



Minutes

Of a Meeting of the Lake of the Woods Development Commission of the City of Kenora

Wednesday December 20, 2017 at 9:00 a.m.
Lake of the Woods Discovery Centre

With Graham Chaze, Chair, Mayor David Canfield, Councillor Mort Goss, Teresa Gallik, Colt Manson, Lindsay Wenaas, Torrin Bergagnini, Ken Behrsin, Jeff Kurz, Crystal Kast, Taras Manzie

Staff Megan Dokuchie, Economic Development Officer, Josh Nelson, Tourism Development Officer, Matt Boscariol, Manager of Community and Development Services, Kelly Galbraith, Administrative Assistant

Guest Councillor Dan Reynard

Regrets Chief Lorraine Cobiness

1. Call to Order

Graham called the meeting to order at 9:05 a.m.

2. Declaration of Pecuniary Interest and the General Nature Thereof

There were none declared.

3. Confirmation of Minutes

a) Moved by Teresa Gallik, seconded by Lindsay Wenaas and Carried -

That the Minutes of the Commission meeting held on November 17, 2017 be confirmed as written and filed.

b) Follow-Up on Previous LOWDC Meetings

i) Update on the Strategic Plan

Work plan updates had been added to the monthly agenda. Megan shared that the Commission did well meeting goals and that projects evolved as the year progressed. One item that was not achieved was the video.

From a Tourism perspective, moving forward they would like to see the tourism strategy brought forward and develop a working document to help bring the outlined priorities to life.

ii) Discussion: Bringing out 5 strategic objectives to life

Graham shared that he would like to make the goals of the strategic plan move forward and see them brought to life. He asked the group for their input on how to bring them to life and encouraged the group to be engaged to get the items in motion.

There was a discussion on the "Creating an Open for Business Culture" piece. It was commented that there is merit in getting ahead of curve by creating an annual report that would be used as a concrete, tangible document for developers to provide updates on the progress the LOWDC makes each year. This document would open up the business readiness aspect that the LOWDC is looking to promote.

The Collaboration on Housing Piece was also discussed. It was asked if the Commission can pursue construction organizations such as the Kenora Construction Association to show them what is available to them. The housing piece was commented as being very complex. There has been progress on housing development including the Rideout development and Norman condos. It was commented that buy-in to the new developments will dictate what contractors do in the future. Megan informed the group that Adam Smith, Special Projects and Research Officer has updated the Status of Housing Report, which now reflects the 2016 census. She also shared that KDSB has allocated 65 new and re-developed social housing units for the Kenora area.

It was asked that the Strategic Plan be added to the January agenda to review what was accomplished in 2017. Graham asked the group to bring forward their ideas to the next meeting. It was commented that it is important to move forward with a big project while keeping the small projects going.

c) Tourism Committee Minutes

There are no Tourism Committee minutes to be confirmed at this time.

4. New Business:

a) Financials

i) 2018 Budget

Josh and Megan reminded the group that in March the Commission will be presenting to Council for the 2018 budget. Megan and Josh met to discuss preliminary projects.

In the "861 – Tourism" budget they brought forward the suggestion to not ask for an increase in 2018. For advertising there is opportunity for partnerships with Kenora Hospitality Alliance.

The "862 – Special Events" budget was reviewed and it was suggested that there be an ask for an additional \$10,000. These funds would be used towards the future development of the Lake of the Woods Discovery Centre. The total ask would be for \$30,000; \$20,000 would be used towards grants and \$10,000 would be used towards exhibits for the Discovery Centre. It was stressed that it will be important to have an action plan in place to present to Council. The group agreed that there should be an ask for the additional \$10,000. It was commented that \$10,000 is a good starting point.

After reviewing the “860 – Economic Development” budget it was suggested that the ask remains the same from 2017. There will be a small carry over from last year of which could be used towards the video project.

It was asked that the 2018 Budget be a take away for the group and be revisited at the January meeting. Potential projects such as ambassadors, a map highlighting boat launches and fishing spots, and the need for cultural displays and demonstrations we discussed. The group was encouraged to bring forward their ideas to the next meeting.

b) Business Development Committee

i) Proposed Terms of Reference

Moved by Councillor Goss, seconded by Lindsay Wenaas and Carried -

That the Lake of the Woods Development Commission creates a Business Development Committee whereas members are appointed by the Commission; and further

That the Commission hereby adopts a Terms of Reference for that Committee

c) Brand Leadership Team (BLT) Funds

Recommendation:

That the Brand Leadership Team recommends that the matching funds criteria on the Brand Leadership funds be looked at on a case-by-case basis by the Lake of the Woods Development Commission for each project that is seeking to bypass this restriction

Discussion: Corey informed the group that the Brand Leadership Team (BLT) has identified some small projects that would be attainable however; the required matching funds hinder partnerships with the Tourism Committee. BLT funds have been in reserve for a few years. In the event the BLT is able to remove the matching funds restriction, on case by case basis, which would require approval from the Commission, the BLT would be able to complete some of the desired projects. It was commented that the CAO was pushing for the matching 50 cent dollar and that the recommendation would need to be brought forward to CAO before a motion is put in place. Matt and Josh will connect with the CAO on this matter. It was asked that this item be deferred to January.

5. Other Commission Business

a) Economic Development

i) EDO Update

Megan provided an update on Economic Development. The Investment Readiness Project is scheduled for January 10th & 11th.

Phase 3 of the Downtown Revitalization Project is wrapping up. A survey has been sent to local businesses to measure the outcome of the project. To date 20 responses have been received. Phase 4 of the project will include the Chipman Street and 1st Street area.

MOU – Building Pathways to Employment in Kenora’s Services Sector

LOWDC & Council approved the Memorandum of Understanding. The project has been completed and Graham will be signing the MOU on behalf of the LOWDC. It was commented that moving forward a great partnership has been formed.

b) Tourism

i) Tourism Special Events Update

Josh provided an update on Tourism and Special Events. The December winter farmer's market had 28 vendors and was well attended. February and March winter farmer's markets are planned.

The winter campaign is scheduled to go being in the third week of December. Marketing will include 25,000 direct mailers to Manitoba, along with advertising in the Winnipeg Sun.

The Winter bites campaign has had some difficulties this year with restaurant participation. To date there are 7 restaurants participating. The menu will be released in January.

The Tourism Committee held a special meeting in December to review the first intake of the 2018 Tourism grant applications. A recommendation will be brought forward to the Development Commission in January.

ii) Walking Tour App

Moved by Teresa Gallik, seconded by Councillor Goss and Carried -

That the Lake of the Woods Development Commission approves up to \$10,000 of excess revenue from 862-Special Events be used towards the development of the walking tour app.

Discussion:

Josh provided some background on the walking tour app and informed the group that the project is in partnership with KHA, LOWBIC, and Northwestern Ontario Innovation Centre. He shared that part of the Tourism Strategy is to develop new product. It was asked how much has been raised for the app to date? Josh advised that \$5,000 from KHA and \$5,000 from Northwestern Ontario Innovation Centre has been contributed. The total costs are estimated to be \$30,000.

i) \$6,000 Rollover from 2017 Grant Fund

Moved by Councillor Goss, seconded by Lindsay Wenaas and Carried -

That the Lake of the Woods Development Commission approves the allocation of the remaining \$6,000 for Tourism Grants (8627085) into reserve for potential events in the future

Discussion:

It was asked why the funds had not been spent? Josh informed the group that \$14,000 had been allocated in the first intake for 2017 Tourism grants. The applicants for the second intake did not fit the required criteria.

6. Communications and/or Announcements

Roundtable

Mayor Dave wished the group happy holidays and thanked the staff and volunteers for all of their hard work. He spoke on the need for a truck stop in the Kenora area which was highlighted during a recent winter storm when the highways were closed. There is an ideal parcel of land north of the by-pass for such a development. He also noted that we need to stay ahead of the curve and be forward thinking for electric transportation.

Councillor Goss inquired the status of signage on the by-pass that would notify travellers there are no services on the by-pass. It was commented that this has been an issue for

many years. Mayor Dave indicated that he was advised the signage is coming. Councillor Goss expressed his excitement for the future development of the Discovery Centre and surrounding area.

7. Next Meeting Date

- Thursday, January 18, 2018 at 9:00am

8. Adjournment

The meeting was adjourned at 10:35 a.m.