland. Freshly worked ground to be exact
- I think of rolling hills, farms and the convenience of core services in Millbrook village. I think of friendly people, our churches and main street. I don't relate to the old municipal building or Post Office. They are old, static components. I think of farms, people and a quaint village close to the conveniences of Ptbo and Toronto.
- The Old School as you come down county Road 10. The Millbrook Valley Trails and the Old Mill and pond area. The historical architecture is a special feature also.
- scenic landscapes friendly neighbours historic buildings



7. If you had to describe where you live in ONE word or phrase - what would it be?

- Lower taxes (to date) and access to Peterborough
- Safe (the Manor)
- boonies
- comfortable
- village lifestyle
- rural living
- Millbrook
- Rural Peterborough
- peaceful
- Soothing
- Restful and safe
- Fantastic, historic, a beautiful natural setting
- God's country!
- Mayberry
- On the side of a Drumlin.
- a great view
- rural community
- comfortable
- tranquil
- natural
- I love where I live
- great
- Peaceful and tranquil
- country atmosphere
- friendly
- valley
- Friendly small town values
- home
- valley and rolling hills
- home
- scenic
- heaven
- calming
- secure
- ALMOST PERFECT
- community
- Peaceful
- Rolling hills and valleys
- Green Hills country
- tranquil
- outskirts of town
- peaceful
- peaceful/friendly
- sheer beauty
- heaven
- Friendly
- friendly, safe, peaceful
- history and culture in a beautiful setting
- natural
- country
- multi-coloured fields on rolling hills
- Ideal
- the village with it all (except a pub)
- serenity
- peaceful
- Relaxed
- Peaceful
- the village in the valley
- rural
- Peaceful
- Where you find families, farms and fun.
- A place of natural beauty and history
- Cavan Monaghan..... Beauty and Culture
- noisy
- relaxing
- Feel the history. See the future.
- Country
- scenic
- cultured small town

- controlling the rate of development to protect and reduce the area degradation caused by rapid urban expansion.
- These three go hand in hand
- Millbrook is the historic centre of the township with excellent potential for attracting tourists, shoppers and other visitors.
- Millbrook needs some comprehensive marketing before Fraserville becomes the shopping destination of choice within the Township.
- The heritage downtown, with the sense of community it engenders, in a rural setting. A plan is needed that respects and promotes these attributes.
- Benefit in what way?
- We MUST invest in children and families to secure our future. PLEASE provide sustainable support for programming for young children in our community!
- The downtown is pathetic, it continues to look rundown more and more each year.
- Provide commercial flexibility for homes near the village to operate as retail or studios. Set signage standards for retail stores in the core.
- Any vision and plan for the future must honour the history and natural habitat that made this place what it is.

### 9. Any other comments?

- Better use of funds received from slots - use some in north Monaghan not just Millbrook and Cavan. e.g. roads (Sherbrooke to Hwy 7 rough ride.)
- For the logo: the nugent horse shoe display. The old train or station that accommodated 16 trains a day to Midland and back down and over to Peterborough. Have our veterans and pioneers been recognized enough?
- More focus on the children - family community
- See above comments re: #8. For example, the fourway stop area at #7 and County Rd 10 could be enhanced, as could the railway underpass on County rd 10. Perhaps the slots revenue could create a fund for beautification projects throughout the county. Millbrook is an important historical focus and should be enhanced, however, it is not the sole identity of the township. The whole area has lots of potential for enhancement and residents should be encouraged to participate in planning/implementation.
- restrict urban, commercial and residential expansion that comes at the expense of a rural agrarian heritage and lifestyle more enforcement of existing speed limits on side roads and communities ie: county road 10
- With the money received from the Kawartha Slots there is NO reason they could not support the development of our Children who are the future. We need a place for our kids in this community to be able to go to play all kinds of sports indoors, swim, exercise, learn about life. Adults could use a facility like this too. Why not think about our future, the children, instead of spending all the money changing names, and logos and locations so many times, The TOWNSHIPS money could be better spent.
- good to ask for input. good luck with the survey.
- I'm perplexed why you only asked the people responding from Millbrook Ward why objectives are important for only the next 1-2 years. Those objectives listed have the same applicability to residents of Cavan and North Monaghan as well. Caution must be exercised with this survey. It appears the objectives are being tied to municipal election cycles. Instead Council should be contemplating planting a 15-20 year vision, much like an Official Plan document and not just for Millbrook but for the Twsp.
- I love Millbrook the way that it is but realize that the village will grow in the next few years. If this growth is done in a reasonable way, I don't think any of us can argue.
- I loathe the new name, and I would love to see the township open to another submission.
- Keep the logo simple and natural.
- I'm not interested in having hiking trails, farmers don't hike. I'm not interested in spending our tax dollars to preserve and develop our natural heritage for a bunch of city folks. I'd much rather see tractors and four wheelers downtown than volvos and lexus'. I do not understand why the municipality is closing off road allowances, who benefits from that? Why do we need to be sold, who decided we were for sale, why
- It would be great to have a summary of this branding effort provided to all the participants (i.e. on the web site, in the municipal bulletin)- the residents and business operators to see what the general consensus is would be invaluable as a tool to unify the township. You've asked for our input, it would be nice to have the courtesy of the results rather than hand it over to a few.

- Downtown needs a facelift. That is a fact that we can not deny. I only hope that the rest of the township is not forgotten. Mount Pleasant and the 4 corners of Cavan also need some attention. As you drive through the township there are lots of rundown buildings that require attention. If the downtown is to be brought back to life, some of the automotive businesses should be cleaned up.
- We have a quaint village surrounded by a robust farming community generation's old. These are our core strengths we should be leveraging. We don't want to become a suburb to Peterborough like Brooklin is to Whitby. We should be striving to be something like St. Jacob's, a community that has leveraged its farming strength, created an attractive main street and has retained its identity and characteristics while surrounded by Waterloo, Kitchener. We need to protect our farming nature at all costs.
- A future plan needs to include a better recreation facility - maybe a swimming pool? A greater police presence is important due to the increased vandalism and abuse of road rules. Too many trees are cut down and natural habitat destroyed for the sake of development. If an old tree is cut down, it should be replaced immediately. More Community events should be planned by the Municipality. A dog show, Easter Bonnet Parade and so on. What happened to the Canada Day Parade?

**What would you say are the strengths of the Township?**

<b>Sense of community (the people) and natural surroundings/resources.</b>			
<b>Meeting 1</b>	<b>Meeting 2</b>	<b>Meeting 3</b>	<b>Meeting 4</b>
<ul style="list-style-type: none"> <li>• scenic beauty</li> <li>• heritage</li> <li>• diversity (farming, rural, industry, towns)</li> <li>• small size</li> <li>• available money (from casino)</li> <li>• friendly</li> <li>• no shootings</li> <li>• solid medical community</li> </ul>	<ul style="list-style-type: none"> <li>• landscape and nature</li> <li>• agriculture</li> <li>• people</li> <li>• history</li> <li>• one stop (has all you need)</li> <li>• good for raising children</li> <li>• Kawartha Downs</li> <li>• Schools</li> <li>• Ability to work with other communities</li> </ul>	<ul style="list-style-type: none"> <li>• history</li> <li>• environment/nature</li> <li>• location (proximity to Toronto/Ptbo)</li> <li>• safe water</li> <li>• small town qualities</li> <li>• amenities available</li> <li>• libraries</li> </ul>	<ul style="list-style-type: none"> <li>• sense of community</li> <li>• environmental values</li> </ul>

**What are some of the challenges the Township faces?**

<b>Planned growth and the need for a solid master plan for the future.</b>			
<b>Meeting 1</b>	<b>Meeting 2</b>	<b>Meeting 3</b>	<b>Meeting 4</b>
<ul style="list-style-type: none"> <li>• growth (degree of potential)</li> <li>• limits by Oak Ridges Moraine</li> <li>• expansion of Peterborough</li> <li>• traffic (on gateway to cottage country)</li> <li>• limited availability of retail/commercial space</li> <li>• lack of bylaws for governance</li> <li>• locals don't support businesses enough</li> </ul>	<ul style="list-style-type: none"> <li>• pressure for rapid growth (residential); don't want to lose small town feel</li> <li>• to stay independent and not be annexed by Peterborough</li> <li>• keep agriculture alive</li> <li>• clash of personalities over direction things should go</li> <li>• N. Monaghan does not utilize Millbrook amenities/feels excluded</li> <li>• lack of knowledge by locals/neighbouring townships about everything that is here</li> <li>• -child and youth issue (nothing for them to do so they hang out; vandalism drugs)</li> </ul>	<ul style="list-style-type: none"> <li>• controlled development (res. and industrial)</li> <li>• retaining history</li> <li>• strategic vision for how tax \$ spent</li> <li>• meeting social needs of children and youth</li> <li>• needs more cultural activities</li> <li>• what sets it apart to attract new residents?</li> <li>• why move here versus other places commutable to Toronto?</li> <li>• being a bedroom community</li> </ul>	<ul style="list-style-type: none"> <li>• getting community spirit back</li> <li>• controlling growth versus small town values</li> <li>• good planning to keep industrial and residential separate</li> <li>• planning with how services (like fire) in mind</li> <li>• gambling</li> </ul>

**What are some of the key activities you associate with the township?**

<b>Sports and recreation, farming, nature and community spirit (events and festivals).</b>			
<b>Meeting 1</b>	<b>Meeting 2</b>	<b>Meeting 3</b>	<b>Meeting 4</b>
<ul style="list-style-type: none"> <li>• festivals</li> <li>• arts community</li> <li>• sports/recreation</li> <li>• heritage</li> <li>• community groups</li> <li>• industry</li> </ul>	<ul style="list-style-type: none"> <li>• Farming</li> <li>• organized sports (youth &amp; adult)</li> <li>• business</li> <li>• pleasure</li> </ul>	<ul style="list-style-type: none"> <li>• sports (organized and individual)</li> <li>• nature and trails</li> <li>• cold water streams for fishing</li> <li>• business</li> <li>• mills (need to be fixed up and used)</li> <li>• community spirit</li> <li>• medical community</li> <li>• arts and culture</li> </ul>	<ul style="list-style-type: none"> <li>• Maple Leaf park (sports)</li> <li>• Slots</li> <li>• car racing</li> <li>• 2 tracks</li> <li>• Farming</li> <li>• theatre (4<sup>th</sup> Line)</li> </ul>

## MILLBROOK

A separate discussion was held regarding Millbrook. Again a series of questions were asked:

***Are there different images or words that come to mind if you think about just Millbrook?***

<b>Mill and pond, old school and heritage buildings around town.</b>			
<b>Meeting 1</b>	<b>Meeting 2</b>	<b>Meeting 3</b>	<b>Meeting 4</b>
<ul style="list-style-type: none"> <li>• architecture</li> <li>• mill pond</li> <li>• old school</li> <li>• village in the valley</li> <li>• great place to live</li> <li>• quiet and peaceful</li> <li>• friendly</li> <li>• clean</li> </ul>	<ul style="list-style-type: none"> <li>• hills and valleys</li> <li>• mill</li> <li>• sad (potential, but still not developed)</li> <li>• desolate</li> <li>• lack of restaurants</li> <li>• lack of village culture</li> </ul>	<ul style="list-style-type: none"> <li>• historical buildings</li> <li>• welcoming feeling and attitude</li> <li>• nestled in the hills</li> <li>• village in the valley</li> <li>• mill and pond</li> <li>• amenities close to nature</li> </ul>	<ul style="list-style-type: none"> <li>• hills</li> <li>• friendly people</li> <li>• everything you need is there</li> <li>• not as much contact between people since municipal office moved</li> <li>• churches</li> <li>• fading community</li> <li>• heritage</li> </ul>

***Where do you see Millbrook in 5 or 10 years?***

<p>All groups mentioned the need for <b>beautification of the downtown</b>, a concern that <b>something should be done with the jail</b> and a desire to <b>maintain the history while still growing</b>. All groups would also like to see the community develop into an <b>historical town</b> like Cobourg or Port Hope with a <b>thriving downtown</b>.</p>			
<b>Meeting 1</b>	<b>Meeting 2</b>	<b>Meeting 3</b>	<b>Meeting 4</b>
<ul style="list-style-type: none"> <li>• needs beautification</li> <li>• needs more retail</li> <li>• should play role of hub for township</li> <li>• needs good restaurant</li> <li>• for things to happen needs bylaws and enforcement of them</li> </ul>	<ul style="list-style-type: none"> <li>• thriving downtown like Port Hope or Warkworth</li> <li>• want existing businesses to still be around</li> <li>• community centre for youth</li> <li>• planned beautification for downtown</li> <li>• use for the jail</li> </ul>	<ul style="list-style-type: none"> <li>• more businesses but don't become too big</li> <li>• spruced up; beautification</li> <li>• by-laws for protection, development and aesthetics in place</li> <li>• overcoming cultural stigmatism of "Milldirt" and "Millbilly"</li> <li>• having more autonomy from county for infrastructure, etc.</li> <li>• controlled residential development</li> </ul>	<ul style="list-style-type: none"> <li>• needs better, smoother roads</li> <li>• council needs to actively sell town as place for new businesses</li> <li>• arena should be moved from downtown so more parking could go in</li> <li>• need good restaurant</li> <li>• town can't grow outwards</li> <li>• do something with old jail</li> <li>• should not count on money from slots forever</li> </ul>

***What role does Millbrook play in the township?***