



NOTES

Of a Meeting of the Lake of the Woods Development Commission of the City of Kenora Monday, February 12 at 9:00 a.m. City Hall, Council Chambers

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**With** Lindsay Koch, Acting Chair, Colt Manson, Councillor Mort Goss, Jeff Kurz, Ken Behrsin

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

**Regrets** Graham Chaze, Chair, Teresa Gallik, Mayor David Canfield, Crystal Kast, Torin Bergagnini, Taras Manzie

**Guest** Councillor Dan Reynard

### 1. Call to Order

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

It was noted that there was no quorum however the group decided to proceed with the meeting.

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

There were none declared.

### 4. Confirmation of Minutes

#### Recommendation:

That the Minutes of the regular Commission meeting held on December 20, 2017 be confirmed as written and filed.

## **Discussion:**

The recommendation was unable to be carried as there was no quorum. Karen provided clarification on an item from the December minutes; the Brand Leadership Team matching funds criteria. She shared this criteria was the direction of a former Council and she has no opposition if a recommendation is brought forward.

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

### **i) Review of the Strategic Plan**

Josh and Megan presented whiteboards which highlighted the five priority goals of the Lake of the Woods Development Commission (LOWDC). They identified projects for each priority that can be accomplished in 2018/2019. They strongly encouraged the group to bring forward new ideas and projects for the five priorities. The information presented on the whiteboards will be put into a digital copy and circulated to the group. It was stressed that this is an evolving document and if something comes to mind to please share.

### **ii) AGM & Choose Kenora Launch**

March 28<sup>th</sup> has been selected as the date for the LOWDC AGM. In years past the AGM has been held in the fall however at previous LOWDC meetings the group agreed there is merit in holding the AGM in the early spring as the information being reported is more relevant. Josh and Megan asked the group for their commitment and participation on planning the AGM. A less formal format was discussed with the possibility of story boards and an informal presentation rather than the panel format which has been done in years past. The deadline for the launch of the Choose Kenora Campaign is March 31<sup>st</sup> and the LOWDC AGM was identified as a great opportunity to host the launch.

## **c) Tourism Committee Minutes**

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

## **4. New Business:**

### **a) Financials**

#### **i) 2018 Budget**

The proposed 2018 LOWDC budget was circulated to the group for their review. Lindsay will be presenting the budget to Council on February 20<sup>th</sup> on behalf of the LOWDC. The group was asked for their feedback but was unable to pass a motion to approve the proposed budget as there was no quorum.

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

The financial statements were circulated to the group for their review. The group was informed the group there were no new budget items for January.

## **b) 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

### **Recommendation:**

The Lake of the Woods Development approves the Brand Leadership team's recommendation to spend \$8,000, 33.3% of the total project cost, from the BLT fund to refurbish the two gateway signs with the new logo. The remaining \$16,000 or 66.7% of the project will leveraged through Tourism Northern Ontario.

### **Discussion:**

The tight timeline of the 2018 budget and above recommendations was discussed. Although not normal practice, the group agreed that e-votes would be required for the three items. Kelly will send the e-votes and the results will be recorded at the March meeting.

## **5. Other Commission Business**

### **a) Economic Development**

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

Megan provided follow up from the Investment Readiness Project held in January. The project was commented as being a great learning opportunity and very beneficial. The project highlighted items the City is doing very well, as well as areas for improvement. Megan will circulate the PowerPoint presentation with the project results.

The Wayfinding project is near completion. The signage is scheduled to be installed February 20-23. The deadline for the project is February 28<sup>th</sup>.

Megan asked the group if anyone is interested in doing a delegation in Winnipeg. In years past, meetings have been held with business development companies in Winnipeg and have been very beneficial. She asked for those interested to email her and a date can be set.

Megan is attending Prospectors & Developers Association of Canada (PDAC) Conference March 3-6 and will be assisting with the delivery of the Northern Ontario Mining Showcase. The Northern Ontario Mining Showcase appeals to the more than 25,000 PDAC attendees, giving them the opportunity to visit with, and learn more about the products and services offered by Northern Ontario mining supply and service companies. In partnership with Fednor and hosted by a collaborative of Northern Ontario communities and organizations, the Northern Showcase will feature nearly 100 companies from the region and is slated to be the largest pavilion within the PDAC convention.

## **b) Tourism**

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

Josh gave an update on Tourism and Special Events. A winter market was held on February 10<sup>th</sup> and was very well attended. The final winter market of the season is scheduled for March 3<sup>rd</sup> to coincide with the Winter Carnival. The summer markets have lost some key vendors due to age. Josh and Helena Devins, Special Events & Farmer's Market Coordinator will be working on a succession plan for vendors.

The Winter Campaign to promote the Ski Hill is ongoing. Marketing includes mailers, social media and radio ads.

The Winter Bites campaign is running for the month of February. Josh informed the group he received a cease and desist order for the name "Winter Bites" as it is trademarked in Southern Ontario. The campaign will be allowed to run this year. Josh asked the group for their feedback and ideas for a new campaign.

Josh provided information to the group on a proposed Accommodation tax. City staff are working with the current Destination Marketing Organization the Kenora Hospitality Alliance (KHA) on the potential implementation of an Accommodation tax. Proposed tax rates will be presented to the KHA at their next meeting on March 20<sup>th</sup>, 2018. The recommendation going forward to Council if this tax is implemented will be that all excess funds be used for Tourism related projects. This is an amazing opportunity for Tourism going forward.

Tourism Excellence North is offering a Fast track to Success program with one on one coaching from a tourism specialist. The program is being offered in Kenora during the program's trial period. Fast Track to Success is free for businesses during the trial period and has 4 local business participating, with a focus on winter orientated businesses. The program is being run from March 2<sup>nd</sup> – 4<sup>th</sup>.

### **ii) Tourism Grant Recommendations**

This item was deferred to the March meeting.

## **c) Business Development**

### **i) Committee Update**

An informal meeting was held in January after the Investment Readiness Project. A meeting will be scheduled in late February/early March when Graham returns from vacation.

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

### **a) Roundtable**

There were no roundtable items brought forward.

## **7. Next meeting Date**

Friday, March 16, 2018 at 9:00 a.m.

## **AGM Meeting Date**

Wednesday, March 28, 2018 at 5:00 p.m.

## **8. Adjournment**

The meeting was adjourned at 10:00 a.m.