

TOWN OF FORT FRANCES

Economic Development Advisory Committee

AGENDA - February 8, 2016, 11:30 AM

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 January 11, 2016.
5. **In-Camera**
6. **Items Referred from Council**
7. **New Business**
8. **Standing Items**
 - 8.1 **Strategic Plan Initiatives (continuing discussion).**

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1) Town Beautification and Revitalization - Item No. 6 - update on Project Petunia.

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. (J. Kabel, Community Services Manager will be in attendance).

3) "Boundless Branding - Item No. 39 - Target Date - October 2016 - Tannis to present a brand realization strategy skeleton.

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.

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.*

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.*

- 8.2 Community Foundation.
- 8.3 Rainy Lake Market Square update.
- 8.4 International Falls Tourism Survey update.

9. Non-agenda Items

10. Adjourn / Next Meeting Date

TOWN OF FORT FRANCES

MINUTES

January 11, 2016

The meeting of Economic Development Advisory Committee of the Town of Fort Frances was held in the Committee Room, Civic Centre on January 11, 2016 from 11:30 a.m. to 1:25 p.m.

PRESENT: G. Rogozinski, R. Avis, M. McCaig, D. Fortes, C. Mallory, E. Fagerdahl, J. McTaggart, K. Perry, J. Gillon, K. McCaig, J. Cumming, M. Caron,

ALSO PRESENT: G. Gillon, T. Drysdale, T. Allaire (RRFDC), J. Kabel, Mgr. Community Services and K. Lawson

REGRETS: J. Lampi-Hughes

1. **Call to Order 11:45 a.m.**
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**
None were declared.
4. **Approval of Previous Advisory Committee Minutes**

4.1 December 7, 2015.

Fortes-Mallory: THAT the minutes from the December 7, 2015 meeting be approved as circulated.

CARRIED

5. **In-Camera - None**
6. **Items Referred from Council**

6.1 **Strategic Plan Initiatives (continuing discussion).**

1) Town Beautification and Revitalization - Item No. 6 - *update on Project Petunia; Fight the Blight and Ditching at the East/West entrances to Town.* Mr. McCaig gave an update on the report going forward to Council for their consideration at the January 11th meeting of Council. 1) Project Petunia - The Town will continue to provide the same services as in previous years related to this initiative. Essentially, this involves the watering of the hanging flower baskets. RRFDC has advised that they will facilitate the preparation of the quotation for the supply, delivery, installation and removal of the baskets. In consideration of the FFCC's request that the Town assume responsibility of this FFCC initiated project, the Town will be requesting that the FFCC provide the hanging baskets previously used for Project Petunia. One important element of the continuation of Project Petunia, is that the RRFDC will be implementing a community-based sponsorship program for the flower baskets. The Town will also be investigating the utilization of a new basket model that will reduce the frequency of watering requirements.

2) ***Community Wide Clean-up*** - The Town will facilitate a community wide cleanup in 2016 under a campaign known as "Fight the Blight". This cleanup will involve properties within the Town of Fort Frances. This effort will be organized by the By-Law Enforcement department in conjunction with all community stakeholders including the private sector, community service organizations and our citizens. This event is expected to occur sometime in May. More details will be forthcoming during the next few months. This initiative is an attempt to help re-invigorate civic pride by improving the overall appearance of our community. The Town hopes that its significant commitment of resources will be matched by an enthusiastic and committed response by all citizens

and various sectors within the community; 3) Ditching at East/West Entrances to Town - the Town's workforce and equipment will be utilized to cut, on a regular basis, the road allowances along both entrances into the town. At a minimum, this will involve the cutting of the storm sewer ditches, near both entrances, twice a year.

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. (J. Kabel, Community Services Manager was in attendance).* A discussion was had about what we currently do to develop sports tourism; and how we can enhance and grow sports tourism. Members agreed sports tournaments (hockey primarily); in addition to other tournaments were a tremendous economic driver. This item will be furthered over the next few meetings. Members agreed there was a need to create a feasibility report, but first a game plan must be formulated. Potential business sponsorship partnerships should be explored, and the need for creation and development of a sponsorship package template was discussed. Tannis advised that Tara Allaire was hired because of her background in sports and tourism marketing. Jason will speak to parents to find out where assistance in organizing tournaments was needed. This discussion was not meant to take anything away from the hard working parents who work tirelessly to put on tournaments; but instead to further assist groups. A working group will be formed at the next meeting.

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.* Tannis provided "Boundless" ads for members to look at. Division managers will be asked to look at them to see what might work for their divisions. Mr. McCaig advised that the Town is working towards integration of the Boundless brand on all their buildings shortly. He emphasized that the Chamber of Commerce and BIA should also undertake to integrate the branding, and there should be a physical integration of the branding by all community stakeholders. It may require enhanced education.

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.*

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. - Shaw Cablesystems has approached the Town with a offer to provide WiFi services at Town owned locations. This offer will be considered by Council at a future meeting.*

7. New Business - None

8. Standing Items

8.1 Promotion of Tourism in Other Communities - (review of tourism tours for review). Tannis provided the following information about tourism budgets and staffing in the communities of Kenora, Rainy River and Dryden.

8.2 Community Foundation. - nothing new to report.

9. Non-agenda Items - None

10. Adjourn / Next Meeting Date - February 8, 2016