



6. Updates/New Business

6.1 Tourism Industry – Jake

The Committee discussed forming a partnership with Northeastern Ontario Tourism and what they have to offer. East Ferris would have its own highlights page. Local businesses can also purchase a membership to be featured on the page. Discussions were had regarding potential media material that could be used on the site. The Municipality will receive dashboard marketing reports customized to East Ferris. The Committee agreed it would be worth while and decided to go ahead with membership for 2021.

Motion No. 2020-29

Moved by Jake Lacourse

Seconded by Angela Knight van Schaayk

THAT the East Ferris Economic Development Committee proceed with a Northeastern Ontario Tourism Membership for 2021 and create a sub-committee whose purpose will be to decide what information, media, photos, etc. will be highlighted and shared on the site.

CARRIED

6.1.1 Snowmobile Industry Follow Up

Councillor Trahan advised he will be meeting with Mr. Sears in the near future. There are a few homeowners that still need to be contacted in order to re-connect the snowmobile trails so users can access Perron's Freshmart.

6.1.2 NE Ontario Tourism – Membership Request – Greg

Discussed under item 6.1 (same item)

6.2 Small Business Week Showcase – General Discussion

The Committee is very happy with the Business Spotlights that have been released this week. The Committee discussed continuing the spotlights after Business Week, such as on a quarterly basis.



6.3 Council Resolution 2020-236 – Spectrum Telecom Group Presentation

This was an information item for the Committee. Mr. Kirton mentioned that Starlink was granted a license in Canada to operate satellite broadband internet.

6.4 FONOM Norther Ontario Promotional Video Series – Current Release: <https://www.youtube.com/watch?v=X81-vtsgs0w&feature=youtu.be>

FONOM has already chosen businesses, but this is something the Committee could get in on in the future.

6.5 Farmers Market Survey

The survey received 249 responses. Mr. Kirton will share the responses with the Committee via e-mail.

6.6 CTAF Grant Application – FYI – Municipal Approval

Mr. Kirton advised the Municipality was approved for this funding. The funds will be used to provide online payment options through the municipal website.

6.7 East Ferris Business Networking Facebook Page **6.7.1 Combine with existing municipal page?**

The Committee agreed to combine the East Ferris Business Networking Facebook page with the Municipal Facebook page.

7. Action Items – None for this session

8. Ongoing/Unresolved/Inactive Items

8.1 Priority #1 (Internet)

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

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

8.4 Priority #4 (Farmers/Artisan Market) – Jake, Veronica, Greg - Mr. Lacourse advised that the sub-committee is working on their vision board. If Committee members have any questions about the survey responses, they can contact himself or Mr. Kirton.

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

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

Councillor Trahan advised the sub-committee has ideas for the welcome package and will bring these ideas to the Committee. Mr. Austin advised the search function



on the Business Directory page is not as user friendly as on the old website. Mr. Kirton will contact the website developer. New businesses in East Ferris should have access to the welcome guides via the website.

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

Councillor Trahan advised a draft donation letter will be coming to the Committee. The Corbeil Book is almost ready for printing.

9. General Follow Up/Roundtable Discussion

Mr. Paquette mentioned the municipal wayfinding signs and how new businesses are being made aware of this advertising opportunity. Mr. Kirton will speak with the CAO. The registration form could be placed in the welcome package.

Ms. Knight van Schaayk shared information she received regarding the deglobalization of the economy. Many families are moving up north from southern Ontario looking for more affordable housing. This could be good news for the community.

Ms. Knight van Schaayk left the meeting at 1:47 p.m. and quorum was no longer present.

10. Adjournment

Quorum was not present to adjourn the meeting.

CHAIR

RECORDING CLERK

