ECONOMIC DEVELOPMENT COMMITTEE MEETING

MINUTES

DATE: Tuesday, October 6, 2015
TIME: 6:00 PM
PLACE: Council Chambers (Oliver Paipoonge Municipal Complex)

PRESENT: Jenn Johnson
          Cathy Dombroskie
          Joe Ladouceur
          Rob Scarfo
          Shannon Hollinger
          Rik Aikman
          Brandon Postuma

NOT PRESENT: Peter Benz
              Mayor Lucy Kloosterhuis
              Eric Collingwood

CALL TO ORDER:

Jenn Johnson called the meeting to order at 6:00 pm.

INTRODUCTIONS:

No introductions.

DISCLOSURE OF INTEREST:

No disclosures of interest.
ADOPTION OF THE AGENDA:

The meeting agenda was adopted with additions and was Moved by Cathy Dombroskie, and Seconded by Joe Ladouceur. THAT with respect to October 6, 2015, the meeting agenda be accepted as circulated. CARRIED.

PREVIOUS MEETING:

The previous minutes were adopted and this was Moved by Joe Ladouceur, and Seconded by Cathy Dombroskie. THAT with respect to October 6, 2015, the meeting minutes be accepted as circulated. CARRIED.

PROCEDURAL ITEMS:

No procedural items.

PREVIOUS BUSINESS:

Members discussed the calendar, and Rob Scarfo suggested taking it in to Staples and printing a few copies to see what they would look like on better quality paper etc. To date all spots have been sold.

The members decided to check with Miranda Bolt on a quote for 5000 calendars and then to see if she will match the lowest quote that was given.

BUSINESS ARRIVING FROM THE MEETING:

Committee members discussed their role in relation to economic development. Members wanted clarification on our role/mandate. Jenn suggested that Council be approached to get some clarity on what direction we should take in our role and how we can help with such things as Rubin Park and the official plan.

Members disused the nature of the sub-committee and wanted clarification from the CAO in regards to this. The EDO spoke with the CAO in regards to this and was told that she would be fine with a few of the members from the committee reviewing all of the proposals and then make a recommendation on the best candidate. Members are to keep in mind that the final decision may or may not be the same as their recommendation depending on what Administration’s separate review determines. To date there are 7 proposal submissions that need to be reviewed and scored. Sub-Committee is planning to meet on Wednesday November 4th at the Municipal Office to start the scoring process.

NEW BUSINESS: (This was deferred at the last meeting)

Creation of a Kakabeka Falls Business Association
Having a formal and recognized business association in place is essential to garnering the attention and respect that the Village will need if it is to obtain grants (through the municipality) for community improvement. Such organizations have existed in the past, but there is nothing in place currently. A Kakabeka Falls Business Association could help the community embark on a main street improvement program. The Association could look at the development of more activities and events within the village. Another element that could be looked at might include improving signage, and improving upon the existing relationship between the municipality and Kakabeka Falls Provincial Park.

Issues to Date:
- The Merchants of the Village of Kakabeka need to get visitors to the town and into their businesses to spend money.
- Merchants need to recognize that their success depends on the overall success of marketing and bringing visitors to the region.

**SWOT Analysis**

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<thead>
<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
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<tbody>
<tr>
<td>Proximity of Kakabeka Falls Prov. Park</td>
<td>Lack of accommodation</td>
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<tr>
<td>Park amenities</td>
<td>No provincial tourism bureau</td>
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<tr>
<td>Proximity to regional attractions</td>
<td>Poor visibility of trail from town to park</td>
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<tr>
<td>Location/ Access Hwy 11/17</td>
<td>No town rest area</td>
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<tr>
<td>Overall beauty of area</td>
<td>Town infrastructure uninspiring</td>
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<td></td>
<td>Apart from the park no other lure to get people to stop in the village</td>
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<tr>
<th><strong>Opportunities</strong></th>
<th><strong>Threats</strong></th>
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<tr>
<td>New partnerships</td>
<td>Uncontrolled variables (ex. gas prices)</td>
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<tr>
<td>Trail developments</td>
<td>Inability to put politics aside and work together</td>
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<tr>
<td>Investments</td>
<td>Ageing infrastructure</td>
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<tr>
<td>Marketing</td>
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Suggested Ideas:
- Work cooperatively with community and regional partners to increase visitation to community and local shops.
- Implementation of a marketing strategy/plan should increase visitation and foster growth of new businesses.
- Work needs to continue on beautification of the village.
- Creation of more partnerships will lead to increased community pride/common solutions.

Brandon Postuma explained that at the present time the community gives no thought to the greater good. The village has loads of potential however over the years too much “politics” and in-fighting have caused business owners to not work together. Members agreed to gather and look over information on having a business improvement association in the village. Members also discussed the idea of a business incentive. Brandon Postuma suggested as an example that
the Municipality buy paint and then gather volunteers to paint one of the store fronts. This way the village businesses would see that the Municipality is taking an interest in the overall improvement and beautification of the village. Brandon Postuma also brought up the safety concerns surrounding the sidewalks in the village. Members suggested that the Municipality pass a resolution over the safety concern and then relay those concerns to MTO to be dealt with. Mayor Lucy Kloosterhuis suggested bringing back the spring clean-up. This could be easily implemented next spring and we could gather volunteers through ads on social media, the newsletter, website or word of mouth.

NEXT MEETING:

The next meeting will take place in Council Chambers at the Oliver Paipoonge Municipal Complex on Tuesday, November 3, 2015 at 6:00 pm.

ADJOURNMENT:

Adjournment of the meeting was Moved by Joe Ladouceur, and Seconded by Rob Scarfo. THAT the meeting held on October 6, 2015, be adjourned the hour 7:00 pm. CARRIED.