

## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

### Minutes

April 2, 2012

A meeting of the Economic Development Advisory Committee was held in the Committee Room Civic Centre April 2, 2012 at 11:30 a.m.

The following members were present: Gary Rogozinski, Chair, Bob Armit, John McTaggart, Gord McBride, Councillor Ken Perry, Mayor Roy Avis, Jane Gillon and Dales Lawrence-Fortes (11:50 a.m.)

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

Regrets: Shanda DeGagne-Begin, Jim Cumming, Mark McCaig, Teresa Hazel and Aaron Beckett.

1. Call to order at 11:40 a.m.
2. Non agenda items: None
3. Disclosure of pecuniary interest and the general nature thereof: None.
4. Approval of Minutes – March 12, 2012.

**Gord McBride – Bob Armit:** that the minutes from the March 12, 2012 meeting be approved as circulated.

CARRIED.

5. Information and Activity Reports:
  - i) Tourism Promotion – Anthony Mason was in attendance to present the Tourism Strategy for Fort Frances. Below are some of the items in progress to promote Fort Frances as a tourism destination:
    - new web site in conjunction with Town of Fort Frances and Rainy River Future Development Corporation
    - publications I partnership with RRFDC and TOFF
    - informational packages sent out ( 12 to date in 2012)
    - facebook page for the Chamber
    - flower planters and hanging baskets
    - possible relocation to Fort Duty Free Building
    - utilizing students for the summer months
    - Home & Leisure Show 2012
    - Strongman Competition
    - Quest for the Best
    - Help organize July 1<sup>st</sup> events

- Create a marketing display at new building (if we move)
  - RRFDC has 3 commercials for upper mid western marketing
  - Ad on Fishing with Gushy ( RRFDC)
  - Fund Bass Tournament - \$5,000 – (RRFDC)
  - Hired a student (RRFDC)
- ii) Mining Activity (letter for information packages) – sent out 250 information packages to mining and supply companies – 2 ads were purchased in Prospector Magazine. Tannis reported that we have received 2 inquiries this week in relation to mining.
- iii) Highway Sign – letters were hand delivered to hotels and restaurants in Fort Frances for interest in advertising on Highway 53 sign in International Falls – Boston Pizza only response that we have received.

Send email out to restaurants once again and put ad in the paper with an April 30, 2012 deadline – if nothing received then cancel sign.

6. Discussion and Action Request Items:
- i) Tourism Information Centre – The Fort Frances Tourist Information Centre will be closing permanently on April 29, 2012. It is on the agenda to be discussed at the upcoming NOMA Conference in Kenora on April 25 to 27, 2012. Suggestions needed as to what to do with the building. Letters to be sent out to the Ministry of Tourism.
7. Educational Opportunities: (contact Tannis or RRFDC a week in advance)
- i) Social Media Training – RRFDC – April 3<sup>rd</sup> at 9:00 a.m. – Jane to attend
8. Non-Agenda Items:
9. Next Meeting Date: May 7, 2012.

**Ken Perry – Gary Rogozinski** – that there being no further business before this committee that the meeting be now closed ( 12:35 p.m.)

CARRIED.