



Minutes

Of a Meeting of the Lake of the Woods Development Commission of the City of Kenora Friday, April 20, 2018 at 9:00 a.m. City Hall, Council Chambers

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**With** Graham Chaze, Chair, Teresa Gallik, Torin Berganini, Councillor Mort Goss, Ken Behrsin, Crystal Kast, Taras Manzie, Mayor David Canfield

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

**Regrets** Colt Manson, Jeff Kurz, Lindsay Koch, Chief Lorraine Cobiness, Councillor Smith

**Guest** Adam Smith, Special Projects and Research Officer

### 1. Call to Order

Graham called the meeting to order at 9:00 a.m.

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

There were none declared.

### 3. Housing Update with guest Adam Smith, Special Projects and Research Officer

Adam’s 2017 Enabling Housing Progress Report that was presented to Council in January 2018 was circulated to the group in April for their review. Adam provided a brief overview of what has been done since the report was presented to Council.

He shared that the report identifies 3 problem areas which include not enough stock available, unaffordable housing and homes in a state of disrepair. The project’s approach examines financial incentives, policies and procedures, regulations, community education and advocacy. The evaluation component examines the degree of control the City has on the situation, the impact on the 3 identified affordable housing issues and the ease of implementation.

Adam noted that the analysis was modeled around Guelph and the comparison cities are much larger than Kenora however, smaller communities lack capacity compared to the larger

municipalities with grant opportunities. For legislative purposes the analysis was taken from Ontario cities.

It was identified there is a need to catalogue the municipal and private land that is available and has been set as a priority for City staff. It was commented that the land is there however, developers are needed. It was asked if high-rises are an option as there seems to be a movement towards this type of building/living and what the restrictions on this type of build are. It was believed that most of the restrictions apply to waterfront properties only.

Graham thanked Adam for providing an update to the group. He shared that collaboration on housing development is one of the 5 priority goals of the LOWDC and looks forward to working with Adam in the future.

***Adam left the meeting at 9:20 a.m.***

#### **4. Confirmation of Minutes**

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

That the Minutes of the Commission meeting held on March 16, 2018 be confirmed as written and filed.

**Discussion:** Ken noted he appeared as sending regrets however, he was in attendance at the March 16<sup>th</sup> LOWDC meeting.

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

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

Graham shared that he would like to see the group begin to create action plans and cross off some items on the strategic plan. The example of creating and promoting a winter destination as part of enhancing tourism opportunities in the off season was given. It was noted the LOWDC Strategic Plan and Tourism Kenora five year strategy will expire in 2019.

###### **ii) Follow-up from March 28<sup>th</sup>, 2018 LOWDC AGM**

Megan informed the group that 47 people signed in at the LOWDC AGM. She asked the group for their feedback on the new format that was used at the meeting and the group shared they liked the informal format. The timing of the AGM was seen as beneficial when speaking on the year end financials. The evening was a great opportunity for networking once the formalities wrapped up. The Choose Kenora launch was well received. Graham shared that he was approached by the Rotary Club of Kenora about the campaign and that he attended a Rotary meeting to discuss Choose Kenora.

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

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

#### **5. New Business:**

##### ***Financials***

###### **a) Review of Financial Statements**

The financial reports will be circulated to the group for their review. The 2018 budgets have not been approved at this time. There is a carryover from 862 budget which has been allocated for the Walking Tour App.

## **b) Lake of the Woods District Property Owners Association (LOWDPOA) Sponsorship**

Megan shared she was contacted by Lake of the Woods Property Owners Association (LOWPOA) regarding the donation of a docking slip for the summer season to be used for the Lake Smart program. The docking slip has been donated in the past by LOWDC at a cost of approximately \$850. The group agreed that this sponsorship reflects the brand and that the donation should be given again this year.

## **6. Other Commission Business**

### **a) Economic Development**

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

Megan shared that herself and Corey have been very busy working on project close outs and final reports to funders for the Choose Kenora and Wayfinding projects. The Choose Kenora campaign has received a lot of positive media both regionally and on CBC. The Kenora Area Recruitment Committee (KARC) has reached out to her looking for approval to use the marketing documents at resident retreats and conferences.

Phase two of the Wayfinding project is kicking off. Funding from the capital budget will be supplemented by AMO. A report to Council will be done to have funds allocated to Wayfinding.

Work on the delivery of the investment readiness implementation plan is underway. One of the projects is the development of a competitive analysis.

A job fair will be held at Seven Generations on May 7<sup>th</sup>, 2018 as part of the local Service Sector Work Plan. The job fair has 32 booths available with potential for more. Businesses can participate at no cost.

A Community Improvement Plan coffee break will be held on May 2<sup>nd</sup> at 2:00pm, at 901 Westside in Keewatin.

### **b) Tourism**

#### **i) Tourism Officer Report and Special Events Update**

Josh provided an update on Tourism and Special Events. He shared that the summer months are full with events and Tourism Kenora is looking to fill the shoulder season with events.

The Spring Campaign began on April 9<sup>th</sup>, 2018 will target Manitoba, North Dakota and Minnesota. Advertising and marketing is being done via mail outs and social media. This year the campaign will focus on Weekend Stays rather than Go North as done in 2017.

The Matiowski Farmers Market spaces are sold out for July and August. A special market will be held on May long weekend and Canada Day.

The Brand Leadership Team (BLT) met and outlined projects the group would like to take on. The focus encompasses a destination that everyone would want to come to rather than solely focusing on boating. Wayfinding signage to destinations such as Mount Evergreen, the Soccer Complex and other attractions were identified as being needed. Relocating the McMillan tugboat and assisting with the redevelopment of the Lake of the Woods Discovery Centre were also earmarked as projects for the BLT.

The Accommodation Tax of 4% was presented at the Committee of the Whole meeting on April 10<sup>th</sup>, 2018 and voted in at the April 17<sup>th</sup>, 2018 Council meeting. The tax is proposed to be implemented on September 1<sup>st</sup>, 2018. LOWDC and Kenora Hospitality Alliance (KHA) will be part of the planning process for the use of the funds levied by the accommodation tax.

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

### **a) Roundtable**

Graham shared he was approached at the Rotary meeting regarding snowmobile trail passes and the impact the costs have on tourism. It was asked at the Rotary meeting if there was a possibility of Ontario collaborating with Manitoba and Minnesota to create synergy for trail passes. He also shared he was contacted by a local business regarding the noise by-law. Karen informed the group the Clerk's department is aware of the issue and are working on it.

Councillor Goss expressed his excitement for the funding from the Accommodation tax and shared that the tax is seen as big opportunity for Tourism and Economic Development.

Torin informed the group that Freshwater Cuisine received approval to sell their product nationally. Previously they were restricted to selling their product in Ontario. Currently there are 44 local, and 25 fishermen from Manitoba that supply the fish to their facility.

Teresa shared that KHA would like to be involved with the Accommodation tax decisions on how the funds will be spent. She expressed there is need for a plan that identifies how the funds will be spent. Local residents who are concerned about the implementation of tax have contacted her to voice their concerns. She has educated them on the tax and identified possible projects that the funds generated from the tax may be used towards.

Taras provided some exciting news on the Lake of the Woods Brewing Company expansion plans.

Mayor Dave advised the group that Northwestern Ontario Municipal Association (NOMA) Annual Conference and AGM will be held in Kenora on May 2<sup>nd</sup>-4<sup>th</sup>. Three party leaders have confirmed their attendance. The LOWPOA will also be hosting their AGM in Winnipeg on May 7<sup>th</sup> at the Victoria Inn.

### **7. Next Meeting Date**

- Friday, May 18, 2018

### **8. Adjournment**

The meeting was adjourned at 10:12 a.m.