

**Economic Development and Tourism Committee Meeting Minutes**

Meeting #: 13  
Date: September 27, 2022  
Time: 12:00 pm - 1:20 pm  
Location: Zoom

**Members Present**      **Councillor Tilley**  
                                 **Councillor Moores**  
                                 **Councillor Butler**  
                                 **Councillor Barrett**

**Staff Present**            **Jennifer Lake, Director of Economic  
Development and Tourism**

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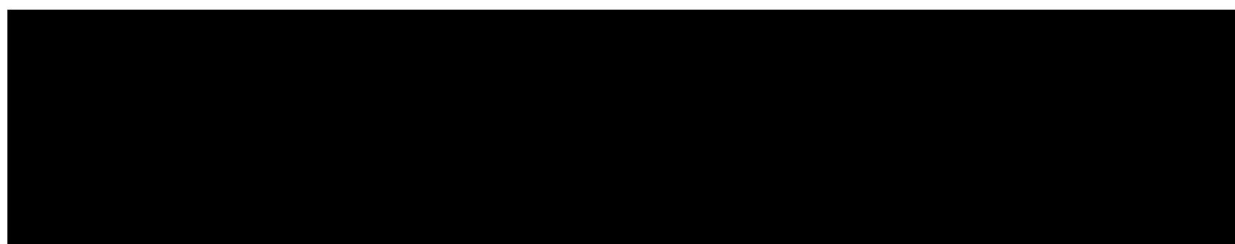
**1. Business Development**

**1.a Business Tax Incentive Program**

An application submitted under the Business Tax Incentive Policy for a three year reduction on business taxes as reviewed and discussed. The Committee concurred with the following recommendation:

**Recommendation:**

Be it so resolved that Newlander Meat Shop located at 251 Conception Bay Highway be accepted into the Business Tax Incentive Program.





**1.c Ocean Supercluster 2.0**

The Ocean Supercluster team hosted a strategic conversation on the future of Canada's Ocean Supercluster to gain insight on how we can realize the potential of the Canadian Ocean Economy together. The Director attended the session and provided a discussion paper to the Committee from the event.

The Committee concurred for the Town to become a member of the Ocean Supercluster.

**1.d Business in Focus Magazine**

The Town has been approached to participate in a marketing opportunity that involves an editorial piece in Business in Focus Magazine at no cost to the Town. Participation requires the Town circulate a letter to the business community offering the opportunity to purchase ad space within the editorial piece. The Atlantic Canada Opportunities Association (ACOA) will be featured in the publication as well.

Following a discussion, the Committee concurred to participate.

**1.e Long Pond Harbour Authority Outlook**

The Committee concurred to invite the CEO of the Long Pond Harbour Authority to a future Economic Development and Tourism Committee meeting to provide an outlook on their plans for 2023.

## **2. Tourism Development**

### **2.a Community Identification Signage**

At a previous Committee meeting, the Director was asked to explore the replacement of the signage along Route 60 identifying the various communities. The request also included the placement of signage along the T'Railway identifying the same.

Following a discussion, the Committee concurred with installing signage reflecting the nine communities throughout the Town per the templates within the Regional Wayfinding Signage Program. Once costs are confirmed, staff will explore opportunities for cost shared funding with a goal of implementation in 2023.

### **2.b East Coast Trail Signage**

The East Coast Trail Association will be installing a four sided beacon sign at Topsail Beach and have offered the Town the opportunity to place dynamic panels on one side of the sign at no cost to the Town. The sign will include a QR code pointing to the Town's business directory and panels will show the variety of trails throughout the Town. The Committee were supportive of the concepts and concurred to proceed.

### **2.c ATV Route - License to Occupy Application**

The Town has submitted a Crown Land Application License to Occupy for an ATV Route. The application has been registered and referrals sent out to applicable departments and agencies for review by the Crown Lands Division of the Department of Fisheries, Forestry and Agriculture. The mapped route can be viewed at

[REDACTED]

Inquiries that wish to be brought to the attention of Crown Lands can be directed to [REDACTED] citing the application #160169.

The Committee requested this information be placed on the ATV Page of the Town's website for the information of residents.

### **3. Community Development**

#### **3.a Natural Infrastructure Fund**

The Town has applied to Infrastructure Canada's Natural Infrastructure Fund requesting 80% of funding to offset the costs associated with a Naturalized Shoreline Coastal Erosion Mitigation project to install a 'living shoreline' along the eroded bank at Topsail Beach.

If the Town's application is successful, the project would need to be completed by March 31, 2024.

#### **3.b Ocean Glen Neighbourhood Garden**

The Ocean Glen Neighbourhood Garden was approved as a pilot project in a temporary location off Kirkston Avenue. The Committee discussed the project, including the late start affecting the growing season, various site visits that have taken place by the Community Garden Committee and various members of council, the work completed by the Green Team and other volunteers, the discontent by some area residents and the perceived lack of neighbourhood engagement throughout the growing season.

In conjunction with the Community Garden Committee, a plan will be executed in the coming weeks to re-engage the neighbourhood in an attempt to solidify commitment for the 2023 growing season. It was noted the garden activities for 2022, including harvesting, have been completed at this site.

The Committee will be briefed later in the year to determine next steps following the neighbourhood outreach.

Councillor Tilley left the meeting at 1:09 pm.

### **4. Long Pond Harbour Authority Inc. Board Appointments**

Earlier this year the Town issued a Call for Expressions of Interest for individuals to apply for two board positions that became available through the expiration of terms for both the Business and Recreational Advisors. These two positions are required to be appointed by the Town.

At the request of council, staff met with each of the interested parties and following a discussion, the following recommendation is required:

**Recommendation:**

Be it so resolved that approval be given to appoint Kristopher Drodge to the Long Pond Harbour Authority (LPHA) Board of Directors as the Recreation Advisor for a four year term commencing October 6, 2022 per the LPHA By-Laws.

**And Further**

Be it so resolved that approval be given to appoint John Brophy to the Long Pond Harbour Authority (LPHA) Board of Directors as the Business Advisor for a four year term commencing October 6, 2022 per the LPHA By-Laws.

**5. Departmental Report**

An update on recent accomplishments, upcoming initiatives and potential issues was provided to the Committee.

**6. Economic Development and Tourism Committee Report**

The Committee concurred with the following recommendation:

**Recommendation:**

Be it so resolved that the recommendations/decisions made at the Economic Development and Tourism Committee meeting of September 27, 2022 be accepted as presented:

- Ocean Supercluster
- Business in Focus Magazine
- Long Pond Harbour Authority Outlook
- Community Identification Signage
- East Coast Trail Signage
- ATV Route - License to Occupy Application
- Natural Infrastructure Fund

- Ocean Glen Neighbourhood Garden
- Departmental Report

The meeting adjourned at 1:20 pm.

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Councillor Butler, Chair

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Jennifer Lake, Director of Economic  
Development and Tourism