

Economic Development and Tourism Committee Meeting Minutes

Date: February 27, 2024
Time: 1:00 pm - 2:00 pm
Location: Zoom

Members Present **Mayor Bent**
 Councillor Connors
 Councillor Butler
 Councillor Hardy
 Councillor Barrett

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

1. Business Development

1.a Business Registration Project Update

In January, letters were sent to 85 unregistered businesses in the Town as part of the ongoing Business Registration Project. To date, a number of businesses have been in contact with staff in response to these letters with some submitting business applications and proceeding with the registration process and others positively acknowledging their intent to comply. A few have connected requiring further follow up. It was determined that a follow up letter will be sent to those who have not responded in the coming weeks.

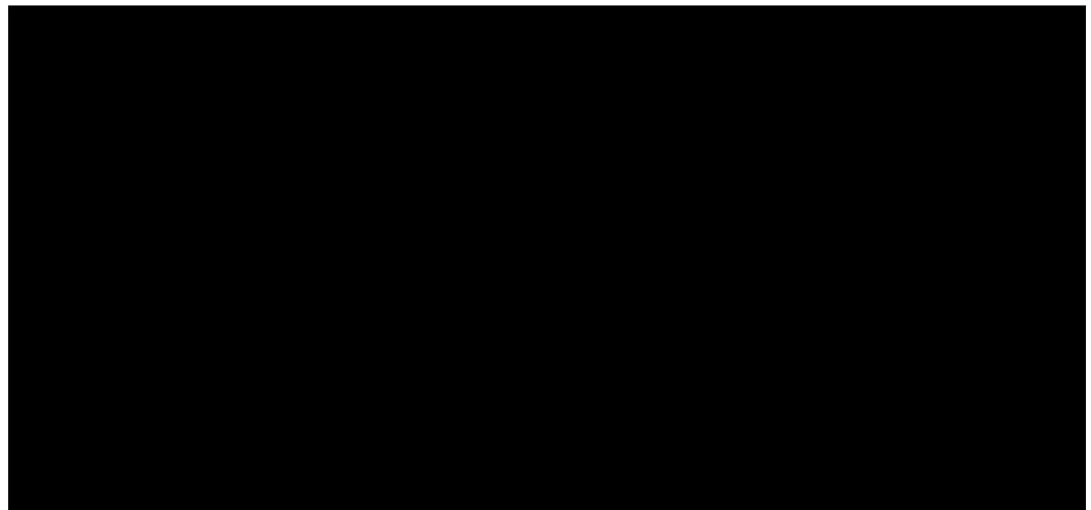
Staff continue to finesse the guidelines surrounding the business registration process, as different cases arise. Staff are currently working together with the Finance and Planning Departments on a document

outlining frequently asked questions pertaining to the business registration process, to be published on the Town's website as a resource for prospective and unregistered business owners. The Committee concurred with proceeding as planned.

1.b



1.c



1.d 50th Business Recognition Initiative

Staff have received correspondence from businesses and council regarding the 50th Business Recognition Program. It was clearly a very successful initiative of the 50th Anniversary Celebration Year and as such, it will continue as a legacy project. The initial concept was to aim to recognize one business per month on social media, culminating with a year-end celebration of all businesses together. This celebration was well received and we look forward to continuing the initiative.

Staff will receive nominations on a continuous basis and work with the business to craft their profile. Staff already have profiles underway for

2025 and welcomes any requests for profiles from the business community.

1.e Downtown CBS Signage

Staff advised the Committee that Downtown CBS has received development approval to replace their existing gateway sign located at the parking lot across from Manuels River Interpretation Centre.

2. Tourism Development

2.a Savour CBS Planning Committee

The first meeting of the Savour CBS Planning Committee has been set for mid-March. Council will be represented on this Committee by Deputy Mayor Gosse, Councillor Moores and Councillor Tilley. We are looking forward to planning an exciting nine-day event in October.

2.b T'Railway Phase 4 Funding - ACOA Amendment

ACOA had provided funding through their Canada Community Revitalization Fund in 2022 in support of the T'Railway Phase 4 Project totalling \$100,000. A subsequent request to ACOA seeking additional funds due to increasing project costs was recently approved and therefore the Contribution Agreement needed to be amended. The contribution from ACOA will now total \$182,651 which constitutes 18% of this project and reduces the Town's cost to \$138,000 (9% of the total project cost).

The following recommendation requires ratification.

Recommendation:

Be it so resolved that approval be given to amend the Contribution Agreement from ACOA's Canada Community Revitalization Fund to accept an additional \$82,651.

Councillor Barrett joined the meeting at 1:45 pm.

3. Departmental Report

Staff reviewed 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 February 27, 2024 be accepted as presented:

- Business Registration Project Update
- 50th Business Recognition Initiative
- Downtown CBS Signage
- Savour CBS Planning Committee
- Departmental Report

The meeting adjourned at 2:00 pm.

Councillor Butler, Chair

Jennifer Lake, Director of Economic
Development and Tourism