



ECONOMIC DEVELOPMENT COMMITTEE MEETING

Minutes of the Virtual Economic Development Committee Meeting of March 17th, 2021

PRESENT: Claude Champagne Steve Austin
Jake Lacourse Angela Knight van Schaayk
Veronica Mulligan Rod Clouthier
Greg Kirton, Manager of Planning & Economic Development
Kari Hanselman, Recording Clerk

EXCUSED ABSENT: Steven Trahan

OTHERS IN ATTENDANCE: Guy Paquette, Dominique Marleau

1. **Call to Order** – Meeting called to order at 1:02 p.m.

2. **Adoption of Agenda**

Motion No. 2021-04

Moved by Rod Clouthier

Seconded by Claude Champagne

THAT the draft agenda circulated to the Economic Development Committee dated the 17th day of March 2021 be hereby adopted as circulated.

CARRIED

3. **Acceptance of Minutes of the Last Regular Meeting Held on January 20th, 2021**

Motion No. 2021-05

Moved by Angela Knight van Schaayk

Seconded by Rod Clouthier

THAT the Minutes of the Regular Meeting of the Economic Development Committee meeting held January 20th, 2021 be adopted as circulated.

CARRIED

4. **Declaration of Conflict of Interest** – None for this session

5. **Chair's Comments**

Chair Lacourse thanked everyone for their time.



6. Updates/New Business

6.1 Business Spotlight Follow Up – Response

The call out generated six responses from local business owners, two of which had Spotlights last year. The Committee agreed on quarterly Spotlights going forward.

6.2 East Ferris Virtual Event Update – May 2021

Mr. Kirton gave an update on the virtual event for 2021. The survey requesting interests from business owners also received limited response. The municipality will host a two-part event. Half a day will focus on a virtual tradeshow and the second half will be workshops.

6.3 New NOHFC Programs – Greg/Dom

Ms. Marleau presented an overview of new programs to the Committee.

6.4 FONOM Go North Video #4 <https://www.youtube.com/watch?v=DLV-SUC1J9c>

Chair Lacourse enjoyed the video and thanked Mr. Kirton for sharing it.

7. Action Items

7.1 Priority #2 (Update Economic Development Strategy – Veronica, Angela, Greg)

Sub-committee members will create a workplan and report back to the Committee next meeting.

7.2 Priority #7 (New Business Welcome Package) – Steve T., Steve A.

Mr. Austin advised the Committee that the Sub-committee has decided to recommend a personal welcome from Council and the Economic Development Committee for new businesses, instead of a formal welcome package. The Committee discussed how formal the welcome process should be. Mr. Kirton suggested it be left somewhat open ended as circumstances may be different for each business. The Committee agreed this will enhance communications with new businesses. Ms. Knight van Schaayk suggested the new business also receive a welcome letter from the mayor or council.



7.2.1.1 Council Recommendation

Motion No. 2021-06

Moved by Steve Austin

Seconded Veronica Mulligan

THAT the Economic Development Committee established a sub-committee to explore the development of a business welcome package in order to provide information about municipal services and business programs to new businesses in the community.

THAT through the sub-committee review, it was determined that a formal business welcome package would not be the best way to welcome new businesses to the community since all the relevant information is already readily available on the municipal website.

THAT the Economic Development Committee recommends that a personal welcome from Council and the Economic Development Committee be made each time a new business is established in the community in place of a business welcome package document.

THAT the Economic Development Committee deems this approach to be a more effective and engaging method of welcome new businesses to the community.

CARRIED

7.3 Sub-committee (Centennial Committee Project) – Steve T., Steve A., Angela

7.3.1 Updates/Sub-committee goals completed?

This item is now complete.

8. Ongoing/Unresolved/Inactive Items

8.1 Priority #1 (Internet)

8.2 Priority #3 (Review Policies) – Greg – This item is complete

8.3 Priority #4 (Farmers/Artisan Market) – Jake, Veronica, Greg

8.3.1 Postponed until 2022

8.4 Priority #5 (Light Industrial Park Feasibility) –Greg



9. General Follow Up/Roundtable Discussion

Ms. Knight van Schaayk enjoyed working with Mr. Austin and Mr. Trahan to create the Centennial donation letter.

Mr. Kirton advised the Municipality has advertised a Request for Proposal for Real Estate Services. The Municipality is looking to sell lands that have been deemed surplus.

The Committee discussed the Medical Centre. Ms. Mulligan advised there is a shortage of office space in the municipality and perhaps office space in the new building could be rented out. Mr. Kirton advised Council is still discussing their options.

Chair Lacourse discussed attendance at their meetings. Quorum is sometimes a challenge. Mr. Lacourse will speak with each member of the Committee individually to better understand the attendance issues.

10. Adjournment

Motion No. 2021-07

Moved by Rod Clouthier

Seconded by Veronica Mulligan

THAT the Economic Development Committee meeting adjourn at 1:52 p.m.

CARRIED

CHAIR

RECORDING CLERK