

## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

### Minutes

May 7, 2012

A meeting of the Economic Development Advisory Committee was held in the Committee Room Civic Centre May 7, 2012 at 11:30 a.m.

The following members were present: John McTaggart, Jim Cumming, Dale Lawrence-Fortes, Gord McBride, Bob Armit, Aaron Beckett, Jane Gillon, Councillor Ken Perry, Mark McCaig ( 11:30 a.m.) and Mayor Roy Avis.

Also Present: Tannis Drysdale, Geoff Gillon Rainy River Future Development Corporation, Anthony Mason (Chamber of Commerce) and Lori Pattison, Secretary.

Regrets: Gary Rogozinski, Teresa Hazel and Shanda DeGagne-Begin

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

**Roy Avis – Jim Cumming:** that the Economic Development Advisory Committee appoint John McTaggart as Chairperson for the purpose of this meeting due to the absence of our Chair and Vice Chair.

CARRIED.

2. Non agenda items:
  - i) Information for Social Media agenda item
  - ii) Huffman School

**Gord McBride – Jim Cumming:** motion to accept the agenda as amended.

CARRIED.

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

4. Approval of Minutes – April 2, 2012.

**Ken Perry – Aaron Beckett:** that the minutes from the April 2, 2012 meeting be approved as circulated.

CARRIED.

5. Discussion and Action Requests Items:
  - i) Social Media and the Changing Way We Market – we currently have a Company working with Tannis to help make the wesite more tourism friendly.  
Build an increase in Tourism Information and Support Go Local

- You Tube – Create a Fort Frances Channel – August 2012
- YouTube – Increase Tourism Video Views to 1500 – December 2012
- YouTube – Best FF Tourism Video Contest – September 2012
- Facebook – Improve Wikipedia Site ( links to Tourism ) – Sept. 2012
- Website based – better improve the tourism integration – Nov. 2012
- Website based – redo the Chamber site to integrate tourism – Nov. 2012
- Website based – Chamber Online Calendar – 20 events/mth – Dec. 2012
- Website based – <http://www.ontariotowns.net/Fort> Frances - new write up – December 2012
- Google – improve image sample with 5 attraction photos – Dec. 2012
- Trip Advisor – Increase Attractions to include Park, Hallet and Tower - October 2012
- Trip Advisor – Add 60 new photos – October 2012
- 4 Square – have 20 businesses participate and 40 users – Dec. 2012
- Website based – Go Local Strategy – unique experiences – Dec. 2012
- Website based – 2 more Training Seminars – January 2013
- Pinterest – Create 3 sheets – November 2013

#### Build Information and Support for Resettlement

- YouTube – Student Video Contest – Learning in Fort Frances – March 2013.
- Website – Develop a Page – March 2013

#### Build Economic and Development Story

- YouTube – 3 Entrepreneurial Interviews
- Economic Development Blog – 3 blog posts – energy rates – mining activities
- Twitter – set up joint use account – store second day, 4 re-tweets
- YouTube – Mayor and CAO Greeting on website – site update

ii) Tourist Information Centre – A letter has been written to Minister Chan – this letter was passed on to Ronald Holgerson, Interim President, OTMPC to review the concerns. The committee then discussed three options for us to replace the Tourist Information Centre in Fort Frances:

- i) Tourist information costings – assuming no building provided would require \$42,000.00
- ii) Tourist information costings – building provided would require \$69,900.00
- iii) Tourist information costings – Marina – would require \$15,000.00

After much discussion the EDAC committee made the following recommendation:

**Jim Cumming – Aaron Beckett** – that the EDAC authorize the RRFDC to expend up to \$5,000.00 on student labour to provide to

provide tourist information at the border during key hours and locate Fort Frances brochures at the Museum and Marina. Further working with EDAC, the Town will enter into an active lobby/negotiation to acquire the OTC building and the Chamber to provide tourist information services.

CARRIED.

Given the uncertainty and unfortunate lack of communication from the Ministry on their plans, and given hiring time required, permissions that will need to be sought and training students may not be in place until June 1, 2012.

The RRFDC will evaluate the impact of providing this service through a variety of measures and report impacts back to Council in the fall of 2012.

- iii) International Tug of War Committee – the committee is searching for someone to chair the committee – the EDAC committee was asked if there were any interested parties – no one came forward.

- 6. Educational Opportunities: (contact Tannis or RRFDC a week in advance)
- 7. Non-Agenda Items:
  - i) Information for social media issue – was dealt with in item 5i) above.
  - ii) Huffman School - there were some concerns as to why there was equipment working at the Huffman School site. The site was just being utilized to store some fill from another construction site rather than dispose of the fill.
- 8. Next Meeting Date: June 4, 2012.

**Gord McBride – Jim Cumming** – that there being no further business before this committee that the meeting be now closed ( 12:50 p.m.)

CARRIED.

