



Minutes

City of Kenora
Lake of the Woods Development Commission
Wednesday, September 7, 2011
8:00 a.m.
Operations Centre

Present:

Business Representatives

Geordie McEwen, Vice Chair
Randy Nickle
Thelma Wilkins-Page
Mort Goss

Community Representatives

Don Denver

Other Representatives

Allan Luby

Council

Mayor David Canfield, Ex-Officio
Councillor Sharon Smith

Staff

Jennifer Findlay, Economic Development Officer
Heather Kasprick, Deputy Clerk
Heather Paterson, Tourism Development Officer

Resource

Theresa Stevens,
Ryan Reynard, LOWBIC

Regrets

Dennis Wallace, Chair
Karen Brown, CAO
Gloria Mejia
Adolphus Cameron
Andy Scribilo

Vice Chair Geordie McEwen called the meeting to order at 8:05 a.m. and asked if there were any additions to the agenda. Jennifer Findlay, Economic Development Officer requested one additional items be added to the agenda under Executive Committee.

Moved by R. Nickle, Seconded by S. Smith & Carried to accept an additional item to the agenda which will now be marked as item 1a.

A. Declaration of Pecuniary Interest and the General Nature Thereof:

- a) On today's agenda
- b) From a meeting at which a Member was not in attendance

None Declared.

B. Confirmation of Minutes:

Moved by T. Wilkins-Page, Seconded by S. Smith & Carried:-

That the Minutes of the last meeting of the Regular Commission meeting held July 21, 2011 be confirmed as written and filed.

C. Commission Deputations:

N/A

E. Reports:

Executive Committee

Moved by D. Denver, Seconded by S. Smith & Carried:-

1. Committee Minutes

That the Commission hereby accepts the following Minutes from the Executive Committee meeting as circulated:

August 24, 2011

1a. Resignation from Mike Greaves

Information only.

Mike Greaves submitted his letter of resignation from the Northwest Business Centre to Jennifer Findlay earlier this week. The Human Resources Officer is currently on vacation and will be reviewing the posting with Jennifer by end of this week.

Business Development & Attraction Committee

Moved by T. Wilkins-Page, Seconded by M. Goss & Carried:-

2. Committee Minutes

That the Commission hereby accepts the following Minutes from the Business Development & Attraction Committee meeting as circulated:

July 19 and August 11, 2011

Discussion:

There will be a training session on September 15th for a group of 6 volunteers (BRE model) who will go out and survey 80 retail businesses. This will also provide an opportunity to inform businesses about the Economic Development Plan

Tourism

3. Committee Minutes

That the Commission hereby accepts the following Minutes from the Tourism Committee meeting as circulated:

June 22 and August 16, 2011

4. Special Events Report

Discussion only

The Board held a discussion about the role of the Commission in special events. The purpose of the discussion was to clarify the circumstances under which the Commission would lead an event. The discussion will provide staff and the Tourism Committee with guiding principles.

Heather Paterson, Tourism Development Officer, provided an outline for discussion, suggesting that the Commission would directly lead an event under the following circumstances:

- When there is no other group who is willing to take it on (but too good to not take on)
Eg. Beach Boys Concert
- When there is a void that needs to be filled
- When we are trying to grow events in the off season
Eg. Need events in November, February...
- When there are faltering events that are important to the community

The Blue Rodeo event is strictly a grand opening event. Ideally, when these types of opportunities arise, they should be offered to existing events organizations as a stand alone or partnership opportunity. The Commission should identify how many events they wish to take on each year as one starting point. The Commission would lead events on an exceptional basis.

Initially, the Tourism Committee didn't feel that the Commission should lead or organize directly, events or activities. The Committee is looking for direction from the Board on this.

Theresa Stevens suggested that we keep the various funding options in mind when we are determining what role we are playing and what events we plan to take on. We can leverage dollars that we may profit from various events to leverage other funding.

Members questioned that the Farmers Markets prices may be a bit off and Tourism Development Officer Heather Paterson verified that she will be confirming with other markets to ensure we are in the right price bracket.

It was suggested that the Commission will need to establish a contingency fund as you can lose substantial money on just one unsuccessful event and therefore need to have a back-up plan in place.

It was agreed that generally speaking all events will be run by private or volunteer groups.

It was agreed that in these cases the new Special Events Coordinator position should make a recommendation to the Board for approval.

It was noted that we may need to revisit the fee structure for events such as the Stampede. This is an example of where a large event comes in, with no direct benefit to the City businesses or any community organizations, rent the tent for a small amount and the City will end up with no benefits to potentially huge private profits. This is something that should be discussed again around our fee structure, and possibly consider a percentage of gate fee for these types of events.

The Board discussed whether discounts would be provided for not-for-profit groups. It was understood that most of the organizations running events are not for profit groups and that determining fair ways to provide discounts may become problematic. A suggestion was made to consider some form of a matrix to apply to an event to determine how it scores and if it would rank in the criteria for the discount. Criteria to consider would be things like the economic impact to the community, as this is the primary role of the Commission.

Discussion Summary:

Events will generally be led by external organizations with Commission support
The Commission will directly lead events on an exceptional basis, based on a business case approved by the Board.

When an exceptional opportunity presents itself, the Commission will direct opportunities to other organizations in the community first and take on the opportunity when it has been declined by others.

The Commission will keep a contingency fund for Commission-led events

The Commission may need to lead developmental events such as Winter Carnival until they have matured to a level where they can be taken over completely by others.

One of the roles of the Special Events Coordinator's will be to fill in gaps in the calendar year and brainstorm ideas for new events.

Education & Training

4. Committee Minutes

Moved by G. McEwen, Seconded by T. Wilkins-Page & Carried:-

That the Commission hereby accepts the following Minutes from the Education & Training Committee meeting as circulated:

May 16 and August 25, 2011

Discussion:

It was noted that the Novita Contract is now terminated. Discussions have started with the next bidder in RFP process. Grant Thornton has been asked to develop a revised scope of work and provide a new price for the balance of the project work.

5. Financials

Moved by D. Denver, Seconded by M. Goss & Carried:-

That the January to June, 2011 financial information for the Lake of the Woods Development Commission be hereby accepted.

6. Communications

Information Only.

F. Other Commission Business:

None

Items on Hold:

- **None**

Other Business:

- **Restaurant Owners**

Mayor Canfield noted that he had been contacted from a local restaurant owner upset about another restaurant opening directly next door to his establishment. This owner felt that Kenora does not need any more restaurants and asked what the City can do about restricting the number of restaurants, especially located next door to another. Discussion focused around if we do not evolve, nothing changes. People will flock to the best restaurants and the overflow goes to the others. It is not the Commission's role to lecture businesses on their attitudes, but someone like Roger Brooks could certainly help businesses understand the benefits of competition and ways to promote a business cluster such as promoting Kenora as a dining mecca. Business owners need to understand that the more there is to offer in the community, the more that assists us in promoting our City. Mayor Canfield suggested a venue to bring the culinary group together to meet and try to work together as a group, rather than perceiving them as competition. It was agreed that asking Roger Brooks to meet with this sector would be beneficial and could be worked into his visit this winter.

Next meeting

- Annual Planning Session – Perch Bay Resort Friday, October 7th 8:00 a.m. – 1:00 p.m.

Meeting was declared closed at 9:34 a.m.