



**CORPORATION OF THE  
CITY OF CLARENCE-ROCKLAND**

**COMMUNITY DEVELOPMENT ADVISORY COMMITTEE - MINUTES**

December 2, 2025  
Principal Boardroom  
1560, rue Laurier Street, Rockland ON K4K 1P7

PRESENT: Chantal Sarkisian, Member  
Benoit Jean, Member  
Sara-Ann Perron, Member  
Priscilla Corbeil, Member  
Stephane Fournier, Councillor  
Mario Zanth (ex-officio)  
Sarah Lacombe  
Alexandra Riel

ABSENT: Jocelyn Peloquin, Member  
France Gareau, Member of Chamber of Commerce

**1. Opening of the meeting**

The Chair opens the meeting at 7:04 PM.

**2. Adoption of the agenda**

**Moved by** Sara-Ann Perron, Member

**Seconded By** Benoit Jean, Member

THAT the agenda be adopted as presented.

**CARRIED**

**3. Declaration of Pecuniary Interests**

None.

**4. Adoption of the minutes**

**Moved by** Priscilla Corbeil, Member  
**Seconded By** Stephane Fournier, Councillor

THAT the meeting minutes of October 28 2025 be adopted.

**CARRIED**

**5. Community Improvement Plan Update**

Ali Riel provided an update on the Community Improvement Plan (CIP). She reported that the 13 recommendations have been approved and agreements have already been sent out to participants. The next intake period is planned for Spring 2026, with a potential additional intake in Fall 2026 if funds remain available. The focus for upcoming projects will be on hamlets as we didn't receive a lot of applications from businesses. At the January meeting we will discuss the CIP plan in more detail.

**6. Business Retention and Expansion Survey Review**

Ali Riel discussed adjustments to the timeline for the survey and shared its goals and objectives. Initial feedback from the group on the first draft of the survey highlighted several concerns: Chantal noted that some questions seemed irrelevant and the survey felt very long; Sara mentioned that many questions would not be applicable to many businesses and that it felt like a missed opportunity to provide meaningful feedback; Ben thought the survey was too lengthy and suggested emphasizing profitability, recommending a 15-minute length for the survey; both the Mayor and Stephane agreed that shorter is better; Priscilla proposed organizing the survey into sections or grouping questions by industry, and suggested using percentage-based answers; Ali acknowledged that the trial run took 40 minutes, which was too long. The group worked through the survey together and decided that the Economic Development and Tourism staff will review it again to reduce its length, ensure relevance, and create questions that help develop realistic action plans to support businesses. The final draft will be brought forward for review and approval at the January meeting.

**7. Communications and Marketing Strategy**

Business Retention and Expansion Survey and next Community Improvement Plan intake period marketing discussion will take place at the January 2026 meeting.

**9. 2026 Meeting Dates**

**Moved by** Benoit Jean, Member

**Seconded By** Sara-Ann Perron, Member

THAT the first 2026 Economic Development Advisory Committee Meeting date be:

1. January 20, 2026 from 7:00 PM to 9:00 PM

**CARRIED**

**10. Adjournment**

The meeting is adjourned at 9:04 PM

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Chantal Sarkisian, Chairperson;

Sarah Lacombe, Secretary