



Minutes

Of a Meeting of the Lake of the Woods Development Commission of the City of Kenora Friday, November 17, 2017 at 9:00 a.m. City Hall, council Chambers

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

**Staff** Karen Brown, CAO, Matt Boscariol, Manager of Community and Development Services, Megan Dokuchie, Economic Development Officer, Corey Jones, Economic Development Intern, Josh Nelson, Tourism Development Officer, Kelly Galbraith, Administrative Assistant

**Guests** Anthony Leek & Barry Bennett, Lake of the Woods Speedway, Councillor Dan Reynard

### 1. Call to Order

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

### 2. Welcome & Introductions

Graham welcomed and introduced new LOWDC board members Torrin Bergagnini, Taras Manzie and Chief Lorraine Cobiness, as well as guests Anthony Leek of Lake of the Woods Speedway. Roundtable introductions were given by the group.

### 3. Speedway Presentation with guest Anthony Leek

Anthony opened his presentation by thanking the group for having him. He provided the history of his involvement with racing and how the Lake of the Woods Speedway began as a dream and is now being brought to life.

The Speedway will be dedicated to family entertainment through the world of motorsports and beyond. The main focus will be on stock car racing but is not limited to this. Demo derbies, cycle cross/oval racing, monster trucks, oval motocross, and tractor pulls can be held at the facility and track. Winter racing such as snocross, oval snowmobile, oval ice racing and dog sled racing are also planned.

Weekly stock car classes will be held. They include 4-Cylinder Hornets, Pure Stocks and WISSOTA Midwest Modifier's. The schedule will include races on Friday nights and some special event races planned for Sunday afternoon on August and September long weekend. The schedule is designed to complement other speedways and the travelling circuit. Estimated admission to the events is \$12-15 and senior and student rates will be available.

Currently the facility has seating for 350 spectators and would like to eventually be able to have seating for 2500. Concessions will be available at the main and pit areas with food trucks to begin with and hopes of permanent concessions to come later. The facility will be operated by volunteers in the beginning with hopes of having 1-2 fulltime employees, 1-2 part-time employees and 18-22 seasonal workers.

Anthony shared the projected annual operating costs will be approximately \$230,000, with projected profits of \$1,000,000. Community businesses that will also benefit from the Speedway include hotels, restaurants, gas bars, and mechanic shops. An open house and open practice was held on October 22, 2017 and seen a draw of approximately 400 people and 18 race cars. Estimated figures of funds spent outside of the races, at restaurants and hotels for the event were estimated at \$6,000. A similar event is scheduled for February or March and will feature single cylinder sled enduro racing. The event has 30 entries so far.

Anthony wrapped up his presentation with a video of clips of stock racing and he encouraged the group to bring forward new ideas for events that can be held at the Speedway. He noted the Speedway would like to have a strong presence in the community.

**Discussion:**

**Q:** What is the width of the track?

**A:** The track is approximately 70 feet wide and can accommodate roughly 24 cars.

**Q:** Are any concerns with the Speedway's proximity to the Airport?

**A:** Anthony advised as long as any new infrastructure does not exceed the height of the hydro poles there are no concerns. Any infrastructure higher than a hydro pole would require approval from Transport Canada.

**Q:** Is parking at the facility delineated or open?

**A:** At this time the parking will be open. Once there is a better idea of the number of vehicles and trailers the parking may become delineated if needed.

**Q:** Are there concerns with noise and the noise by-law?

**A:** No. The nearest home is approximately 1km away from the track. The rock wall acts as a great sound barrier.

Mayor Canfield shared his excitement for the Speedway and commented that he feels the Speedway has provided modest numbers, and that he believes it will draw larger crowds and profits than what they have projected.

*Anthony and Barry left the meeting at 9:50am.*

**4. Declaration of Pecuniary Interest and the General Nature Thereof**

There were none declared.

## **5. Confirmation of Minutes**

### **a) Moved by Teresa Gallik, seconded by Councillor Goss and Carried -**

That the Minutes of the Lake of the Woods Development Commission meeting held on September 28, 2017 be confirmed as written and filed.

### **b) Follow-Up on Previous LOWDC Meetings**

#### **i) Strategic Partnership Planning Grant**

This item was later addressed in section 6(C) of the agenda.

#### **ii) Update on the Brand Leadership Team (BLT)**

Corey informed the group that the Brand Leadership Team has not met in some time. The next BLT meeting is scheduled immediately after today's LOWDC meeting.

#### **iii) Update on the Business Development Subcommittee & Proposed Terms of Reference**

Proposed terms of reference for the Business Development Committee were circulated to the group. Megan informed the group that the City Clerk has sent some suggested edits. The edits will be reviewed and applied. The document will be recirculated to the group.

### **c) Tourism Committee Minutes**

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

That the Minutes of the regular Tourism Committee meeting held on August 22, 2017 be confirmed as written and filed.

## **6. New Business:**

### **Financials**

#### **i) Update from Jonathan Ranger regarding healthcare expense claw back**

Graham shared an email he received from Jonathan Ranger, Budget/Special Projects Officer regarding an \$11,260.78 healthcare expense claw back. Josh provided the group with some background on the City of Kenora's 3 year commitment to provide funding for doctor recruitment. The funds in question were part of an agreement signed by the former Economic Development Officer in 2016. Karen provided further background that the LOWDC committed the funds back in 2016 however, the funds did not get paid in 2016 and the excess revenue went to reserves. The funds have now been pulled from the reserves to pay the remaining balance.

#### **ii) Review of Financial Statements**

The financial statements for accounts 860 (Economic Development LOWDC), 861 (Tourism LOWDC and 862 (Special Events LOWDC) were reviewed. Josh noted that 862 has a surplus of funds which was previously discussed as being used towards a walking tour app. This will be added to the December agenda for further discussion.

## **7. Other Commission Business**

### **a) Economic Development**

#### **i) EDO Update**

Megan provided an Economic Development update. She informed the group of the Small Business Week events in October. The City of Kenora along with, the Chamber, Northwestern Business Centre and LOWBIC hosted various events throughout the week.

The Chose Kenora project for youth retention and attraction is underway, with a total of 6 organizations involved. A meeting is set for December 6, 2017 to develop a marketing plan and material.

The Investment Readiness Project has some workshops scheduled for early December, including a site visit simulation and internal workshops.

## **b) Tourism**

### **i) Tourism & Special Events Report**

Josh provided an update on Tourism and Special Events. The winter season is kicking off. Work on the Winter Bites Campaign has begun. Fifth Hammer will be doing the marketing material along with advertising on social media and blitz ads. The meal pricing has remained the same however Josh informed the group he received feedback from the Winter Bites participants that they would like to see an increase in the pricing due to the increase in minimum wage.

The Kenora Winter campaign in partnership with Kenora Hospitality Alliance (KHA) and Mount Evergreen Ski Hill is underway. Marketing will include postcard mail outs to Manitoba, featuring the Ski Hill and trails system.

Winter Carnival planning has begun. Josh reminded the group that they are always looking for new ideas and activities for the winter carnival.

The winter Matowski Farmers Market is scheduled for December 16<sup>th</sup> at the Discover Centre. The tables available for vendors are sold out.

A planning session for the future development of the Discovery Centre was held on October 24<sup>th</sup>. The event was successful there was positive feedback from the participants. The Tourism Committee will be meeting to discuss the feedback from the planning session on November 30, 2017. After that the next steps will be to put a plan and budget in place.

Applications for the first intake of the 2018 Special Events grants are being accepted. The deadline is November 30, 2017. There is currently \$6,000 remaining from the second intake in 2017.

### **ii) Celebrate Canada Fund Application**

#### **Moved by Lindsay Wenaas, seconded by Teresa Gallik and Carried -**

That the Lake of the Woods Development Commission support the Celebrate Canada funding application for the Canada Day event in the amount of \$12,000.

### **c) Draft Services Sector Strategy**

#### **Moved by Councillor Goss, seconded by Torrin Bergagnini and Carried -**

That the Lake of the Woods Development Commission authorize the execution of a Memorandum of Understanding to deliver the "Building Pathways to Employment in the Kenora Services Sector" Action Plan.

### **Discussion:**

Megan provided background on the on the strategic partnership planning grant which is a fully funded grant of \$50,000, to do a local service sector analysis that focuses on the tourism sector including hospitality, retail and food and beverage. The City of Kenora and a

consultant called MDB Insight and are working together on an action plan and partnership agreement with community partners Seven Generations and LEAP.

It was asked if there were considerations made to partner with larger, local companies. Megan advised the program is aimed at supporting a specific sector to address perceived labor shortages in local services such as restaurants, retail and accommodation.

*Matt left the meeting at 10:07am*

## **8. Communications and/or Announcements**

### **a) Roundtable**

Graham asked the group if they would like to continue with the same meeting time and schedule for 2018. The group agreed that the third Friday of the month at 9:00am works well.

Councillor Goss requested that presentation times be limited to a 15 minute maximum as they are at Committee of the Whole and Council meetings. It was commented that some presentations may require longer than 15 minutes and may need to be accommodated if more time is needed.

Mayor Dave spoke on a request he received to sign a letter of support for a company in the medical marijuana industry, and was looking for support from Graham to sign the letter as well on behalf of the LOWDC. He noted that the facility will be producing a hemp by-product, with a medical focus.

### **Discussion:**

There was a discussion on the legalization of marijuana and it was noted this is a controversial subject for some, and further that the legalization is happening at national level in 2018 whether or not provinces and municipalities are on board. It was commented that the marijuana industry is a massive growing industry with lots of opportunity, and Kenora is open for business as long as bylaw, business codes, etc. are being followed. The economic benefits to the community were discussed. The Kenora and the Rainy River area were identified as a good location for growing hemp and there is opportunity for synergies. Graham agreed to sign the letter to help fight the stigma.

*Councillor Goss left the meeting at 10:25am*

Lorraine shared her excitement to be part of the LOWDC. She is looking forward to bring new ideas to the table and building good relationship and partnerships.

Graham informed the group that at the December meeting he would like to review the 5 strategic initiatives in the LOWDC Strategic Plan. He would like to have board members take charge on some initiatives to keep them moving forward.

## **9. Next Meeting Date**

- December 20, 2017 at 9:00am

## **10. Adjournment**

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