



## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

### Minutes

February 2, 2015

A meeting of the Economic Development Advisory Committee was held in the Committee Room, Civic Centre, Monday, February 2, 2015, at 11:30 a.m.

The following members were present: M. McCaig, D. Fortes, R. Avis, K. Perry, J. Gillon, J. Cumming, K. McCaig, J. Lampi-Hughes, C. Mallory, E. Fagerdahl and M. Caron.

Also Present: G. Gillon (RRFDC), T. Drysdale, consultant (RRFDC), F. Flatt, Municipal Planner and K. Lawson, Secretary.

Regrets: G. Rogozinski, J. McTaggart

1. Call to order at 11:45 a.m.

Mr. McCaig opened the meeting asking for a member to serve as Chair for the purposes of this meeting in the absence of Mr. Rogozinski and Mr. McTaggart. Members confirmed Ken Perry.

**Lampi-Hughes-Caron:** THAT Ken Perry be appointed as Chair for the meeting of February 2, 2015. CARRIED

2. **Non Agenda Items:** - None.

3. Disclosure of pecuniary interest and the general nature thereof: None

4. Approval of Minutes – January 12, 2015.

**Fortes-Caron:** That the minutes from the January 12, 2015 meeting having been circulated be approved. CARRIED.

5. i) Tourism Video – Tannis asked members for ideas for a tourism video that Andrew George is undertaking. Member supplied the following thoughts on what the video should reflect and promote.
  - a) Focus on Family
  - b) Tourist camps – and occupancy issues (promoting off-season activities. There was a discussion about what a family is willing to pay vs what a fisherman will pay and whether tourism camps would reflect this in their billing.
  - c) Promote Rainy River
  - d) Summer Interests and Winter Interests.
  - e) Promote Business.
  - f) Stay in Fort Frances – entice repeat business.

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- ii) Fort Frances Sign Report – Members were provided with 3 renditions of the signage designated for the entrances of Town and asked to recommend which they preferred. There was no definitive consensus, and the issue will go back to Council for their decision.
  - iii) Pre-Budget Consultation Presentation Update. M. McCaig provided an update on his presentation to the Standing Committee on Finance and Economic Affairs on January 20, 2015. He explained to members that there is a group working on behalf of the Town of effect a purchaser for the mill. He indicated that there have been other entities, besides Expera who have shown interest. Mayor Avis advised that the Town was working to get our name out as much as possible, and was taking the matter to the ROMA/OGRA Conference this month. Mark also spoke of the need to have the Connecting Link program, which was cancelled in 2009 re-instated. Mark was commended for his presentation.
  - iv) Rainy Lake Hotel Funding Update - Mayor Avis advised that he was very optimistic that we would be receiving news from the Ministry and FedNor very shortly.
  - v) Presentation on the NOHFC and NCIR Funding Opportunities – Jane provided handouts and gave a brief overview of the Ministry's mandate and program delivery.
  - vi) Strategic Planning Session (a) Review of the Industrial Park Strategy. F. Flatt, Municipal Planner was in attendance as a resource for this discussion. She provided a memorandum re: Pricing and Sales Policy – Fort Frances Industrial Park and the Town's Policy respecting the Sale of Town Lands. For the next meeting members were asked to read and review the policy and recommend anything in the policy that might be improved on. Faye will e-mail materials to Kathy today for distribution to members.
6. **Non-Agenda** – None
7. **Next Meeting Date:** March 2, 2015.