



Budget Committee Meeting Minutes

**Thursday, October 25, 2012
1:20 p.m.
City Council Chambers**

ACTION

PRESENT: Mayor D. Canfield
Councillor R. Lunny, Chair
Councillor R. McMillan
Councillor L. Roussin
Councillor S. Smith
K. Brown, CAO
C. Neil, Recreation Services Manager
C. Edie, Treasurer
L. Oakes, Budget/Auditor General
J. McMillin, City Clerk

REGRETS: Councillor C. Drinkwalter
Councillor R. McKay

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

Councillor Roussin made a Declaration with respect to Item#5 on today's agenda with respect the Library Budget presentation as his wife is an employee of the Library.

C. Confirmation of Budget Minutes

N/A

D. Budget Committee Presentations:-

1. Kenora Handi Transit - Jackie McAllister

Jackie McAllister introduced herself as the new Chair of Handi Transit as well as Diana Jardine, Operations Manager for Handi Transit, noting that Diana provides great services to their clients. Jackie explained Handi Transit is on track this year and hopes to come in on budget at year's end, however there are such things as fuel costs, major repairs and other unforeseen situations that sometimes makes this difficult.

Jackie referred to fundraising and that it has increased over the year, but donations are down for 2012. This will be the third year in a row that Handi Transit is not asking for any increase and requesting the status quo at \$81,803.

One concern raised that has recently come to light is with respect to current legislation for making taxis fully accessible and that potentially this could have an impact on their operation and if so, they would not be able to maintain their present budget.

In closing Jackie extend an invitation to everyone to attend their Halloween Tea and Bake Sale on Saturday, October 27 in the Rotary Room of the Recreation Centre between 1:30 p.m. and 3:30 p.m.

Jackie was thanked for her presentation.

2. Lake of the Woods Development Commission - Don Denver

Don provided a PowerPoint Presentation outlining the following:

Best Summer Ever

- The City of Kenora has just experienced its best summer in years – visitor numbers are high and business is up
- Clearly, the City of Kenora's investments in economic development, tourism and special events are working
- Commission leveraging of City investment has increased exponentially
- *We are growing your investment following your strong direction for 2012*
- City investment is approximately 60% of current budget

This trend is expected to continue with a Revenue Generation forecast of over 45% for 2013

Business Growth

- Kenora has attracted new and expanding small and medium sized businesses primarily focused on recreation, retail, restaurants, i.e. Winnipeg Sports & Leisure, Enns Bros
- Chosen as regional hub for 3 businesses bringing in 30 new jobs (Q104, Transfield & Canadian Linen)
- 2 businesses are operating on former mill site with 2 more expected this year
- Working with 15 businesses on 457 new jobs over 3 years.

Economic Development Projects

By year end, we will have doubled the City's investment in Economic Development projects (over \$60,000 to date)

These projects have three purposes:

- Attract new business to Kenora
- Help local business expansions
- Build key economic infrastructure
- \$1.2 M in additional projects are awaiting approval or under development

The Lake of the Woods Project demonstrates Kenora's commitment to Lake of the Woods – Kenora's best asset

The project is an Economic Development project with strong job creation, business & tourism opportunities

The project has the potential to position Kenora as a freshwater centre of excellence, bringing water research jobs, fresh water related training and education

Tourism

- Roger Brooks re-branding workshop was completed with the launch of *Kenora: North America's premier boating destination* (March 2012)
- Over 20,000 visitors expected to the Discovery Centre by the end of 2012, already doubling total visitors for 2011
- Development & installation of the Interpretive Forest at the Discovery Centre (September 2012)
- 4 Major Tourism Marketing Campaigns targeting Winnipeg, Southern Manitoba, Saskatchewan and Alberta totaling \$225,000
- Aggressive "Extended Summer" marketing campaign continues to be successful resulting in an increase in off-season sales
- Social Media presence continues to show a significant number of inquiries via Facebook & Twitter
- Customer Service Training offered through Tourism Kenora

Special Events

- 50,000 visitors to Whitecap Pavilion for events
- Matiowski Farmer's Market increased space by 33% and revenues exceeded \$40,000
- More than \$21,000 received in tent rental revenues
- Harbourfest evening entertainment sold out 3 nights in a row at 1,500 people per night
- 5,000 participants at the Winter Carnival (March 2012)

Education and Training

- Final Business Plan for the redevelopment of Lakewood School for post-secondary training
- Discussions with KPDSB are continuing and will be finalized December 2012

Business Development

- Requesting \$100,000 from City of Kenora for Economic Development projects with potential to leverage it to over \$250,000
- Proposed leveraging for 2013 of 150% with partner and other funding
- 2013 business development focus is Business Attraction and Business Growth
- New projects include Business Attraction, Economic Development Intern and updating Kenora's Economic Development Plan

Tourism

- BLT-Launch of New Brand and Brand Style Guide
- BLT-Task prioritization and completion dates
- \$160,000 RTO grant secured to complete 2 Regional "Escape to Ontario" Marketing Campaigns
- New Tourism Product development
- Advanced "Packaging" and intra-business referrals for visitors and business customers
- Discovery Centre Displays-further enhancements & seeking more funding opportunities

Special Events

- Attract at least 4 new events to Whitecap Pavilion venue
- 30 Events already pre-booked for 2013
- Continue to attract 100 vendors per farmer`s market-at capacity
- Special Events Coordinator focus on events in the shoulder seasons (eg. Preservative canning sessions)

Education & Training

- Committee will be reactivated (Dec 2012)
- Labour force development and preparation will be a focus for 2013
- Continued work with Education partners on expanding their operations

Board structure

- Board size being reduced to increase effectiveness
- Focus on revenue generation, maximizing city investments
- Focus on new and expanded partnerships

2013 will see:

- Focus on new business attraction and local business expansions
- Focus on leveraging city investments in economic development & tourism
- Focus on Kenora and Lake of the Woods as a world class, year round tourism destination
- Implementation of Kenora Branding initiative *North America's Premier Boating Destination*
- *Freshwater Water Centre of Excellence*
- Labourforce preparation and development through Education and Training

Lisa was asked to circulate the Commission Budget to Members of Council.

Lisa Oakes

Don and those Commission Members in attendance were thanked for their presentation.

3. Triple P.L.A.Y. - Debbie Novak

Debbie thanked Council for the opportunity to attend and referred to Triple P.L.A.Y.'s new banner that she set up in Chambers. She advised her group

took on Diamonds & Ice as their main fundraiser for 2012. She mentioned that grant wise Triple P.L.A.Y. is doing awesome. Councillor Lunny thanked Triple P.L.A.Y. for the job it does in the community. Councillor Smith echoed the same sentiments. Debbie advised this is her third year and she has seen the biggest change with less need for hockey and more for gymnastics.

Barb Jackson, Executive Member, stated that every year their numbers increase and as funds have not been readily available for the program they have had to implement criteria to make sure available funds are for children and they adjust accordingly over the years for registrations fees, equipment, etc. Debbie explained they do have a financial information page and reference check and she has had to say no to families as \$300 per child per year is the limit.

Councillor Roussin thanked Triple P.L.A.Y. for a great job noting it is a great organization and he is glad we have it in the City of Kenora. Debbie explained that the City of Dryden has a Mayor's Committee and it wants to look at Triple Play program similar to Kenora's so she believes they are doing something right if another municipality wants to do the same.

In closing Debbie noted that \$12,000 is the request for 2013 which is the same ask as this year, and she noted that Triple P.L.A.Y. submitted a letter of support to the Soccer Association for their Trillium Grant to acquire the funding for the indoor soccer facility at the JM arena.

Mayor Canfield thanked Triple P.L.A.Y. for their presentation and for the great job they do in our community.

4. Lake of the Woods Museum - Lori Nelson

Lori Nelson explained it was great once again to have the opportunity to meet with Council to discuss the Lake of the Woods Museum and to review what they've done and what they hope to do in the coming year. Lori introduced Board Members Rita Boutette and Jim Blight who were also in attendance. Lori explained they have not yet prepared their annual report but that it will follow. The 2013 budget has been set at \$383,710 with the City request being \$234,060 or 61% of their budget, 7% which is other government and 32% through museum activities. Lori advised the request is a \$9,000 reduction over last year and this was mainly due to an overlap as a result of a staff retirement and paying double wages during the training period.

Lori reviewed what was done with the funding provided by the City over the past year which included such items as Voices of the Town; Arresting Images; LOW Quilters' Guild; Sinners, Saints and Spirits and by the Seat of your Pants. She explained that most of these were sold out events and some with standing room only.

Lori advised of other activities that have taken place at the Museum regarding interpretation and education, collection and research aspects as well.

With respect to community engagement, Lori explained they continue to strive to make the Museum more a part of the community and the community more a part of the Museum and they have been able to achieve that with contributions from the community for various exhibits.

In looking towards 2013 the Museum is entering the final year of their current 5-year Strategic Plan. Remaining objective is Organizational Sustainability. She touched on a few of the areas of focus that include:

- Continuing to build relationships with donors;
- Growing their membership;
- Continuing to access funding through the provincial and federal levels of government;
- Refining their gift shop to make it as profitable as possible.

In closing Lori shared a comment that OPP Sgt. Carman McCann recently was told about our Museum; Sgt. McCann sits on a Provincial Board down east and he had mentioned he was from Kenora at a recent meeting and someone said to him they had been to Kenora and to our Museum and they could not believe that a Museum of that caliber is in a town our size.

Councillor Lunny thanked Lori for her presentation and the excellent job she and her staff do at the Museum.

Mayor Canfield also commented on the caliber of our Museum and that it is an amazing facility.

Councillor McMillan echoed the comments and thanked Lori and the Board on a great job.

Councillor Smith was impressed with the numbers and the budget reduction and advised them to keep up the good work with the world class facility that we have in Kenora.

Councillor Roussin left the meeting at 2:26 p.m. while Item #5 was presented.

5. Kenora & Keewatin Public Library - Erin Roussin

Erin advised that last year the Library was asked to make some changes and they had an operational review done and each Board Member had the task to incorporate items into the Strategic Plan. She indicated they have cut \$30,000 this year as a result of a decision to not fill the Assistant Librarian position and by adding 16 hours to the operation there are still savings to be realized and Erin believes this is the only option.

She indicated she hopes this action satisfies Council and that this is where the City wants them to be. Erin explained they provide a fabulous service to the community but government funding is being cut so all they can do is try this for a year and re-assess it next year.

Councillor McMillan as a Library Board rep. believes the Board and staff is diligently working on the recommendations contained in the Operational Review and he thinks the reduction in staff is a significant consideration. He knows the Board is committed to continue with the Review and hopes Council will look positively at the budget request.

Lisa was asked to circulate the Library Budget to Members as it had previously been submitted.

Lisa Oakes

Mayor Canfield recognized the amount of work and effort the Library staff does and that it's one of those resources in the community that you have to deal with. Erin complimented the OPP noting they are in the Library every day and this has been very helpful.

Councillor Smith complimented Erin and stated we have two great facilities in the community and they are busy all the time and she commended her on her 2013 budget, and to enjoy her retirement.

Erin was thanked for her presentation.

Next Meeting

At the call of the Chair.

The meeting adjourned at 2:35 p.m.