



**THE CORPORATION OF THE
MUNICIPALITY OF EAST FERRIS**

ECONOMIC DEVELOPMENT MEETING

Minutes of the Economic Development Meeting February 26th, 2020
East Ferris Community Centre, Astorville

PRESENT: Steve Austin Phil Koning
Jake Lacourse Veronica Mulligan
Angela Knight van schaayk
Greg Kirton, Manager of Planning and Economic Development
Kari Hanselman, Recording Clerk

EXCUSED ABSENT: Steven Trahan, Claude Champagne, Rod Clouthier

OTHERS IN ATTENDANCE: Dominique Marleau, Guy Paquette

1. **Call to Order** – Meeting called to order at 1:08 p.m.

2. **Adoption of Agenda**

No. 2020-05

Moved by Phil Koning

Seconded by Veronica Mulligan

THAT the draft agenda circulated to the Economic Development Committee and dated the 26th day of February 2020 be hereby adopted as circulated.

CARRIED

3. **Acceptance of Minutes of the Last Regular Meeting Held on January 22nd, 2020**

No. 2020-06

Moved by Angela Knight van schaayk

Seconded by Steve Austin

THAT the Minutes of the Regular Meeting of the Economic Development Committee held January 22nd, 2020 be adopted as circulated.

CARRIED

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

5. **Chair's Comments** - None for this session

6. **Updates/New Business**

6.1 **Priority #2 (Review Policies) Update - Council Resolution 2020-45 – Feb. 11, 2020 - Greg**

Committee members can contact Mr. Kirton if they would like to review any By-laws.

- 6.2 **Northern Policy Institute Conference – Update from Angela**
Ms. Knight van schaayk shared with the Committee information she received at the NPI Conference.
- 6.3 **Snowmobile Media Tour with MNM Staff – Update from Rod/Angela**
No action possible. To be removed from future agendas.
- 6.4 **Agenda Format – Discussion (Greg)**
The Committee is in support of the new agenda layout.
- 6.5 **Priority #5 (Light Industrial Park Feasibility) – Update from Greg**
Mr. Kirton advised that the Municipality is looking to apply for funding which can be used for environmental and engineering work at the potential location. At the next meeting Mr. Kirton will provide the Committee with a list of vacant properties in the municipality.
- 6.6 **Business Centre Digital Presence Workshop – Update from Greg**
The workshop was well attended. Mr. Kirton will have the BTIF pamphlet shared on the municipality's social media page once a digital copy is received. The Committee discussed a potential follow-up session and the use of college students to assist businesses in strengthening their online presence. Mr. Kirton will facilitate talks with Canadore College.

7. Action Items

- 7.1 **Tradeshow Recommendations – Committee Discussions**
The Committee discussed the upcoming Tradeshow including marketing plans to attract local vendors. The Committee discussed having a booth to gather information and entice businesses to join the online Business Directory. For next year's event it would be beneficial to meet with Karen Jones and her team at the first meeting of the year to discuss the Tradeshow so the Committee can be better informed.

8. Ongoing/Unresolved/Inactive Items

- 8.1 **Sub-committee (Centennial Committee Project) – Steve T., Steve A., Angela**
Ongoing
- 8.2 **Priority #1 (Update Economic Development Strategy – Phil, Veronica, Angela, Greg)**
Ongoing – If the sub-committee wants to send Mr. Kirton a list of questions, he will provide the answers.
- 8.3 **Priority #3 (Farmers/Artisan Market) – Jake, Veronica**
Key priorities have been determined. Mr. Kirton will facilitate a social media call out for interested local citizens to join an Artisan Market steering committee.
- 8.4 **Priority #4 (Internet)**
Ongoing
- 8.5 **Priority #6 (Vacant/Underutilized Land Development Opportunities)**
Ongoing – previously discussed under item 6.5.

- 8.6 **Priority #7 (New Business Welcome Package) – Steve T., Phil, Steve A.**
Ongoing
- 8.7 **BizPal Program – Phil**
Municipal staff to see if viable utilizing students.
- 8.8 **Digital Mainstreet – Follow up on Phil's Report**
No action possible. To be removed from future agendas.

9. General Follow Up/Roundtable Discussion

The Committee discussed vehicles driving through the red light at Highway 17/94. Mr. Kirton advised that the Municipal Engineer has been in contact with the MTO regarding this issue as well as signage issues. Mr. Lacourse advised the Committee that there is a new tax rate for campgrounds who employ four people or less people. This may adversely affect campgrounds in our community.

10. Adjournment

No. 2020-07

Moved by Angela Knight van schaayk

Seconded by Veronica Mulligan

That the Economic Development Committee adjourn at 2:39 p.m.

CARRIED

CHAIR

RECORDING CLERK