

**ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE
SUMMARY – November 9, 2021
FOR ADOPTION BY COUNCIL
November 16, 2021**

1. Economic Development and Tourism Committee Meeting Report

Recommendation:

Be it so resolved that the recommendations/decisions made at the Economic Development and Tourism Committee meeting of November 9, 2021 be accepted as presented.

ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

November 9, 2021

A meeting of the Economic Development and Tourism Committee was held on Tuesday, November 9, 2021 using the Zoom platform. It was called to order at approximately 12:02 p.m. In attendance were Councillor Butler (Chair), Councillor Moores, Councillor Barrett, Mayor Bent, Deputy Mayor Gosse, Councillor Hardy, Councillor Connors and Jennifer Lake, Director of Economic Development and Tourism.

1. Newfoundland and Labrador Association for Community Living

An invitation to deliver a presentation to council at an upcoming Committee meeting will be extended to the Newfoundland and Labrador Association for Community Living in response to correspondence received by the Town from the Association.

Mayor Bent left the meeting at 12:10 p.m.

2. T'Railway East Parking Concept – Notice to Area Residents

The Committee discussed the draft notice to be sent in the mail and residential catchment area for the mailout in relation to the exploration of a proposed parking solution for T'Railway users in the east end of Town. The deadline for residents to provide any commentary will be early to mid-December.

3. Snowbirds

The Committee discussed the Snowbirds Show that was scheduled for August 2021 but was postponed due to the pandemic and restrictive public health guidelines. The deadline to apply for the Snowbirds Team to execute a show for the upcoming season is December 1. Following a discussion, it was the consensus of the Committee to plan to apply for a show date in 2023 in conjunction with the Town's 50th anniversary celebrations. It was also noted that the Province is hosting a Come Home Year in 2022.

4. Sustainable Communities Conference 2021

This year's Sustainable Communities Conference covered a variety of topics, including: communities' paths to net-zero, climate action and indigenous reconciliation, designing for nature solutions using green infrastructure, the role parks play in climate resiliency, and more. The Sustainability Coordinator attended this virtual event.

5. Legendary Coasts of Eastern Newfoundland

The Sustainability Coordinator attended a hiking community of interest event hosted by Legendary Coasts of Eastern Newfoundland and St. Pierre & Miquelon Tourism as part of the #HikeNL group. The Committee discussed the lessons learned and best practices from the event which will be shared with the Town's Tourism Development Committee.

6. Downhome Expo 2022

The Downhome Expo has been confirmed to take place on April 8-10, 2022 at the Glacier in Mount Pearl. The Town will plan to host a booth at this event as it had in years past.

7. Trail Use Counts

Trail Use Counts for September have been captured per below:

Counter Location And Date	Heritage Road	Station Road	Braeside Place	Manuels River	Spruce Hill Road	Dawsons Run	Monthly Total
Nov 21-Dec 30 2020	3,843	1,722	2,360	24,671	2,281	--	34,877
Dec 31, 2020-Jan 31, 2021	2,723	1,552	1,983	9,988	2,678	--	18,924
February 1-28	3,580	1,954	1,870	7,278	2,791	--	17,473
March 1-31	6,422	3,957	3,119	10,499	2,818	--	26,815
April 1 - 30	1,923	1,074	986	2,105	648	--	6,736
May 1 - 31	6,311	3,082	4,439	9,883	3,452	4,881	32,048
June 1 - 30	7,391	3,686	4,101	9,060	3,087	5,542	32,867
July 1 - 31	7,075	3,387	3,612	7,436	2,695	4,747	28,719
August 1 - 31	7,282	3,576	3,897	8,363	2,985	4,800	30,903
September 1-30	6,143	3,099	3,362	6,850	2,840	3,266	25,560
October 1-31	4,142	2,003	2,250	6,129	2,232	2,244	19,270
Cumulative Total	56,835	29,092	32,249	102,262	28,507	25,480	274,192

Additional Locations:

Counter Location And Date	Gateway Trail at Kiwanis	Chamberlains Park	East Coast Trail at Topsail Beach
July 19 to July 31	1,282	3,554	1,215
August 1 - 31	3,341	7,003	4,098
September 1-30	4,158	6,623	2,559
October 1-31	2,989	5,651	1,536
Total	11,770	22,831	9,408

8. Departmental Report

A. Recent Accomplishments

- Community Garden Pumpkin Stroll
- Manuels River Council Presentation
- Regional Wayfinding Signage Strategy Draft
- Foreign Investment through Immigration Introduction
- Recreation Master Plan Council Presentation
- Destination St. John's Tourism / Atlantic Business Ads

B. Upcoming Initiatives

- Downtown CBS Board of Management Nominations
- Downtown CBS Strategic Planning Session
- CBS Tourism Committee Meeting
- CBS Parks Commission / Manuels River Board Meeting

C. Potential Issues

- Water Lot Lease Legal File

ADDITIONAL ITEM:

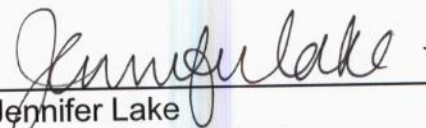
1. Business Attraction Video

The Director briefed the Committee on the development progress of the Business Attraction Video that is currently underway. The video will highlight the benefits of Conception Bay South as a great place for businesses and reflect insights from targeted sectors of the current business community with visual footage that features the Town's key assets. It is anticipated the video will be completed in the coming months.

The meeting adjourned at 12:43 p.m.



Councillor Christine Butler
Chair



Jennifer Lake
Director, Economic Development and
Tourism