



Minutes

Of a Special Meeting of the Lake of the Woods Development Commission of the City of Kenora Friday, June 2, 2017 at 9:00 a.m. Operations Building Boardroom

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**With** Chair, Graham Chaze, Crystal Mousseau-Kast, Lindsay Wenaas, Councillor Mort Goss

**Staff:** Megan Dokuchie, Economic Development Officer, Josh Nelson, Tourism Development Officer, Heather Kasprick, City Clerk, Corey Jones, EDO Intern

**Regrets:** Mayor David Canfield, Karen Brown, Richard Kroeker, Colt Manson, Teresa Gallik, Jeff Kurz

### 1. Call to Order

Graham Chaze, Chair, called the meeting to order at 9:02 a.m.

### 2. Declaration of Pecuniary Interest and the General Nature Thereof

There were none declared.

### 3. Confirmation of Minutes

**Moved by M. Goss, Seconded by L. Wenaas and Carried -**

That the Minutes of the Commission meeting held on May 12, 2017 be confirmed as written and filed.

### 4. New Business:

#### Tourism Grants

The Tourism Committee has met on numerous occasions regarding the 2017 grants. Heather distributed the minutes from the Tourism meeting so the Commission could see the discussion/concern surrounding the grants. The main concern is that they have all become a source of operational funding rather than what the intent was for the grants. The Tourism committee needs to find a different way for these grants to be handled. It is the same people applying and giving money out over and over again. When the sub-committee met and allocated the funds to the presented groups, it was based on the criteria presented to them. The tourism committee approved the list presented but these are time sensitive and that is why the special meeting has been called as we need to give these groups an answer as we are so far into the tourism season already.

The grants were meant for new events to draw people to Kenora. The discussion needs to happen at the Tourism committee level on the criteria and the group needs to make a decision on these grants going forward.

Mort has concerns with many of the groups and he feels there are 5 of these that he feels wouldn't qualify. He doesn't feel these qualify as tourism development events. The intent of these funds was to demonstrate you are attracting people from outside the community. They based their criteria over what has been done in the past. Mort has concerns about the symphonies. Josh noted that the issues he hears from event organizers is what is the City of Kenora doing for us as we pay so much for the tent rental. We need to start looking at other events, and support other events.

At this point, the Commission needs to make a decision for 2017 as it is very late at this point for 2017 to make changes to the criteria. The Tourism committee has committed to revising the guidelines for 2018. Megan and Josh met and had some brainstorming ideas on the criteria. There was original intent on these grants was for new events but they keep coming back and they have discussed ways to change the criteria where this would not happen as those groups would not be eligible.

If approved, when Josh contacts the groups, he would incorporate language around the message to advise the groups that this is not forever and they will be told not to expect the grant next year as changes are coming to the criteria.

Megan noted that in her previous experience, they looked at incremental modelling so meaning you are changing something or adding to something you may be eligible. Also something to look at is if there is an admission fee and if it limits people attending unless they pay.

**Moved by L. Wenaas, Seconded by C. Mousseau-Kast & Carried:-**

That due to timing of this motion, the Tourism Committee hereby approves the 2017 special events grants as presented by the grant review sub-committee; and further

That the full Tourism Committee, including staff resources, review the 2018 special events grant application process and criteria in the fall of 2017.

Following the resolution, the group determined that they need to sit down and identify what is defined as a "sport". The next Tourism Committee meeting there will be one hour dedicated to reviewing the criteria for these grants to keep the processing moving forward.

Mort requested his vote of "nay" be a recorded vote.

**Discovery Centre Rentals**

The Lake of the Woods Discovery Centre was intended to be a discovery centre with interactive exhibits and not a rental facility. The decision of the tourism committee agreed that was the direction they wanted to see the Discovery Centre going. The rental fee for outside rentals is \$750 plus HST for a one night rental. This does not include staff cost, of which most of the staff do not get paid out for their overtime, they take it in banked time,

which means we are losing staffing at some point. Discovery Centre rental income is put into a separate fund and it falls into the City operating budget. The rental income offsets the operating fund and the revenue is not intended to do what it is.

**Moved by L. Wenaas, Seconded by M. Goss & Carried:-**

That effective October 22, 2017 public rentals for the Lake of the Discovery Centre will cease which will allow the creation of a true discovery centre with exhibits and displays in the facility; and further

That facility usage will be restricted to direct City related events at the discretion of the manager.

Megan introduced Corey Jones, the new Economic Development Intern. Corey is a recent graduate of Wilfred Laurier University and is from the Kitchener-Waterloo area. He is slowly integrating into the region and Kenora and is looking forward to his position.

The Commission discussed the summer meeting schedule and upcoming meetings. They felt that the meetings should be moved to Friday mornings at 9:00 am.

The following meeting schedule will be distributed:

Thursday, June 15<sup>th</sup> (previously confirmed date)

Friday, July 21

Friday, August 18

Friday, September 22

The Commission felt it was important for Karen to be in attendance and therefore is hoping Fridays work so Karen can attend.

Megan advised the Commission that she, Corey and Josh are working hard on Super Summer Sundays and the collaboration between the BIZ and the downtown businesses. They already have 30 sign-ups for the promotion and they are anticipating getting between 35 and 40. Corey went door to door and is getting people to sign up on the spot. There are quite a few restaurants so far so that is a positive sign, although some were a hard no. It is challenging because the staff are not sure what else they can do to encourage the businesses to open, as we cannot force them to. Some who were on the fence have leaned one way to open so that is a good sign.

Members brought up the Monday of the long weekend and that no downtown businesses are open, especially restaurants. Josh can talk with the food trucks to encourage them to be open on the Monday of the long weekend which would take some pressure off.

**7. Next Meeting Date**

- Thursday, June 15, 2017 @ 9:00 a.m.

**8. Adjournment**

The meeting was adjourned at 9:36 a.m.