

Economic Development and Tourism Committee Meeting Minutes

Date: November 1, 2023
Time: 9:00 am - 10:30 am
Location: Zoom

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

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

1. Business Development

1.a Unregistered Business

In the coming weeks, an action plan will be finalized toward an attempt to reduce the number of unregistered businesses operating within the Town that we are aware of. We become aware of unregistered businesses through a variety of means, including but not limited to publicly available provincial registers, invoices, industry association membership directories, and notifications from the community.

Once proof of operation is confirmed, businesses who are found to be operating unregistered will receive correspondence advising them of the requirement to register with instructions on how to register, and follow up should no response be obtained. Should the second attempt at outreach be disregarded, additional measures may be deployed including the

creation of non-compliance files through the Planning Department and/or Municipal Enforcement Unit depending on the nature of the business.

A guideline document will be devised internally defining parameters on what constitutes a business requiring registration. The purpose of this initiative is to ensure entrepreneurs are availing of the supports available to them through being an engaged entity within the corporate community and to ensure fairness among businesses who are compliant.

Councillor Connors left the meeting at 9:06 am and returned at 9:17 am due to a conflict with a non-profit incorporation he is involved with.

Councillor Hardy left the meeting at 9:15 am.

1.b Annual Business Awards

The Town hosted its 12th Annual Bright Business Achievement Awards on October 18th. The event was highlighted by a keynote address from Premier Furey, celebrated new businesses which opened in the last 12 months as well as recognized nominees and winners for their stellar corporate citizenship within the community.

The Committee would like to gather feedback from the business community on the annual business awards for future planning. A survey will be devised for review and discussion at the next committee meeting.

1.c 50th Business Spotlights

Staff continue to compile profiles of businesses who have been in operation within the town for 50 or more years as part of our 50th Anniversary Business Recognition Program. To date, there are fifteen businesses on the list. Staff will circulate a call on social media and within The Shoreline News over the coming weeks to invite others to come forward or be nominated.

Plans are underway to coordinate a celebration event in early 2024 to recognize these long-standing businesses.

1.d Investment Attraction Project

A request was released in early October 2023 seeking quotes for an investment attraction project to assist the town to be better positioned to respond efficiently to investment opportunities. Funding to offset the cost of this project has been secured at 50% from Global Affairs Canada.

The following recommendation is required:

Recommendation:

Be it so resolved that approval be given for Deloitte to be engaged for the completion of an investment attraction project at a maximum cost of 17,500 plus HST. Funds are available through the Can Export Community Investment Fund through Global Affairs Canada and the Economic Development operating budget.

2. Tourism Development

2.a Wayfinding Signage

Earlier this year the Town received funding for the installation of community wayfinding signage as part of a regional signage strategy. Community identification signs have been installed along the T'Railway and installation of community signage along Route 60 will commence next week. Over the coming weeks, signage priorities will be determined and additional signage will be fabricated to assist visitors in finding their way to tourism assets throughout the Town.

The Director will work with the Director of Recreation and Leisure Services to coordinate this initiative.

Deputy Mayor Gosse left the meeting at 10:00 am.

3. Community Development

3.a Community Composting

The Director updated the Committee on a community composting initiative being facilitated through the Multi Material Stewardship Board (MMSB).

Following a discussion, the Committee concurred for staff to attempt to secure a community or corporate partner over the coming months to

determine potential options to collaboratively offer a community composting program in the future.

3.b Hiring Foreign Talent

Immigration, Refugees and Citizenship Canada (IRCC) have partnered with the Town to host an information session on How to Hire Foreign Talent on November 30 from 1:00 pm to 3:00 pm. IRCC and the Department of Immigration, Population Growth, and Skills will be providing employers with information pertaining to:

- How to hire temporary foreign workers and the work permit process
- How to hire international students and how to retain them after they graduate
- Resources to help you find skilled workers faster
- Permanent residents' pathways available to allow workers to stay in Canada long-term

The Committee are looking forward to this session and asked that staff encourage the business community to attend.

4. CBA Chamber Event

The Committee discussed a request from the Conception Bay Area Chamber of Commerce to co-host a business networking event on December 14 at Worsley Park.

Following a discussion, the Committee concurred to partner on the event by providing in-kind space and sponsorship.

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

Be it so resolved that the recommendations/decisions made at the Economic Development and Tourism Committee meeting of November 1, 2023 be accepted as presented:

- Unregistered Business
- Annual Business Awards
- 50th Business Spotlights
- Investment Attraction Project
- Wayfinding Signage
- Community Composting
- Hiring Foreign Talent
- CBA Chamber Event
- Departmental Report

The meeting adjourned at 10:30 am.

Councillor Connors, Chair

Jennifer Lake, Director of Economic
Development and Tourism