

## TOWN OF FORT FRANCES

### MINUTES

October 3rd, 2016

The meeting of Economic Development Advisory Committee of the Town of Fort Frances was held in the Committee Room, Civic Centre on October 3rd, 2016 from 12:04 p.m. to 1:12 p.m.

PRESENT: M. Caron, Acting Chair, E. Fagerdahl, J. Gillon, K. McCaig, D. Fortes, C. Mallory, K. Perry

ALSO PRESENT: G. Gillon, T. Allaire, T. Drysdale, Consultant (RRFDC), L. Mose, MNMD, J. Cumming, D. Brown and K. Lawson.

REGRETS: J. McTaggart

#### **1. Call to Order**

- 1.1 Call for an Acting Chair in the Absence of the Committee's Chair and Vice Chair.

Perry-Mallory: THAT in the absence of the Economic Development Advisory Committee's Chair and Vice Chair, that M. Caron, a member of this committee be authorized to act as Chair for the purposes of conducting this meeting.

CARRIED

#### **2. Non-agenda Committee items which because of urgency cannot be deferred to a subsequent meeting, identified to be considered later in the meeting.**

-None were identified.

#### **3. Disclosure of pecuniary interest and the general nature thereof**

-None were identified.

#### **4. Approval of Previous Advisory Committee Minutes**

- 4.1 January 11th, 2016 and August 8th, 2016.

Mallory-Perry: THAT the minutes from the January 11th, 2016 and August 8th, 2016 meetings be approved as circulated.

CARRIED

#### **5. Items Referred from Council - REFER TO STANDING ITEMS\***

##### **5.1 Strategic Plan Initiatives (continuing discussion).**

##### **1) Sports Tourism Initiative - Item No. 11 - Target Date - September 2016**

*The Town will examine all aspects and potential opportunities related to sports tourism within the community, including the potential for expansion of existing services and event offerings.*

##### **2) "Boundless Branding - Item No. 39 - Target Date - October 2016**

*The Town will ensure that a complete and effective implementation of the Town's recent branding initiative is implemented throughout the Community and its operations.*

##### **3) Kiwanis Sunny Cove Camp - Item No. 25 - Target Date - November 2016**

*The Town will investigate the long-term use and potential of the camp for youth programming and economic development opportunities.*

##### **4) WiFi Expansion - Item No. 12 - Target Date - March 2017 -**

*The Town will investigate the viability of expanding free Wi-Fi offerings in the Community.*

#### **6. New Business**

6.1 Board Vacancy.

Members were advised that Council, at its regular meeting of September 26, 2016, accepted the letter of resignation effective immediately from J. Lampi-Hughes from the committee with appreciation for service. The Clerk will be placing an advertisement for the vacancy shortly and if anyone is aware of persons interested in applying they can pick up applications from the front desk or the Clerk's Office.

6.2 Update on Rainy Lake Market Square.

-Geoff and Tannis provided a power point presentation re: Market Square Success to the members. This project is looking towards a mid summer completion date. The use of outdoor sidewalk patios during the summer months, truck traffic on Scott Street and restrictions to speed limits in the first, second and third blocks of Scott Street were discussed.

7. Standing Items

7.1 Strategic Plan Initiatives (continuing discussion).

**1) Sports Tourism Initiative - Item No. 11 - Target Date - September 2016**

*The Town will examine all aspects and potential opportunities related to sports tourism within the community, including the potential for expansion of existing services and event offerings.* - T. Allaire (RRFDC) and J. Cumming provided an update on the September 21st, 2016 Sports Tourism Workshop hosted by Mr. John Graham, former Head of Marketing for Safeway. Items covered were Building a Brand; Budgeting; Volunteer Management; Marketing and Sponsorship Programs. Unfortunately the fall workshop was not well attended, however Mr. Graham will be working with RRFDC to assist with 3 major events that are coming up. The general consensus was that the coordinators of the local hockey tournaments, etc are looking within their own smaller volunteer base and are not looking to make their events an economically driven event for the community in general.

**2) "Boundless Branding - Item No. 39 - Target Date - October 2016**

*The Town will ensure that a complete and effective implementation of the Town's recent branding initiative is implemented throughout the Community and its operations.* A brief discussion was had on signage.

**3) Kiwanis Sunny Cove Camp - Item No. 25 - Target Date - November 2016**

*The Town will investigate the long-term use and potential of the camp for youth programming and economic development opportunities.* Mr. Brown discussed a report that was approved by Council looking at expanding the use of the camp during the shoulder seasons, while a caretaker is on site, keeping in mind the original concept and use as envisioned by the Kiwanis Club.

**4) WiFi Expansion - Item No. 12 - Target Date - March 2017 -**

*The Town will investigate the viability of expanding free Wi-Fi offerings in the Community.* - Geoff advised that this expansion is due for completion by June 2017.

7.2 Employment Shortage for Small Business.

-Members discussed the issue around small businesses being able to secure entry level and qualified persons for employment. Discussions have been had with NCDS and RRDSSAB and there appears to be a very small workforce available in this changing market. Tannis is looking at bringing in a speaker and hosting a Spring Job Fair.

7.3 Community Foundation.

-There is nothing new to report. The need for someone to come forward and Chair this foundation was briefly discussed.

8. Non-agenda Items - None

9. Adjourn /Next Meeting - November 7, 2016