

TOWN OF FORT FRANCES

MINUTES

December 7, 2015

The meeting of Economic Development Advisory Committee of the Town of Fort Frances was held in the Committee Room, Civic Centre on December 7, 2015 from 11:41 a.m. to 12:50 p.m.

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

ALSO PRESENT: G. Gillon, T. Drysdale, T. Allaire (RRFDC) and K. Lawson

REGRETS: D. Fortes, E. Fagerdahl, M. Caron and J. McTaggart

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.
None were declared.

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

4. Approval of Previous Advisory Committee Minutes

4.1 November 2, 2015.

Lampi-Hughes - Perry: THAT the minutes from the November 7, 2015 meeting be approved as circulated.

CARRIED

5. In-Camera - None

6. Items Referred from Council

6.1 **Strategic Plan Initiatives.** Mr. McCaig asked that the group have a general conversation in regards to each item.

1) Town Beautification and Revitalization - Item No. 6

-Mr. McCaig updated members on the status of the report prepared for Council with respect to the ideas advanced from the EDAC Committee. He stated that the executive committee members reaction to the main point of the report (cleaning up of the Town) was positive. The report has been reviewed by both Administration and Finance and Planning and Development Executive Committees, and the Operations and Facilities Committee will review during the first part of January 2016.

2) Sports Tourism Initiative - Item No. 11 - Target Date - September 2016

The Town will examine all aspects and potential opportunities related to sports tourism within the community, including the potential for expansion of existing services and event offerings.

-Tara Allaire, Development Coordinator - Marketing and Events, (RRFDC) was introduced to the committee. She comes with a media communications background. Most recently she had worked with Keith Primeau - Stop Concussions Campaign. She brought forward an idea that she thought would work well in conjunction with the development of the Market Square Project. She will research through the Guinness Book the possibility of holding a 4 day hockey tournament, where the street in front of the market square would be closed down. There was a discussion about the decline of minor hockey tournaments, swim meets, slow pitch and fast ball tournaments. Ideas such as corporate sponsorships, lack of volunteerism. There is a need to develop a strategy and implement in time for hockey season. Different examples of communities which hold successful events were provided. Mr. McCaig will request that Jason Kabel attend the next couple

of EDAC meetings to assist with questions and offer assistance. It was agreed that there needs to be a better relationship between the communities offering ice surfaces, in order to provide ice time for increased tournaments. Tannis advised that given the increased mining activity that hotel room availability may become an issue. She will check on availability for the next meeting. The idea of developing and winterizing Sunny Cove to accommodate billeting of the young players was discussed.

3) "Boundless Branding - Item No. 39 - Target Date - October 2016

The Town will ensure that a complete and effective implementation of the Town's recent branding initiative is implemented throughout the Community and its operations.

-The campaign is about 50% completed. Members stated that the biggest question they are asked is what does "Boundless" mean. A marketing plan needs to be developed.

4) Kiwanis Sunny Cove Camp - Item No. 25 - Target Date - November 2016

The Town will investigate the long-term use and potential of the camp for youth programming and economic development opportunities.

Mr. McCaig advised that any event would need to fit in with the philosophy and current agreement for the camp. Mr. Cumming advised that he is a personal acquaintance and has resources in the Girl Guides Association and World Camping Association, who could provide ideas in the making of the camp more viable.

5) WiFi Expansion - Item No. 12 - Target Date - March 2017

The Town will investigate the viability of expanding free Wi-Fi offerings in the Community.

6.2 Market Square Committee - Appointment of EDAC Representatives.

-Members nominated Charleen Mallory and John McTaggart to represent EDAC on the committee.

6.3 Community Foundation.

-There is nothing new to report.

7. New Business

7.1 Promotion of Tourism in other Communities (i.e. Atikokan).

-Tannis Drysdale will prepare a report for the next meeting.

7.2 Tourist for a Day.

-Tannis will forward an e-mail to all members looking for suggestions with respect to ideas for tourists who are coming to Fort Frances.

8. Standing Items

9. Non-agenda Items

10. Adjourn / Next Meeting Date - January 11th, 2016