

Economic Development and Tourism Committee Meeting Minutes

Date: November 15, 2023
Time: 3:00 pm - 4:00 pm
Location: Zoom

Members Present **Councillor Moores**
 Councillor Connors
 Councillor Barrett

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

**Rebecca Casey, Economic
Development Coordinator**

1. Business Development

1.a Clean Energy Action Plan

A request was released in early October 2023 seeking proposals for a Clean Energy Analysis: Opportunities, Gaps and Action Plan to assist the town to be better positioned to capitalize on opportunities within the clean energy industry. 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 Fundamental Inc. to be engaged for the completion of a Clean Energy Analysis: Opportunities, Gaps and Action Plan at a maximum cost of \$36,690 plus HST. Funds are available on a 50/50 cost share through the Can Export Community

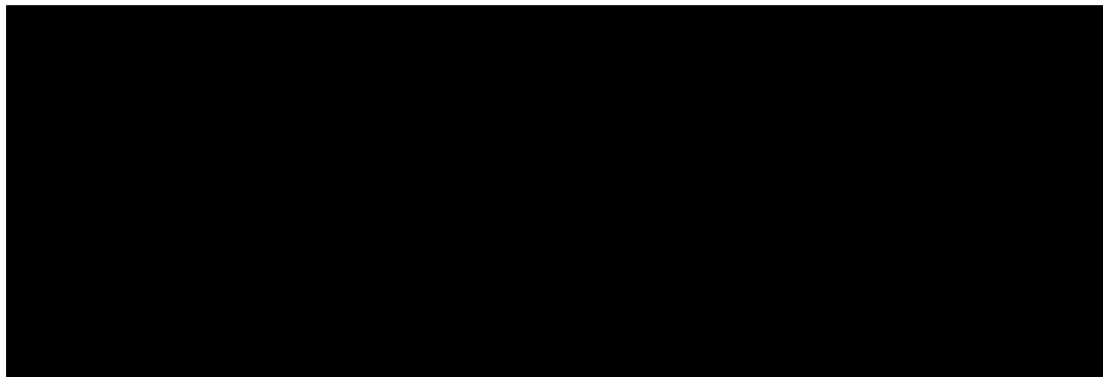
Investment Fund through Global Affairs Canada and the Economic Development operating budget.

1.b Business Outreach

The Committee concurred to circulate a survey to the business community to gather feedback regarding the Bright Business Achievement Awards and to gauge insight on future events. This survey will be designed into an online format and circulated to all registered business owners via email.

1.c Confidential - [REDACTED]

Commercially Sensitive



1.d Rediscovering Mainstreets Project

Downtown CBS has plans to install a new sign to replace the existing sign located in the overflow parking lot across from Manuels River Interpretation Centre. The sign will be illuminated from behind the skyline panel.

The Rediscovering Mainstreets Project also provided funding towards a radio campaign, print ads, a photography bank and beautification efforts over the past twelve months. Downtown CBS also took the opportunity to refresh their brand.

The Committee applauded the marketing efforts of Downtown CBS.

1.e Business Registration Guidelines

Staff have been collaborating with the Finance and Planning departments to define the parameters and guidelines for both non-profit and for-profit entities in relation to registration and taxation. Following a discussion, the Committee and staff are aligned and outreach will commence over the coming months. Efforts will be prioritized with an ultimate goal of ensuring all entities are compliant and offered the services available to them.

Councillor Connors declared a conflict on the above item as he is involved with a non-profit entity. He left the meeting at 3:35 pm and returned at 3:45 pm.

2. Community Development

2.a Community Transportation Implementation Plan

Following a request for quotes, the town received proposals for the development of a Community Transportation Implementation Plan. Following a discussion, the Committee requested this item be deferred to a future meeting until concurrent work is completed on a related file in order to confirm if the original scope requires amending prior to award.

3. Departmental Report

The Director updated the Committee on the recent accomplishments and ongoing initiatives within the department.

4. 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 15, 2023 be accepted as presented:

- Business Outreach
- Confidential - [REDACTED]
- Rediscovering Mainstreets Project
- Business Registration Guidelines
- Community Transportation Implementation Plan

- Departmental Report

The meeting adjourned at 4:00 p.m.

Councillor Connors, Chair

Jennifer Lake, Director of Economic
Development and Tourism