

# TOWN OF FORT FRANCES

## Economic Development Advisory Committee

AGENDA - October 3, 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 11th, 2016 and August 8th, 2016.
5. **Items Referred from Council**
  - 5.1 **Strategic Plan Initiatives (continuing discussion).**
    - 1) **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.*
    - 2) **"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.*
    - 3) **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.*
    - 4) **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. **New Business**

3 - 6

- 6.1 Board Vacancy.
- 6.2 Update on Rainy Lake Market Square.

**7. Standing Items**

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

**1) 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.*

**2) "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.*

**3) 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.*

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

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

- 7.2 Employment Shortage for Small Business.
- 7.3 Community Foundation.

**8. Non-agenda Items**

**9. Adjourn / November 7, 2016**

## 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**

TOWN OF FORT FRANCES  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

MINUTES

August 8, 2016

The meeting of Economic Development Advisory Committee of the Town of Fort Frances was held in the Committee Room, Civic Centre on August 8, 2016 from 11:45 a.m. to 1:26 p.m.

PRESENT: G. Rogozinski, Chair, E. Fagerdahl, C. Mallory, J. McTaggart, J. Gillon, K. McCaig, M. Caron, R. Avis

ALSO PRESENT: G. Gillon, T. Drysdale (RRFDC), L. Mose (MNDM), D. Brown and K. Lawson

REGRETS: D. Fortes, J. Lampi-Hughes, J. Cumming and K. Perry

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 April 11, 2016 and May 2nd, 2016 Meeting Minutes.

C. Mallory- M. Caron: THAT the minutes from the April 11, 2016 and May 2nd, 2016 be approved as circulated.

CARRIED

5. **Items Referred from Council**

6. **New Business**

- 6.1 D. Fortes - Employment Shortage for Small Business.  
- Mr. Fortes was unable to attend this meeting and has requested this item be tabled for discussion at the next regular meeting.

7. **Standing Items**

- 7.1 Signage - Status update -  
**Banners currently on the mill facility.**  
-Mr. Brown provided an update on the banners currently on the mill wall. He advised that although the banners were faded, they were not torn. He further advised that to take them down at the time would make the building's exterior look even worse. The Town will look at the banners again by early fall to determine the status of the mill facility ownership and start the funding application process to replace them if feasible.  
**LaVerendrye Parkway signage.**  
-Tannis advised that she and Sherry George from the Museum have had discussions about changing the current signage. Mr. Fagerdahl addressed his concerns about removing this signage and the impact of losing the historical reference. Ms. George will be invited to attend the next meeting and provide some historical reference regarding the explorer LaVerendrye.  
-**Great Canadian Main Street** - a brief discussion was held on this particular signage.  
-**Boundless Signage on the entrances to Town**  
- there was a general consensus among members wanted to revisit the design of this signage to include "Welcome" on the existing design. Tannis will prepare a report for Council's consideration on behalf of the EDAC committee.

J. Gillon-J. McTaggart: THAT the Economic Development Advisory Committee request the Town consider amending the current Boundless signage at the Town's entrances to include the word "WELCOME".

CARRIED

7.2 Rainy Lake Market Square Status Update.

- The report dated July 6, 2016 from T. Rob, Manager Operations and Facilities re: Extension of the timing of the Rainy Lake Market Square which was presented to Council at their regular Council meeting of July 11th was provided to members for their awareness. The design work currently being contemplated is to be put on hold until the required contribution wording request change has been addressed with the Northern Ontario Heritage Fund to extend to project completion deadline to December 31st, 2017. C. Mallory advised that there was some misinformation as to who would be overseeing the coordination of events for the market square. Tannis advised she will be undertaking a business plan for the facility. D. Brown advised that the Town will be overseeing the ongoing maintenance.

7.3 Strategic Plan Initiatives (continuing discussion).

**1) 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.*

- An open house session is being planned for September 21st with John Graham who among other achievements held create the Safeway Select activities. He will speak about corporate sponsorships and other initiatives. A "Save the Date Notice" will be sent out in the future.

**2) "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.*

- members felt that the signage on the Town vehicles was too small and new signage should be more pronounced.

**3) 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.*

- Mayor Avis spoke about the history and intent of the Sunny Cove Camp and the promises made to the Kiwanis Club when the camp was turned over to the Town for their management. Council recently approved optimizing rentals during the dates in the shoulder seasons where a caretaker is available.

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

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

- members commented on the poor cellular service. Geoff will undertake to get a update from the service provider for the next meeting.

**8. Non-agenda Items**

1) Business Licensing By-Law.

- C. Mallory advised that she has received negative feed-back from the public regarding the changes being considered to the Business Licensing By-Law. Most of this is misconception and misinformation and will be addressed at the Open House being advertised for the evening of August 24th at the Civic Centre. The Clerk will be invited to the next meeting to provide any information and address any additional questions members might have and give an overview of the changes being contemplated.

**9. Adjourn / Next Meeting Date - September 12th, 2016**