



A g e n d a

Lake of the Woods Development Commission

Tuesday, June 25, 2019 at 9:00 a.m.

Council Chambers, City Hall

1. Call to Order

2. Welcome & Introductions to new board member Sarah Minor

3. Declaration of Pecuniary Interest and the General Nature Thereof

on today's agenda or from a meeting at which a Member was not in attendance.

4. Confirmation of Minutes

a) LOWDC Minutes

Recommendation:

THAT the Minutes of the regular Lake of the Woods Development Commission meeting held on May 15, 2019 be confirmed as written and filed.

b) Follow-Up from Previous LOWDC Meetings

i) LOWDC Board Recruitment

ii) Dock Enhancement

Recommendation:

THAT the Lake of the Woods Development Commission allocate the remaining \$8,7115.47 from the Harbourfront and Winnipeg River dock enhancements to Coney Island dock enhancements.

c) Tourism Committee Minutes

THAT the Minutes of the regular Tourism Committee meeting held on May 9, 2019 be confirmed as written and filed.

5. New Business:

Financials

6. Other Commission Business

a) Economic Development

i) EDO Update

ii) Destination Northern Ontario–Partnership Memorandum of Understanding

Recommendation:

THAT the Board of Directors authorizes Graham Chaze, Chair, to execute an agreement between the Lake of the Woods Development Commission and Destination Northern Ontario for the provision of Second Street gateway wayfinding signage.

b) Tourism

- i) Tourism Officer Report
- ii) Coney Island Shuttle
- iii) 2019 Tourism Grants Remaining Funds
- iv) Future of Tourism Grants

7. Communications and/or Announcements

a) Roundtable

8. Next meeting Date

9. Adjournment

Adjourn Meeting

LOWDC Tentative 2019 Meeting Schedule

Friday	July 19	Monthly Meeting
Friday	August 16	Monthly Meeting
Friday	September 20	Monthly Meeting
Friday	October 18	Monthly Meeting
Friday	November 15	Monthly Meeting
Friday	December 20	Monthly Meeting



Minutes

Of a Meeting of the Lake of the Woods Development Commission of the City of Kenora Wednesday, May 15, 2019 at 4:00 p.m. Lake of the Woods Discovery Centre

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**With** Graham Chaze - Chair, Teresa Gallik - Treasurer, Lindsay Koch, Councillor Mort Goss, Mayor Daniel Reynard, Councillor Kirsi Ralko - Alternate

**Staff** Karen Brown – CAO, Megan Dokuchie - Economic Development Officer, Josh Nelson - Tourism Development Officer, Stace Gander – Community Services Manager, Adam Smith Kelly Galbraith – Deputy Clerk

### 1. Call to Order

Graham called the meeting to order at 4:00 p.m.

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

There were none declared.

### 3. Confirmation of Minutes

#### a) Moved by Councillor Goss, seconded by Lindsay Koch and Carried -

That the Minutes of the regular Lake of the Woods Development Commission meeting held on April 18, 2019 be confirmed as written and filed.

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

There have been discussions amongst different levels of government for improvements to Coney Island. Recognizing that currently there are no Coney Island Projects allocated, preliminary conversations have happened with Coney Island residents about fundraising dollars in order to match grant funds for improvements to Coney Island.

#### c) Tourism Committee Minutes

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

That the Minutes of the regular Tourism Committee meeting held on April 17, 2019 be confirmed as written and filed.

#### 4. New Business:

##### Financials

The financial statements were circulated to the group for their review. It was noted the Tourism and Special Events statements have some media buys that are not yet reflected. The Economic Development statement has some project carryover which is also not reflected on the statements at this time.

#### 5. Other Commission Business

##### a) Economic Development

##### i) EDO Update

- It was shared that the Downtown Revitalization, Phase 4 tender was approved on May 2<sup>nd</sup> and work will begin on June 3<sup>rd</sup>.
- Josh and Megan have been working with Mount Evergreen Ski Hill on their four season planning. Drafts for the plan have been made and the final draft should be complete by the end of May.
- Response to the Rural Immigration Pilot Project application has not been received to date. It is anticipated that a response will be received in June.
- Tourism and Economic Development are in early talks with a company out of Winnipeg regarding the opportunity for a floating restaurant. One of the requests is that the City of Kenora assist in locating infrastructure such as floating docks for the facility.

##### b) Tourism

##### i) Tourism & Special Events Update

- The Municipal Accommodation Tax remittance has been provided to Kenora Hospitality Alliance (KHA). There were some delays in KHA receiving the cheque as the item was returned to sender. This has now been rectified.
- May 31<sup>st</sup> is the grand opening of the Science North exhibit Beyond Human Limits at the Lake of the Woods Discovery Centre. The exhibit will run from May 31<sup>st</sup> to June 22<sup>nd</sup>.
- Josh met with a local operator to discuss a shuttle to Coney Island. The project would be supplemented by the LOWDC. Early talks were for the shuttle to run for four weekends (two weekends prior to August long weekend and two weekends after the August long weekend) with three pickup times (11:00am, 2:40pm and 5:10pm).

##### Discussion:

It was asked if there is any flexibility on the pickup times. Councilor Goss asked to attend the next meeting with the local operator to discuss further options. The idea of the LOWDC purchasing a boat for the shuttle was shared. Staffing, insurance and licensing were discussed.

*Megan left the room at 4:25pm*

##### ii) Tourism Grant Allocation

##### Moved by Lindsay Koch, seconded by Teresa Gallik and carried -

THAT the Lake of the Woods Development Commission approve the following 2019 Special Events Grant Allocations:

|               |                 |
|---------------|-----------------|
| Harbourfest   | \$5,000         |
| Oktoberfest   | \$10,000        |
| <b>Total:</b> | <b>\$15,000</b> |

**Background:**

The Tourism Committee held a special meeting on May 9<sup>th</sup> to further review the applications received for the Special Events Grants. There was significant discussion on the applications by the group and the intention of the grants was debated at length.

**Discussion:**

The recommendations brought forward by the Tourism Committee were reviewed and discussed at length. Branding of infrastructure purchased with grant funds was debated by the group. Stipulations such as including a memorandum of understanding (MOU) for infrastructure use to the other groups was also discussed. It was commented that provincial grants would not put such stipulations on their funding allocations and the LOWDC is meant to be an arm's length board. It was expressed that there is concern that the group is getting too hung-up in the small details. It was reiterated that the applications met all parameters outlined in the application process and motion was brought forward.

*Megan returned to the room at 4:40pm*

**iii) Tourism Committee Future Direction**

It was shared that the Tourism Committee was put in place when the paper mill shutdown and the focus for Kenora shifted to tourism. At this time there is a lack of general participation and a need for a project for the Tourism Committee to get passionate about. It was commented there is a need for additional training and resources to assist the Tourism Committee with the direction they would like to go. The Tourism Committee is an advisory committee to the LOWDC and brings forward their recommendations to the LOWDC. Ultimately all decisions are made at the LOWDC level.

**Discussion:**

It was commented that the new committee members had a difficult start to the term. The grant allocations were discussed at the first meeting and the conversations were tough. The idea of bringing together tourism players in the community to meet quarterly was shared. It commented there is a need for tourism industry representation at the LOWDC level.

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

Councillor Ralko informed the group she will be opening her own law firm.

The LOWDC currently has reserves which require Council approval to utilize. There was a request by the LOWDC to submit a report to Council to streamline access to these reserves by eliminating the Council approval process when accessing the reserves. Stace will bring forward a report to Council.

**7. Next Meeting Date**

- To be determined

**8. Adjournment**

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



**MINUTES**  
**Lake of the Woods Development Commission**  
**Tourism Committee Meeting**

Wednesday April 17<sup>th</sup>, 2019

**8:00 a.m.**

Lake of the Woods Discovery Centre

**With** Teresa Gallik | Chair, Rikki Watson, Allyson McTaggart, Elise Bell, Kelly Smith, Heather Gropp, Councillor Mort Goss,

**Staff Resources** Stace Gander | Community Services Manager, Josh Nelson | Tourism & Recreation Division Lead, Morgan Seller | Special Events Coordinator, Helena Devins | Mاتیowski Farmers' Market Coordinator

**Regrets** Jeff Port, Rob Dokuchie, Jennifer Findlay

**1. Call to Order**

- Teresa called meeting to order at 8:01am

**2. Declarations of Pecuniary Interest & General Nature Thereof**

There were none declared.

**3. Additions to the Agenda**

- Adjustment to quorum discussion

**4. Introductions**

As the Tourism Committee has started a new term all members introduced themselves:

- Teresa Gallik – Chair of the Tourism Committee
- Rikki Watson – Member at Large | Q104/KenoraOnline
- Allyson McTaggart- Member at Large - LOWBIC
- Elise Bell – Kenora Hospitality Alliance Representative | Owner of Perch Bay Resort
- Kelly Smith – Chamber of Commerce Representative
- Heather Gropp – Member at Large | Seven Generations Educational Institute
- Mort Goss – City of Kenora Council Representative

- Stace Gander – City of Kenora Community Service Manager | City Staff Representative
- Josh Nelson – Tourism & Recreation Division Lead | City Staff Representative
- Morgan Seller – Special Events Coordinator | City Staff Representative
- Helena Devins – Mاتیowski Farmers’ Market Coordinator | City Staff Representative

## **5. Round Table Discussion**

Josh spoke about the Lake of the Woods Development Commission (LOWDC) giving an update on the Accommodations tax and taking recommendations to Council. With this new tourism related tax there are changes to money allocated toward special events program; to that end the Tourism Grant Funds will be updated to \$35,000 in future years.

Josh also spoke to how the Tourism Committee meetings generally run for an hour with round table discussion from all members including City Staff providing monthly updates surrounding tourism events and initiatives.

## **6. Terms of Reference**

All members had a copy of the *Terms of Reference* and Josh lead a brief review of the *Terms of Reference*. The table was opened up for members to suggest any adjustments. None were brought forth.

Historically quorum has had issues being reached in the model of needing half the members in attendance plus one, to have quorum to pass motions. Therefore it was brought forth to change certain need for quorum with ratios versus number of attendees. It was risen whether there should be a vote to change the quorum structure. Members voiced concern on minimal numbers making decisions and that is not just to change to a different model.

The Terms of Reference suggests there should be 12 members on the committee and to date there are nine members; Board of Director member, Chamber of Commerce rep, Harbourtown Biz rep, KHA rep, Sioux Narrows rep, City of Kenora staff, Tourism & Retail reps, previously the Indigenous rep position was removed. If a current sitting member believes that there is an eligible candidate to fill open seats; they can apply within the sitting term.

## **7. Meeting Time Discussion**

Meetings are usually once a month, for an hour, starting at 8 am. It was agreed meetings would be every fourth Tuesday at 8 am, once a month.

There are shifts with summer season; usually a hiatus over July/August as it is the busiest Tourism season and all members keep chaotic varying hours. This is a decision to be made at later meeting. The next meeting will be Tuesday May 28<sup>th</sup> (tentatively).

## **8. Tourism Grant Discussion and Allocation**

The tourism committee received 9 applications totalling over \$120,000. Committee members were asked to review the applications and make a recommendation at the meeting. All the applications were discussed at great length. Further the committee had general discussion around the entire special event grant process. Key points included:

- The committee looked at Tourism staff scoring (using internal scoring sheet with previously agreed upon scoring scale); weighting went to new events and shoulder events.
  - new events outweigh, old events as the scoring gave high score to events that were new versus established for many years.
  - It was brought up by a member that perhaps while scoring and weighing event's tourism value, members should think about overall value and lasting contribution to the community. Merit should be given to lasting impression.
- Staff provided a summary sheet outlining key information for each grant – It was noted that this summary sheet could be more robust and include budgets.
- Committee members questioned whether the Special Events fund should be accessible for private entities.
- Current eligibility guidelines state that for-profit or private entities are able to apply for grant monies with the condition that grant monies are repayable if the event is profitable. Similarly if an event wants to donate proceeds to a charity the grant monies needs to be repayable prior to that contribution.
- Committee members discussed whether infrastructure (tent) should be an eligible expense. Further committee members discussed the opportunity of the City of Kenora purchasing the equipment required to be used for all events. It was noted that currently the City of Kenora doesn't have the capacity to accommodate this opportunity.
- Should there be caveats around the allocations of funds. Funds must go to recommended items that were applied for; if full requested amount is not given.
- It was noted for events that do not receive grant monies our staff would assist in any way possible including leveraging the City of Kenora's communication department.

### **RECOMMENDATION:**

THAT the Tourism Committee recommends the allocation of grant monies to the following events:



Harbourfest - \$5,000  
Artsfest - \$2,500  
Bush Crawl - \$10,000  
Oktoberfest - \$2,500

**DISCUSSION:**

A member of the Tourism Committee asked if each allocation could be voted on individually. The committee agreed.

**a) Harbourfest**

**Moved by Teresa Gallik, seconded by Elise Bell, DEFEATED**

THAT the Tourism Committee recommends to allocate \$5,000 of grant monies to Harbourfest

**b) Artsfest**

**Moved by Teresa Gallik, seconded by Kelly Smith, CARRIED**

THAT the Tourism Committee recommends to allocate \$2,500 of grant monies to Artsfest.

**b) Bush Crawl**

**Moved by Teresa Gallik, seconded by Heather Gropp, CARRIED**

THAT the Tourism Committee recommends to allocate \$10,000 of grants monies to Bush Crawl.

**c) Oktoberfest**

**Moved by Teresa Gallik, DEFEATED**

THAT the Tourism Committee recommends to allocate \$2,500 of grants monies to Oktoberfest.

**d) Artsfest**

**Moved by Allyson McTaggart, seconded by Teresa Gallik, DEFEATED**

THAT the Tourism Committee recommends to increase Artsfest allocation to \$4,000

**9. Next Meeting** – *Tentatively* May 28<sup>th</sup> at 8 am

**10. Adjournment** – Teresa adjourned at 9:15 am

# Department Actual vs Budget

Budget Year: 2019 & Department: 860 - Economic Development LOWDC

| GL Category                   | GL Account                                             | Budget        | Actual         | Variance        |
|-------------------------------|--------------------------------------------------------|---------------|----------------|-----------------|
| <b>Revenues</b>               |                                                        |               |                |                 |
| <b>Sales</b>                  |                                                        |               |                |                 |
|                               | 8604845 - Economic Dev Provincial MNDM                 | 0             | 6,682          | 6,682           |
|                               | 8604869 - Economic Dev Misc Income City Funding        | 30,000        | 0              | (30,000)        |
|                               | 8605300 - Economic Dev Misc Income Corporate Financing | 5,000         | 0              | (5,000)         |
|                               | 8605320 - Economic Dev Misc Income Business Welcome    | 400           | 1,000          | 600             |
|                               |                                                        | <b>35,400</b> | <b>7,682</b>   | <b>(27,718)</b> |
| <b>Total</b>                  |                                                        | <b>35,400</b> | <b>7,682</b>   | <b>(27,718)</b> |
| <b>Expenditures</b>           |                                                        |               |                |                 |
| <b>Administrative Expense</b> |                                                        |               |                |                 |
|                               | 8600030 - Economic Dev Business Welcome Project        | 500           | 0              | (500)           |
|                               | 8607040 - Economic Dev Advertising                     | 10,000        | 932            | (9,068)         |
|                               | 8607045 - Economic Dev Board Expenses                  | 3,000         | 1,601          | (1,399)         |
|                               | 8607888 - Economic Dev Project                         | 21,900        | 12,617         | (9,283)         |
|                               |                                                        | <b>35,400</b> | <b>15,151</b>  | <b>(20,249)</b> |
| <b>Total</b>                  |                                                        | <b>35,400</b> | <b>15,151</b>  | <b>(20,249)</b> |
| <b>Net Total</b>              |                                                        | <b>0</b>      | <b>(7,469)</b> | <b>(7,469)</b>  |

# Department Actual vs Budget

Budget Year: 2019 & Department: 861 - Tourism LOWDC

| GL Category                   | GL Account                                     | Budget        | Actual          | Variance        |
|-------------------------------|------------------------------------------------|---------------|-----------------|-----------------|
| <b>Revenues</b>               |                                                |               |                 |                 |
| <b>Sales</b>                  |                                                |               |                 |                 |
|                               | 8614710 - Tourism User Fee Advertising Revenue | 25,000        | 181             | (24,819)        |
|                               | 8614869 - Tourism Misc Income City Funding     | 27,448        | 0               | (27,448)        |
|                               | <b>Total</b>                                   | <b>52,448</b> | <b>181</b>      | <b>(52,267)</b> |
| <b>Expenditures</b>           |                                                |               |                 |                 |
| <b>Administrative Expense</b> |                                                |               |                 |                 |
|                               | 8617040 - Tourism Advertising                  | 52,448        | 13,023          | (39,425)        |
|                               | <b>Total</b>                                   | <b>52,448</b> | <b>13,023</b>   | <b>(39,425)</b> |
|                               | <b>Net Total</b>                               | <b>0</b>      | <b>(12,842)</b> | <b>(12,842)</b> |

# Department Actual vs Budget

Budget Year: 2019 & Department: 862 - Special Events LOWDC

| GL Category                   | GL Account                                              | Budget         | Actual          | Variance        |
|-------------------------------|---------------------------------------------------------|----------------|-----------------|-----------------|
| <b>Revenues</b>               |                                                         |                |                 |                 |
| <b>Sales</b>                  |                                                         |                |                 |                 |
|                               | 8624710 - Special Events User Fee Farmers Market        | 51,000         | 22,279          | (28,721)        |
|                               | 8624712 - Special Events User Fee Canada Day Revenue    | 12,500         | 10,500          | (2,000)         |
|                               | 8624720 - Special Events User Fee Winter Carnival       | 8,000          | 9,073           | 1,073           |
|                               | 8624725 - Special Events User Fee Winter Market         | 750            | 0               | (750)           |
|                               | 8624799 - Special Events User Fees                      | 2,000          | 1,675           | (325)           |
|                               | 8624815 - LOWDC- -Special Events-Fed Canada Day funding | 7,500          | 0               | (7,500)         |
|                               | 8624869 - Special Events Misc Income City Funding       | 20,000         | 0               | (20,000)        |
|                               |                                                         | <b>101,750</b> | <b>43,527</b>   | <b>(58,223)</b> |
| <b>Total</b>                  |                                                         | <b>101,750</b> | <b>43,527</b>   | <b>(58,223)</b> |
| <b>Expenditures</b>           |                                                         |                |                 |                 |
| <b>Administrative Expense</b> |                                                         |                |                 |                 |
|                               | 8627050 - Special Events Canada Day Project             | 30,000         | 18,145          | (11,855)        |
|                               | 8627075 - Special Events Farmers Market Project         | 24,000         | 1,038           | (22,962)        |
|                               | 8627080 - Special Events Misc Project                   | 12,000         | 5,209           | (6,791)         |
|                               | 8627085 - Special Events Tourism Grants Project         | 20,000         | 27,500          | 7,500           |
|                               | 8627090 - Special Events Winter Carnival Project        | 15,000         | 13,303          | (1,697)         |
|                               | 8627095 - Special Events Winter Market Project          | 750            | 814             | 64              |
|                               |                                                         | <b>101,750</b> | <b>66,009</b>   | <b>(35,741)</b> |
| <b>Total</b>                  |                                                         | <b>101,750</b> | <b>66,009</b>   | <b>(35,741)</b> |
| <b>Net Total</b>              |                                                         | <b>0</b>       | <b>(22,482)</b> | <b>(22,482)</b> |



**June 21, 2019**

## **Lake of the Woods Development Commission Report**

**To: Board of Directors**

**Fr: Megan Dokuchie, Economic Development Officer**

**Re: Destination Northern Ontario–Partnership Memorandum of Understanding**

### **Recommendation:**

THAT the Board of Directors authorizes Graham Chaze, Chair, to execute an agreement between the Lake of the Woods Development Commission and Destination Northern Ontario for the provision of Second Street gateway wayfinding signage.

### **Background:**

The Lake of the Woods Development Commission identified the completion of the Second Street gateways as a priority project during the 2019 Municipal Accommodation Tax allocation.

Partner funding has been negotiated to support continued implementation of the wayfinding project. Specifically, the funding from Destination Northern Ontario will support the fabrication and installation of district gateway signage on Second Street South.

An agreement was reached between the Lake of the Woods Development Commission and Destination Northern Ontario for the further implementation of the wayfinding program for the term of June 10, 2019 – March 15, 2020 in the amount of \$45,000 including HST. The agreement is now ready for execution.

**Budget:** Total project cost of the Second Street gateway project is estimated at \$61,377 plus HST. This partnership as described in the Memorandum of Understanding will contribute a portion (\$45,000) to the total project cost. The Lake of the Woods Development Commission allocated \$50,000 to the Second Street gateway project during the 2019 Municipal Accommodation Tax allocation. Destination Northern Ontario will be managing the invoicing and procurement of services in the delivery of the initiative to a maximum of \$45,000 with the remainder of the project costs contributed by the Lake of the Woods Development Commission.

**Risk Analysis:** There is low financial risk in pursuing this opportunity. The project was identified during the planning session and the partnership with Destination Northern Ontario decreases the overall contribution amount by the Lake of the Woods Development Commission required to deliver the initiative.

**Communication Plan/Notice By-law Requirements:** Resolution required at time of agreement execution.

**Strategic Plan or other Guiding Document:**

- 1 – Creating an Open for Business Culture
- 3 – Advancing Kenora’s Brand Promise
- 4 – Pursuing Opportunities for Indigenous Engagement