

TOWN OF FORT FRANCES

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

AGENDA - November 2, 2015 - 11:30 a.m.

MEETING - Committee Room Civic Centre

Page

1. **Call to Order**
2. **Non-agenda Committee items which because of urgency cannot be deferred to a subsequent meeting, identified to be considered later in the meeting.**
3. **Disclosure of pecuniary interest and the general nature thereof**
4. **Approval of Previous Advisory Committee Minutes**
 - 4.1 October 5, 2015. 3 - 4
5. **In-Camera**
6. **Items Referred from Council - No new items**
7. **Standing Items**
 - 7.1 1. **Revitalization and beautification of the Town of Fort Frances (continuation of October 5th discussion - items 2 [By-Law Enforcement will be in attendance], 4 and 5)** 5
 - November 2015

The town will examine the recommendations put forth from the Fort Frances Chamber of Commerce regarding the beautification and revitalization of the Town of Fort Frances.
 - 7.2 2. Market Square Committee.
 - 7.3 3. Community Foundation.
8. **New Business**
 - 8.1 Video Presentations - Final Cuts - Tourism and Economic Development.
 - 8.2 Go Local Month - Update.
9. **Non-agenda Items**
10. **Adjourn / Next Meeting Date - December 7, 2015**

TOWN OF FORT FRANCES

MINUTES

October 5, 2015

The meeting of Economic Development Advisory Committee of the Town of Fort Frances was held in the Committee Room, Civic Centre on October 5, 2015 from 11:50 a.m. to 1:30 p.m.

PRESENT: G. Rogozinski, C. Mallory, J. Lampi-Hughes, J. Cumming, J. Gillon, K. McCaig, M. McCaig, K. Perry and R. Avis

ALSO PRESENT: T. Drysdale, F. Flatt, K. Lawson

REGRETS: E. Fagerdahl, J. McTaggart, G. Gillon

1. **Call to Order**
2. **Non-agenda Committee items which because of urgency cannot be deferred to a subsequent meeting, identified to be considered later in the meeting.**
3. **Disclosure of pecuniary interest and the general nature thereof**
4. **Approval of Previous Advisory Committee Minutes**

4.1 September 14, 2015.

Perry-Mallory: THAT the minutes from the September 14, 2015 meeting be approved as circulated.

CARRIED

5. **In-Camera - None**

6. **Items Referred from Council**

- 6.1 North Western Ontario Tourism Association Membership Request.
-members discussed the referral from the Administration and Finance Executive Committee for membership in the North Western Ontario Tourism Association. Economic Development Advisory Committee agreed to recommending to Administration and Finance Executive Committee that the Town seek membership with the North Western Ontario Tourism Association. In addition, C. Mallory has agreed to attend the next meeting, scheduled for October 8th, 2015.

Mallory-K. McCaig: THAT the Economic Development Advisory Committee recommends to Administration and Finance Executive Committee that the Town seeks membership in the amount of \$100.00 with the North Western Ontario Tourism Association.

CARRIED

- 6.2
 1. **Revitalization and beautification of the Town of Fort Frances**
 - November 2015The town will examine the recommendations put forth from the Fort Frances Chamber of Commerce regarding the beautification and revitalization of the Town of Fort Frances.
Item #1 - Project Petunia - This item was discussed at length. It was agreed that the flower baskets are a wonderful idea, but the Town should not be expected to take on this responsibility. The Town has always had a key role with watering and maintenance of the planters, and would be happy to continue that function. Committee recommended that local service groups be contacted to determine if they might be interested in taking it on. Rainy River Future Development Committee will contact these groups.
Item #2 - Garbage Clean - Committee agreed that the Town should commit to additional free dump days at the landfill site, to assist residents in being proactive in the cleaning

and maintenance of their properties. They discussed the possibility of making this a huge event something in the line of a "Get Rid of the Blight" campaign and be headed up by the By-Law and Public Works departments, with Town forces being committed to assist. This should be promoted as both a positive and memorable event. Local contractors could be contacted to donate trucks and service groups could be contacted to see if they could assist with the event. By-Law and Public Works will be invited to further discuss. Item #3 - Vacant Buildings - Committee agreed that BIA and Chamber of Commerce need to work harder to police themselves. It is hard to enforce Property Standards and a behavioral change is necessary.

This item will be further discussed at the next meeting.

7. New Business - None

8. Standing Items

8.1 Huffman Court - Marketing of Lots.

- With the sale of lots now entering into the second year, Mayor advised that Council wanted all local realtors be contacted to determine a marketing strategy. The Planner was directed to bring a report forward to the next meeting of Council to assist them in setting realty rates.

9. Non-agenda Items - None

10. Adjourn / Next Meeting Date - November 9, 2015

STRATEGIC PLANNING INITIATIVE

Submitted from: The Chamber of Commerce Committee Representative, Wendy Brunetta

INITIATIVE: Beautification/Re-vitalization of the Town of Fort Frances.

Purpose: To promote tourism.

Action Items:

#1: Project Petunia

The Chamber has been coordinating Project Petunia for the past few years. The last 2 years, the Chamber has had to subsidize the project due to a lack of donations or unpaid pledges. The Chamber, at their meeting on March 24, made a motion to not continue with this project.

Suggestion: Could the parks department grow extra flowers (in addition to those grown for the cemetery) and plant the planters?

#2: Garbage Clean-up

The issue of garbage littering our streets throughout the town was discussed. What measures can we put in place to control the excessive littering?

Suggestion:

- a) Additional garbage cans throughout the town?
- b) Publicity campaign around "Do Not Litter"?
- c) Involve schools in cleanup?

#3: Vacant Buildings

Can anything be done to ensure that the owners of vacant buildings do not let them become unsightly? (eg. former Bonnie Blue has mattresses stacked which are visible from the street, former Video store paint is peeling, etc.)

#4: Banners on Lap Building

The current banners have become faded and the paint is peeling off the building. This is the first impression that tourists have of our community. Can we look at applying for funding to replace them?

#5: East and West entries to Town

Can anything be done to improve the visual appearance of our two entry points? Could businesses be encouraged to build barriers/fences to make entries more visually attractive? (eg. Belluz Concrete, Lakeview Trailer Park, etc.).