



Budget Committee Meeting Minutes

**December 13, 2011
1:00 p.m.
City Council Chambers**

ACTION

PRESENT: Mayor D. Canfield
Councillor C. Drinkwalter
Councillor R. Lunny
Councillor R. McMillan
Councillor R. McKay
Councillor L. Roussin
Councillor S. Smith
K. Brown, CAO
L. Oakes, Budget/Auditor General
R. Perchuk, Manager of Operations
H. Kasprick, Deputy Clerk

**A. Public information Notices as per By-law Number 144-2007
N/A**

**B. Declaration of Pecuniary Interest & the General Nature
Thereof**

- 1) On Today's Agenda**
- 2) From a Meeting at which a Member was not in Attendance**
There were none declared.

**C. Confirmation of Budget Minutes
N/A**

**D. Budget Committee Deputations:-
None requested.**

E. Presentations:-

1. 1:00 p.m. – Handi Transit

Rick Vincent, Handi Transit Chairman and Diana Jardine, Operations Manager was present to make the presentation to Council. There were some changes to the Handi Transit operations in 2011 that have resulted in some significant changes for the Handi Transit. Tight scheduling suggested by Diana and even further refinements resulted in maintaining a \$7,000 savings in direct wages and subsequent savings in benefits and fuel usage. Continuing to add to the Handi Transit endowment fund with the intention of having a long term revenue which over time may reduce some of Handi Transit's dependency on the City. Acquiring van sponsors, revenue of which

would project into the endowment fund has been a great addition to this fund.

The goal of the Handi Transit Board is to not ask the City for any increases and this will be the second year that they have not asked for an increase. Excess revenue will be used for operational improvements and returned to the bus reserve or directed to the Board Insurance Deductible Reserve Fund.

All of the positive activity with the Handi Transit has created awareness and donations are running above budget. They have \$12,183 in the endowment fund as of December 31, 2011. It was noted they have not increased the driver's wages for several years and will need to in order to look at this in 2012 to offer an attractive salary to recruit new drivers.

The request for 2012 is the same as 2011 at \$81,803.00. They are requesting a deductible reserve fund of \$10,000 which is the deductible that has to be paid if they are personally sued. They are volunteer positions and this is something that makes the Board members nervous of the personal financial impact they could potentially incur. Mayor Canfield thanked the volunteers of the Handi Transit board for their time and their presentation which concluded at 1:15 p.m. and a copy of their presentation was left with the Clerk.

2. 1:20 p.m. – Kenora & LOW Community Foundation

Don Parfitt, Board President and Darlene McGillivray, Executive Director presented the Community Foundations budget request to Council. The cumulative endowments funds at November 30, 2011 is \$2.3 million with the 2011 endowment contributions received to date being \$230,000. There was a new agency endowment fund created in 2011 for the Women's Shelter Saakaate House. New 2011 named endowment funds were Copperfin Credit Union staff for the needs of the community, Mother's Day run for the needs of the community with many \$2,500 and \$10,000 endowment funds created.

The granting for 2012 is estimated at \$175,000 with the Community Foundation endowment of \$66,000, Moffat Family fund \$36,000, Paterson First Nations Youth program \$20,000, Jim and Leney Richardson \$20,000, Canadian Pacific and Kenora Employees \$18,000, Hartley and Heather Richardson and family \$10,000 and other \$5,000.

Since 2004, grants of \$854,000 have been made to over fifty different organizations, thanks to the generosity of the donors.

A draft 2012 operating budget was presented to Council for the annual budget request. The Foundation is requesting the same amount of \$20,000 from the City for 2012 operating costs. Mayor Canfield thanked all the volunteers for their time with the Foundation and for the presentation to Council. Presentation concluded at 1:40 p.m. and a copy of their presentation was left with the Clerk.

3. 1:50 p.m. – Triple Play

Debbie Novak, Program Coordinator and Sheelagh Reid, Board of Director member presented their budget request to Council. From May 2010 to May 2011 they assisted 956 children and spent a total of \$54,559.43. They provided registration fees to 36 local activity groups and are also asking these groups to donate portions of the registration fees back to Triple Play to assist in the donations.

Triple Play has taken on the Diamonds and Ice Tournament for the bar and food services as a major fundraiser. They are hoping to make this their signature event and raise significant dollars in 2012 from this major event. The Kenora and Lake of the Woods Regional Community Foundation endowment fund is at \$94,474.00. The total yearly budget is \$100,000 and \$60,000 consists of activity costs and \$40,000 is administration costs. Council thanked Debbie and Sheelagh for their presentation and their efforts to our youth in the community. The youth in our community is our future and this program ensures every child has the same opportunity to be part of the community and what it has to offer. The presentation concluded at 2:00 p.m. and a copy of their presentation was left with the Clerk.

4. 2:15 p.m. – Museum

Jan Lindstrom, Chair of the Museum Board and Lori Nelson, Museum Director presented their presentation to Council for the 2012 budget request. In 2011 the museum had 11,808 visitors to the Museum. There were 460 donated artifacts and photographs, 12 community projects and partnerships, 23 educational programs, 5 temporary exhibits, 13 off-site exhibits, 6 special grants in the amount of \$29,806. The museum has 320 members and 63 volunteers offering 710 hours of their time. The museum also received an Ontario Historical Society Award for Excellence in Community involvement and Programming.

The Museum is requesting \$230,746 plus the addition noted at the bottom of the page to account for staff moves on the salary grid and the economic increase of 2.75%. The total request would be \$243,118.00. This is an increase of roughly \$16,000 over the 2011 grant which was \$227,073. \$12,372 of that increase is related to the increase of staff wages based on a move on the salary grid where appropriate and based on an economic increase of 2.75% as stipulated by Council. The other \$3,673 is also related to wages. In June 2012, one of the museum staff will be retiring and they are proposing that a new employee be hired to start work by mid-May to allow for a two week training period and have a full complement of staff in the busiest time for the Museum. The financial impact of this overlap where the museum will have 4 employees on the payroll for 15 weeks has been calculated at \$17,328. The museum is asking the City to cover \$3,673 of that amount to ensure a smooth transition between staff and to be fully staffed for the summer when open seven days per week. Through other revenue resources the museum feels they are able to cover the remaining \$13,655 of that staffing overlap. Council thanked the museum volunteers for their time and the staff for their excellent work at our museum. The presentation concluded at 2:40 p.m. and a copy of their presentation was

left with the Clerk.

5. 2:50 p.m. – LOW Development Commission

Don Denver, Mort Goss, Geordie McEwen and Thelma Wilkins-Page, Board members, Heather Paterson, Tourism Development Officer and Carol Leduc, temporary assistant were present to present their submission to Council. Since 2007, the City of Kenora's contribution to the Commission has increased year by year, and the amount of money the Commission is leveraging has increased exponentially. Growth from a \$500,000 to a 1.1 million annual operation with revenue generation increased from 15% to 29% of actual operating budget since 2009. This trend is expected to continue with a Revenue Generation forecast of over 40% in 2012.

In 2011, under Education and Training highlights include:

- Finalizing Business Plan for the redevelopment of Lakewood School for post-secondary education and training in partnership with Confederation College, 7 Generations and other training delivery agents.
- The vision for the school includes an arts and culture presence similar to the Banff Centre model.
- The Lake of the Woods Centre Business Plan by the LOTWDC Board will be adopted December 21, 2011

Under Tourism:

- 85% increase in visitors to the Kenora Visitor Information Centres over the same period in 2010. (from 7,415 to 13,704)
- 4 Major Tourism Marketing Campaigns targeting Winnipeg, Southern Manitoba, Saskatchewan and Alberta totaling \$245,000
- Aggressive "Extended Summer" marketing campaign has proven to be the most successful to date, resulting in a reported increase of off-season sales as much as 40%
- US marketing campaign in partnership with Sioux Narrows and Nestor Falls
- Roger Brooks (June & December 2011)
- Tourism Kenora top 3 finalist with Ottawa & Toronto for best tourism advertising category at the Ontario Tourism Awards
- Increased Social Media Presence resulting in a significant number of inquiries via Facebook and Twitter

Special Events

- 1,500 attending Beach Boys Concert, of which 302 were from out of town (June 2011)
- 1,250 attending Harbourfront Tent Grand Opening, 441 from out of town (September 2011)

Combined economic impact of these 2 events alone estimated at well over \$336,000

- 323 attending Lake of the Woods Discovery Centre Grand Opening (September 2011)
- 4,500 participants of the Winter Carnival (March 2011)

For the 2012 budget, the Commission plans to increase the staff by adding an Executive Clerk position to ensure the highest priority of the EDO is Business Attraction and Development. They also plan to add the Tourism Services Officer and Special Events Coordinator to full time permanent positions which are currently only on contracts that expire in 2012. There are incremental operating costs for Discovery Centre as well as the special events marketing. Under Business Development & Attraction they wish to introduce the initiation of sector-specific marketing campaigns, the completion of Sector Profiles for key economic sectors, re-launch of a more user-friendly kenora.ca website with site selector information, expand the new business welcome program, the Customer Service Business program, construction sector BR & E project (Jan – Mar 2012) and Follow-up to Treaty #3 Economic Development Conference. The Commission will continue the Development of Tunnel Island project opportunities. Under Education & Training, there will be continued work with 9 Education partners on expanding their operations as well as the implementation of Lake of the Woods Centre Business Plan.

The Commission is requesting an increase of \$82,143 to fund the proposed 2012 activity to prioritize Business Attraction and Development, as well as staffing.

Mayor Canfield thanked the Commission for their work and their presentation which concluded at 3:15 p.m. and a copy of their presentation was left with the Clerk.

Next meeting will be at the call of the Chair in 2012.

Meeting adjourned at 3:15 p.m.

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