



Minutes

Of a Meeting of the Lake of the Woods Development Commission of the City of Kenora Friday, March 16, 2018 at 9:00 a.m. City Hall – Council Chambers

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**With** Graham Chaze, Chair, Teresa Gallik, Colt Manson, Councillor Mort Goss, Lindsay Koch, Colt Manson, Jeff Kurz, Torin Bergagnini, Mayor David Canfield

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

**Regrets** Chief Lorraine Cobiness, Taras Manzie

**Guests** Councillor Dan Reynard, Jennifer Findlay, Northern Development Advisor, Regional Economic Development Branch, Northern Development Division, Ministry of Northern Development and Mines

### 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. Guest Speaker

Jennifer Findlay with the Ministry of Northern Development and Mines was welcomed and introduced to the group. She provided information on the various funding programs that are available through the Northern Ontario Heritage Fund Corporation (NOHFC), including capacity building studies, economic infrastructure, and business start-ups, expansions and Internships.

Public vs Private sector investments were discussed. Jennifer shared that partnerships in a project are helpful as it demonstrates buy in and assist with leveraging funds. It was shared that servicing for businesses on their property for a business expansion or start up could be eligible if the business sector is eligible. The 11 business sectors include: advanced manufacturing, agriculture, aquaculture and food processing, arts, culture and creative

industries, digital economy, forestry and value added forestry-related businesses, health sciences, minerals sector and mining supply and services, renewable energy and services, tourism , transportation, aviation and aerospace and water technologies and services. A rule of thumb is that the NOHFC does not work with service-type businesses, hotels, retail or restaurants.

There was a discussion on how businesses in Kenora that are trying to expand, and business start-ups, are experiencing an issue with staff housing or lack of housing options, particularly for young professionals, starter houses, apartments etc. This is a barrier to growth in the community. It was asked if NOHFC programs could assist developers looking at providing housing to facilitate local business growth and development. Jennifer shared that this type of project would not be eligible under NOHFC's current programming.

Graham thanked Jennifer for attending and sharing this information. Jennifer informed the group that she looks forward to working with them as they develop projects to move Kenora forward.

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

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

##### **a) Moved by Lindsay Koch, seconded by Teresa Gallik and Carried -**

That the Minutes of the Commission meeting held on December 20, 2018 be confirmed as written and filed.

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

##### **i) Update on the Strategic Plan; Strategic objectives – Collaboration on Housing Development**

Megan, Graham and Matt travelled to Winnipeg to meet with developers in early March to discuss the need for housing development in Kenora as well as discuss any barriers developers may face.

It was commented that the costs of developing new homes in Northwestern Ontario are high and driven up by the landscape of the area. The costs of servicing new build sites were discussed. Mayor Canfield shared that some municipalities charge development charges which charge the developer to bring services to the site however, this is not a direction the municipality wants to take. The City wants to encourage developers and there is opportunity to develop sites with services close by.

Affordable housing, rental units and student housing were discussed by the group. Adam Smith, Special Projects and Research Officer completed a detailed Housing Report. Karen shared that Adam is building on the report and developing a strategy. Kelly will circulate the report to the group for their review and extend an invite to Adam to attend April's LOWDC meeting to provide an update.

##### **ii) LOWDC AGM – March 28, 2018**

The new, informal format for the AGM was shared with the group. The event is scheduled to being at 5:00 p.m. at the Discovery Centre. The formal part of the meeting will include Graham and Teresa conducting the Treasurer and Chair reports, once the meeting is adjourned the Choose Kenora video will be launched in the venue's amphitheater.

### **iii) Recording of E-Votes**

#### **Moved by Jeff Kurz, seconded by Crystal Kast and Carried -**

That 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.

#### **Moved by Jeff Kurz, seconded by Crystal Kast and Carried -**

That the Lake of the Woods Development Commission approves the budget as shown to be presented to Council on February 20<sup>th</sup>, 2018.

#### **Moved by Jeff Kurz, seconded by Crystal Kast and Carried -**

That the Lake of the Woods Development Commission 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.

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

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

That the Minutes of the regular Tourism Committee meeting held on January 23, 2018 be confirmed as written and filed.

## **5. New Business:**

### ***Financials***

The financial statements were circulated to the group for their review. It was noted the 2018 budget has not been approved at this time. Megan thanked Lindsay for her budget presentation to Council on February 20<sup>th</sup>.

## **6. Other Commission Business**

### **a) Economic Development**

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

Megan shared that the deadline for the Choose Kenora project is March 31<sup>st</sup>. The launch is scheduled for March 28<sup>th</sup> at the LOWDC AGM. The video was produced by Upriver Media and the marketing material was produced by Fifth Hammer.

The Wayfinding project is complete and wraps up the third phase of the Downtown Revitalization. Corey shared the key stats from the Downtown Revitalization impact survey. Overall, businesses in the Harbourtown Centre continue to see positive impacts from Downtown Revitalization projects.

The Opening a Business Toolkit is complete. The toolkit provides condensed information on where to start when opening a business in Kenora, providing information on funding opportunities and contact information for resources. The brochure was circulated to the group for their review and received positive feedback.

### **b) Tourism**

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

The Winter Carnival was held the weekend of March 2<sup>nd</sup>. Overall the events were well attended. The Sunday events were held at the Rec Centre this year with an indoor and outdoor component. The new venue and events were well received and there is hope to expand on them in the years to come. There was a discussion on potential venues for the

winter markets once the Discovery Centre is redeveloped. It was asked if the events were attended from visitors to the area or if the attendees were mostly local residents. There was a lengthy discussion on the tourism dollars spent on the carnival and whether or not there is value in the monies being spent on these events.

The Winter Bites campaign has wrapped up. Josh received a cease and desist order from a private business Southern Ontario for the use of the Winter Bites name. A meeting will be held with participants and non-participants to discuss ideas for a new campaign for 2019.

Josh informed the group that Kerri Holder, Communications Clerk attended the Mid Canada Boat Show in Winnipeg on behalf of Tourism Kenora and the Tourism Committee. The show was very successful and Kerri received good feedback from the attendees. Kerri provided a detailed report which Josh will circulate to the group.

A meeting will be held on March 20<sup>th</sup> with KHA and City staff from Tourism, Economic Development and Finance to discuss the proposed Accommodation Tax.

## **ii) Tourism Grant Recommendations**

**Moved by Lindsay Koch, seconded by Teresa Gallik and Carried -**

That the Lake of the Woods Development Commission approves the allocation of \$10,000 to Mount Evergreen Harvest at the Hill and \$10,000 to NeChee Friendship Centre National Indigenous Day from 8627085 – Special Events Tourism Grant Fund.

### **Discussion:**

A special meeting was held by the Tourism Committee to review and approve/deny the 2018 Tourism grant applications. Quorum was not present at the special meeting and in the interest of time this item was deferred to the LOWDC.

## **iii) Ambassador Program**

Josh shared that he was contacted by Ken regarding the idea of an Ambassador Program in the downtown and harbourfront area during the busy summer months. Ken shared the idea was driven from a vacation spot he visits in Florida. The ambassadors would be community volunteers who provide information such as directions, history of the city and attractions. The program would be tourism focused and provide visitors with a positive experience when visiting the area. Kelly will send an invitation to Ken and Graham for the Tourism Committee meeting to present the idea there.

## **c) Quarterly Report to Council – March 20, 2018**

Graham, Josh and Megan will be presenting the quarterly report to Council on March 20<sup>th</sup>.

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

### **Roundtable**

Mort acknowledged that the investment readiness assessment outlined there is a need for more money to be spent on Economic Development and that this should be one of the focuses of the LOWDC.

Megan shared that a job fair will be held on May 7<sup>th</sup> at Seven Generations as part of the local Service Sector Work Plan. Both local school boards are invited to participate and bring grade 11 and 12 students to the job fair.

## **7. Next Meeting Date**

- AGM March 28, 2018 at 5:00p.m, Lake of the Woods Discovery Centre
- Monthly meeting – Friday, April 20, 2018

## **8. Adjournment**

The meeting was adjourned at 10:36 a.m.