

## **Economic Development and Tourism Committee Meeting Minutes**

Meeting #: 2  
Date: January 31, 2023  
Time: 12:00 pm - 1:15 pm  
Location: Zoom

**Members Present**      **Mayor Bent**  
                                 **Deputy Mayor Gosse**  
                                 **Councillor Tilley**  
                                 **Councillor Moores**  
                                 **Councillor Connors**  
                                 **Councillor Butler**  
                                 **Councillor Hardy**  
                                 **Councillor Barrett**

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

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### **1. Business Development**

#### **1.a 50th Anniversary Business Recognition Program**

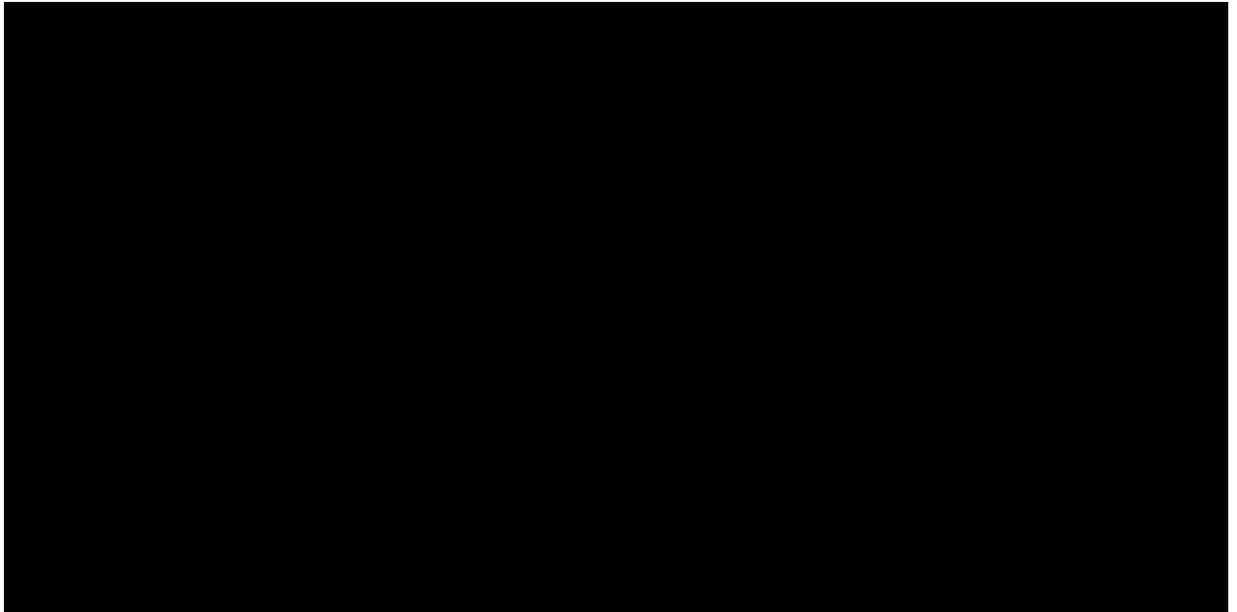
Our first business was highlighted in this weeks Shoreline through our Anniversary Business Recognition Program. Staff are working through the list of businesses that will be featured in the coming months. The Committee noted others for consideration including Ledrew Lumber, Parsons and Sons, Sun Construction, Eric Taylor Limited, CBS Auto Property, and Smiths Shoe and Variety.

The feature was celebrated via social media and has been getting great circulation.

Mayor Bent and Councillors Tilley and Barrett joined the meeting at 12:05 pm.

**1.b Downtown CBS Update**

The Director briefed the Committee on activities of Downtown CBS.



**2. Tourism Development**

**2.a 2023 Tourism Plan**

The Director briefed the Committee on the Tourism Plan for 2023 which will focus on business outreach, driving visitation and enhancing visitor experiences. The Director also confirmed that a wayfinding signage project will be initiated to upgrade and place community signage along Route 60 and the T'Railway leading into Savour CBS - a celebration of our nine communities and their heritage. The Committee requested the Regional Wayfinding Signage Document be re-circulated to council for their information.

**2.b Snowbirds 2023**

The Director updated the Committee on the logistics to date for this event. The team will plan to arrive in the region on June 22, hold a practice on June 23 and execute the airshow on June 24. There will also be an

opportunity for a public appearance, including an autograph signing session that will be planned. The show site will be over the bay with a festival taking place on at St. Edwards Field.

The Director will keep the Committee updated as planning continues.

### **3. Community Development**

#### **3.a Backyard Composting Program**

The Director advised we have reached the cap on orders for this program at 240 tumblers, since orders for each tumbler type are required to be in increments of 40. Bins are expected to be received in April and education sessions are being scheduled in the coming months.

There will be a waitlist maintained in the event someone would like to order and we are able to access additional tumblers.

#### **3.b Rain Barrel Program**

The Director briefed the Committee on a potential rain barrel distribution program. The Committee were interested in proceeding in the same manner as the Backyard Composting Tumbler Program starting with an expression of interest and if there is significant interest, a pre-order option.

### **4. Departmental Report**

The Director updated the Committee on the accomplishments and ongoing initiatives of the department. There was a discussion on public transit, including potential objectives for 2023 that require additional exploration.

### **5. Economic Development and Tourism Committee Report**

Be it so resolved that the recommendations/decisions made at the Economic Development and Tourism Committee meeting of January 31, 2023 be accepted as presented:

- 50th Anniversary - Business Recognition Program
- Downtown CBS Update

- 2023 Tourism Plan
- Snowbirds 2023
- Backyard Composting Tumbler Program
- Rain Barrel Program
- Departmental Report

The meeting adjourned at 1:15 pm.

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Councillor Connors

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Jennifer Lake, Director of Economic  
Development and Tourism