



Kenora Event Centre Committee Minutes

Tuesday, February 8, 2013
5:00 p.m.

Kenora Recreation Centre Meeting Room

ACTION

PRESENT: Mike Dietsch, Vice Chair
Rory McMillan, Councillor
Ron Lunny, Councillor
Jolene Andrews
Ruth Illman
Judy Bain
Colleen Neil, Recreation Manager
Megan Derouard, Recreation Programmer
Heather Lajeunesse, Administrative Assistant

REGRETS: Chris Van Walleghem, Chair
Laci Dingwall
Jeff Port, Resource

Mike Deitsch called the meeting to order at 5:02 p.m.

A. 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.

B. Confirmation of Minutes:

Moved by R. McMillan, Seconded by J. Andrews & Carried:-
That the Minutes of the last meeting of the Kenora Event Centre Committee meeting held January 8, 2013 be confirmed as written and filed.

C. Items:

1. Determine Membership & Champions/Review

It was decided to go through the components to determine the membership and champions for each. Members who are not present and who have not indicated yet will be asked which groups they are interested in. It was suggested to create a list of points identifying the gaps for each component so that the individual groups will have a starting point for their research. The sub-committees will schedule their own meetings and this will be up to the leads to organize. Colleen Neil will provide groups with staff support.

Facility Requirements (for multi-use facility):

Membership will consist of Judy Bain, Mike Dietsch and it was suggested that Jeff Port be part of this group as he will be a strong support for this area. Judy will lead this group. There was an inquiry as to whether or not "public input" will be included in this task. Colleen indicated that this particular component is dealing with the user groups and that the other public input is more with regards to marketing and how to go to the public. It is believed that this group will be interesting and challenging as the facility should be built to be utilized as best it can be.

Requirements:

- ice
- auditorium/performance space
- 500+ sit down meal
- food and beverage services
- hotel partner (food and hotel can possibly be linked)
- parking
- operating requirements

Capital & Operating Costs:

Membership will consist of Mike Dietsch and Jolene Andrews with Mike taking the lead on this group. It was confirmed that resources can be pulled in from the other groups when required. It was agreed that this is the business component of the four components. There are already structured proposals that can be reviewed as well as current operating budgets. Conceptual drawings have been started and will be facilitated by the facility requirements.

Requirements:

- building costs
 - design 10%
 - construction cost
 - project management
- furnishings/program equipment
- operating costs
 - staffing model/costs
 - utilities
 - projected revenues

Funding:

Membership will consist of Ruth Illman and it was suggested that Jeff Port lead this group as it is the group that will apply for federal funding for the project. This component is specific to the project and the business case. It was confirmed that fundraising will occur later on and may fall under the marketing component.

Requirements:

- Public Private Partnerships (PPPs)
- options/available programs
- application processes/timelines

Marketing, Promotion & Public Input:

Membership will consist of Laci Dingwall, Rory McMillan, Jolene Andrews, Ruth Illman and Judy Bain. It was suggested that Laci lead this group. It was agreed that this component is essentially the voice for the other three components. A

key area will be the full marketing plan which will consist of several key components. Key messages need to be determined to get the information through to Council. Funding should be a key message and proven history of good maintenance could be a key message as well. It was further agreed that it is important for public input to occur early and often. It is also important to state how this Centre will fit into the community. It was agreed that the more that goes into the communication piece the better.

Requirements:

- communication plan/strategy
 - council updates
 - funding announcements
 - public meetings/feedback opportunities
- Keewatin – communication of facts
- early and often
- tie in with City strategic plan/branding

3. New Business

Colleen updated the group on a meeting she had last week with another hotel developer and the Event Centre was pitched as an option although it is likely they are looking more in line with a casino type facility. Valuable information was received regardless. Colleen also indicated that she had a similar meeting with Kevin O'Flaherty in order to keep him informed, and further to ensure that we are operating with Kenora Hospitality Alliance (KHA) and not against them.

4. Communications and/or Announcements

It was agreed that the Committee will make a presentation of their progress to Council at the March 11 Committee of the Whole Meeting. Mike Dietsch will present. It was suggested that as many members attend the meeting as possible to show support. Heather Lajeunesse will arrange for item to be added to the agenda.

5. Next Meeting Date

Tuesday, March 5th at 5:00 p.m.

Meeting adjourned at 6:08 p.m.

H Lajeunesse