

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Minutes

September 10th, 2012

A meeting of the Economic Development Advisory Committee was held in the Committee Room Civic Centre September 10, 2012 at 11:30 a.m.

The following members were present: Jim Cumming, Jane Gillon, Shanda DeGagne-Begin, Gord McBride, Mark McCaig, CAO, Bob Armit and Aaron Beckett.

Also Present: Tannis Drysdale, Geoff Gillon, Jeanette Cawston, (RRFDC) and L. Pattison, Secretary.

Regrets: Gary Rogozinski, John McTaggart, Mayor Avis, Councillor Ken Perry, Dale Lawrence-Fortes and Teresa Hazel.

Due to the absence of both the Chair and Vice Chair nominations were opened for acting chair – Shanda was nominated and accepted the position.

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

2. Non agenda items: None.

Jim Cumming – Gord McBride – that the agenda be accepted as previously circulated.

CARRIED.

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

4. Approval of Minutes – July 9, 2012.

Gord McBride – Aaron Beckett: that the minutes from the July 9, 2012 meeting be approved as circulated.

CARRIED.

5. Presentation:

- i) Go Local – Jeanette Cawston was in attendance to give the committee an update on the Go Local incentive. Arrangements have been made with the media to create the group marketing program. The project has gone to tender. The expected launch date is October 11, 2012. To date 65 businesses and 170 individuals have signed up for information on the program. Project partners are the BIA, Cloverleaf Farmers' Market, Sunset Country Travel Association, Acadia Broadcasting and the Fort Frances Times.

6. Information and Activity Reports:

- i) Highway Sign – is being rewrapped – OTMPC paying for 2 years.
- ii) NCIR – application has been filled out and submitted.
- iii) Social Media – Update - RRFDC held a training session on social media and we are currently working with a consulting group to develop a strategy to market the Town using the various different forms of social media. EDAC had reviewed the campaign at its meeting in May and it is presently on target with projections. To date twitter has 145 followers and counting we have had 4 youtube videos submitted for the contest and they were all very positive comments about Fort Frances.
- iv) Border Banners – update – there was some discussion about whether to revitalize the mural through an investment from the marketing allocation for the RTO with the fishing and hunting segment. The whole Northwest area would have to be promoted. Or the other option was to finance the project ourselves and design the banner appropriate for Fort Frances. (if we fund independently if there is a grant available the cost could still be staggering.)

Jim Cumming – Aaron: that the Economic Development Advisory Committee request that Tannis Drysdale research the issue as to what kind of a deal can be struck with the RTO if any and bring the information back to the committee for recommendations.

7. Discussion and Action Items:

- i) Assisted Living – Bob Armit made a presentation on behalf of ALAG
 - Federal government is promoting “Age at Home” – no money or funding available
 - Provincial government has no funding available
 - nobody is taking responsibility
 - social system is not keeping up with the changing times
 - Rainycrest has 164 beds – roughly 1/3 could get by in an assisted living facility
 - application process to get into Rainycrest is changing – much harder to be accepted into care
 - children are not staying in Fort Frances therefore losing caregivers

The Town is willing to assist but is unable to take the lead on this venture. RRFDC to go out and research for private sector interest – Tannis to get in touch with Erma – Lori will send a copy of the brief that was presented at the AMO conference to the Ministry Responsible for Seniors.

8. Educational Opportunities (contact Tannis)
 - i) Rainy River Resources Tour – originally scheduled for October 1 was moved to October 2, 2012 at 10:00 a.m.
 - ii) Go Local Launch and Speaker – October 11, 2012.
9. Non-Agenda Items: None.
10. Next Meeting Date: October 1, 2012.