



# Minutes

## Of a Meeting of the Lake of the Woods Development Commission of the City of Kenora Thursday, September 28, 2017 at 9:00 a.m. Operations Building Boardroom

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**With** Teresa Gallik, Councillor Mort Goss, Mayor David Canfield, Ken Behrsin, Crystal Kast, Jeff Kurz

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

**Regrets** Graham Chaze – Chair, Lindsay Wenaas, Lorraine Cobiness, Colt Manson

### 1. Call to Order

Teresa called the meeting to order at 8:32 a.m.

### 2. Welcome & Introductions

Matt Boscariol, Manager of Community and Development Services and Ken Behrsin were introduced and welcomed by the group.

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

There were none declared.

### 4. Confirmation of Minutes

#### a) Moved by Councillor Goss seconded by Crystal Kast and Carried -

That the Minutes of the Commission meeting held on July 21, 2017 be confirmed as written and filed.

#### b) Tourism Committee Minutes

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

## **5. Follow-Up from Previous LOWDC Meetings**

### **i) Update on the Strategic Plan**

Corey and Megan provided an update on the strategic plan. Corey has been working on the new business tool kit and promotional items for affordable housing. The assisted living package has been updated and it was noted the 2011 census was used for the updates. A Business Information Open House will be held as part of small business week which is the week of October 15<sup>th</sup>-21<sup>st</sup>. The City of Kenora is planning a Community Improvement Plans Coffee Break event which will be held at Sweet on October 18<sup>th</sup>.

Two sessions of Cultural Engagement Training were held, with a total of 49 participants. A follow up survey was sent to the participants and the results were very positive. Many expressed their interest in participating in similar events in the future.

The Youth Retention and Attraction campaign was successful in receiving funding of \$15,000. The funding agreement has been signed and Fifth Hammer will be handling the marketing material for the campaign, with a delivery deadline of March 2018.

*Jeff Kurz arrived at 8:45 a.m.*

### **ii) Brand Leadership Team Project Choices**

The first meeting of the Brand Leadership Team was held on August 9<sup>th</sup>. It was said the City branding is conflicted between two brands (boating & tree). An example of the highway entrance signage was given, noting they currently have the outdated tree branding. A photo rendering with the updated brand logo was circulated to the group. The idea of relocating the signs was discussed but will not be moving forward. Mayor Dave provided some background on how it was determined which branding would be converted at the time the new logo was launched. It was commented the gateway signs are an introduction to Kenora and updating them to reflect the new logo is important.

## **6. Richard Kroeker Resignation**

### **Moved by Jeff Kurz, seconded by Councillor Goss and Carried -**

That the Lake of the Woods Development Commission accepts the resignation of Richard Kroeker as Director from the Lake of the Woods Development Commission effective August 24, 2017.

## **7. New Business:**

### **Financials**

The financial reports were circulated to the group and an update was given.

## **8. Other Commission Business**

### **a) Economic Development**

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

Megan spoke on the success of the Super Summer Sundays campaign which seen 44 businesses participate. A survey for feedback was given to the participants once the campaign wrapped up. Out of the 44 businesses, 15 responded. Overall the survey seen positive feedback. Some areas of improvement included the need for more events to bring people downtown on Sundays and the need for more restaurants to be open. It was commented the campaign marketing was strong on the beginning but needs to be more consistent throughout the summer. Overall the campaign was well received and had good participation.

A recap of the work done at Garrow Park in preparation for the Canada Summer Games, as well as a recap of successful Canada Summer Games events was given.

The Investment Readiness Assessment application was approved. The RFP closes October 12, 2017 with delivery by the end of December, 2017.

The wayfinding project has been finalized and the tender closes in October.

ii) Treaty #3 Economic Development Reception recap

Five members from the LOWDC attended the Treaty #3 Economic Development Reception held onboard the MS Kenora. It was commented this was good networking opportunity and the attendees found great value in attending the event.

iii) Strategic Partnership Planning Grant

A fully funded grant of \$50,000 has been obtained by the City of Kenora 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.

**b) Tourism**

i) Tourism Officer Report & Tourism Special Events Update

Josh provided an update on Tourism and Special Events. The Take a Hike campaign is underway and will run until October 25, 2017.

The final Matiowski Farmers Market of the season will be held on October 4<sup>th</sup>. Mayor Dave and members of Council will be serving chili.

Ally McTaggart of the Tourism Committee is spearheading a project to launch a Walking Tour App which will include points of interest in the city of Kenora such as historical buildings, murals and cemetery history. \$10,000 in funds has been contributed from KHA and Northwest Innovation Centre. The group was asked if there would be interest in contributing to the project with the reserve funds from Special Events. The group expressed interest and excitement for the project.

The future development of the Discovery Centre was discussed. A planning session is scheduled in October which will be facilitated by Jeff Port from Sioux Narrows. Science North has expressed interest in Kenora and would like to have a presence here. Their wild life and planetarium exhibits held in Kenora have both sold out.

Josh spoke on the two grant applications received for the second intake of 2017 grant applications. The applications were reviewed by the Tourism Committee at the meeting held on September 21<sup>st</sup> however, they did not have quorum and the recommendations were brought forward to the Lake of the Woods Development Commission.

**Recommendation:**

That the Lake of the Woods Development Commission supports the Mount Evergreen Ski Hill grant application.

The recommendation died on the floor.

**Recommendation:**

That the Lake of the Woods Development Commission supports the Kenora Skating Club grant application.

The recommendation died on the floor.

**Discussion:**

There was discussion surrounding both applications and the group felt the applicants did not meet the required criteria. The recommendations died on the floor.

## ii) Farmers Market Shuttle Update

The trial run of the complimentary shuttle from the Rec Centre to the farmers market was a really big success. Rider numbers began in 60's and doubled to 120 by the end of the season. The cost of the vehicle and driver is \$500 per week. To continue the shuttle next year, the group was asked if they would be in support of an increase in the weekly rate to the vendors. There has not been an increase to the vendors in quite some time. An increase of \$5 per week or \$50 for ten week vendors was discussed. Improvements to the PA system were suggested as an enhancement to the market.

**6. Communications and/or Announcements****Roundtable**

There was discussion on the work being done by Anthony Leek for the Speedway project and how much has been accomplished with such little funds. An event is scheduled at the Speedway for October 22<sup>nd</sup> to bring cars in for trail runs. There is currently a waiting list for drivers wanting to race at the Speedway once the track is completed. It was commented that there is great community buy in for the Speedway project which is expected to bring winter events to Kenora.

The group was reminded of the upcoming LOWDC AGM. There was a discussion on how historically the AGMs have been held in the fall but in doing so the information being presented on is almost a year behind. The group agreed that the AGMs would have more up to date information if they were held in the early spring. An AGM will be scheduled for March 2018 to present on the work done in 2017. The format of the AGMs was also discussed and the group expressed they would like to see a less formal approach than the panel meeting setup.

Teresa shared that it was a busy summer for the hotels and continues to be busy with regional conferences in the fall.

Matt thanked the group for having him. He encouraged the group to keep pushing and bring new ideas forward.

Mort informed the group that the vacancies on the LOWDC are currently being advertised on the City's website, social media and the Kenora Daily Miner and News.

Mayor Canfield shared that Northwestern Ontario Municipal Association (NOMA) conference will be held in Kenora May 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup>. He also let the group know about the Mobile Lab Northern Tour, hosted by the Centre for Research in Occupational Health & Safety, being held at the Rec Centre on September 28<sup>th</sup>.

Ken generated some new ideas around the old mill site greenbelt and downtown core.

Crystal provided an update on some of the ideas and work being done by the Harbourfest Committee and BIZ.

**7. Next Meeting Date**

- November 17, 2017.

**8. Adjournment**

The meeting was adjourned at 10:01 a.m.

**LOWDC Tentative 2017 Meeting Schedule**

**Friday      November 17      Monthly Meeting**

**Friday      December 22      Monthly Meeting**