

Economic Development and Tourism Committee Meeting Minutes

Meeting #: 15
Date: November 8, 2022
Time: 12:00 pm - 1:55 pm
Location: Zoom

Members Present **Councillor Moores**
 Councillor Connors
 Councillor Butler
 Councillor Hardy
 Councillor Barrett

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

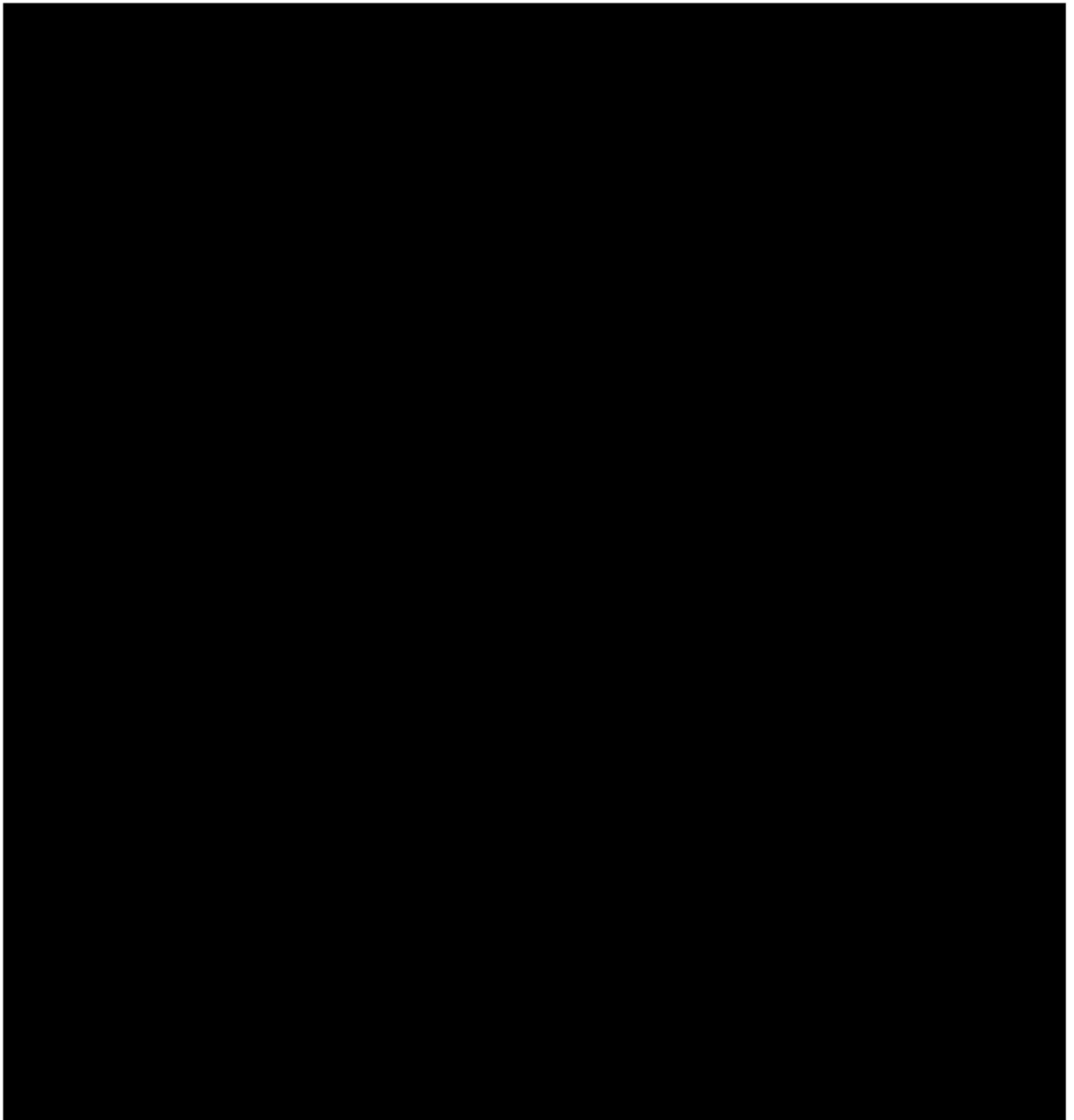
1. Business Development

1.a 50th Anniversary Business Recognition

The Committee concurred to issue a call for business and commercial properties owners to contact the Town as part of a recognition initiative for 2023 related to the Town's 50th Anniversary. The Committee requested a business listing be emailed to Council.

1.b Traffic Counts

The Committee discussed traffic counts captured in 2022 in the west end of town. The information will be used to supplement investment attraction marketing efforts and will be placed on the website.



2. Community Development

2.a Newcomer Info Portal

The Committee reviewed a draft page for the website containing targeted information for newcomers to the town. The Committee were happy with the draft version and suggested a couple of minor edits which staff will complete prior to launch in the coming weeks.

2.b Sustainability Hub

The Director provided an update on the Sustainability Hub and discussed the development of a monthly bulletin to commence in the new year. The Committee concurred.

2.c Backyard Compost Program Survey

The Committee concurred with staff initiating a digital engagement campaign with residents to gauge interest in a Backyard Composting Program anticipated to be released by the MMSB in the coming weeks.

2.d Heritage Grant Issues

Annually, the Town provides a Heritage Grant Program to which municipally designated heritage properties can apply for general upkeep. Applications are reviewed and approval letters are sent to each organization. Included in the approval letter is the requirement that work must be completed by registered businesses within the municipality where they are headquartered and all necessary permits from the Town must be in place for the work taking place. Receipts for work completed are submitted, a site visit takes place and a review for compliance with program guidelines is conducted. As part of the compliance review, there were instances where property owners did not follow the guidelines set out in the approval letter.

Following a discussion, the Committee concurred that program guidelines must be adhered to no later than December 31, 2022. It is the intention of staff to work closely with the heritage property owners to achieve compliance. Should compliance within the guidelines not be achieved, the grant may not be reimbursed the full amount.

2.e Ocean Glen Neighbourhood Garden

The Committee reviewed, and concurred with, draft correspondence and an online form be circulated to property owners of Ocean Glen Subdivision in relation to the future of their neighbourhood garden. The information will be circulated to property owners by mail in the coming weeks. The outcome of the engagement will be reported back to the Committee.

Councillor Hardy left the meeting at 1:47 pm.

3. Departmental Report

An update on the activities of the department since the last meeting was provided.

4. Additional Items

4.a Rural Public Transit

Councillor Barrett will share with the Director best practice information on Rural Public Transit Models for review.

4.b Budget Feedback

Councillor Barrett tabled concepts discussed during the recent public budget open house event related to potential chamber of commerce opportunities and recreation programming. The Director will share concepts with relevant internal staff.

5. 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 November 8, 2022 be accepted as presented:

- 50th Anniversary Business Recognition
- Traffic Counts
- Newcomer Info Portal
- Sustainability Hub
- Backyard Compost Program Survey
- Heritage Grant Issues

- Ocean Glen Neighbourhood Garden
- Departmental Report
- Rural Public Transit
- Budget Feedback

The meeting adjourned at 1:55 pm.

Councillor Butler, Chair

Jennifer Lake, Director of Economic
Development and Tourism