

ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE (EDTAC)

MEETING MINUTES

September 17, 2020
5:30 p.m.
CC1&2, Community Centre

Intro

Present	Mayor Rod Frank	Ex-Officio, Non-voting Member
	Bill Tonita	Councillor, Non-voting Member – Ward 4
	Robert Parks	Councillor, Non-voting Member – Ward 1
	Ken Lesniak	Voting member, Chair
	Susan Haselgruber (online)	Voting member
	Michael Woldemichael	Voting member
	Pam Cholak (online)	Voting member
	Josh Oviatt	Voting member
	Norm Greenwood	Voting member
	Vince O'Brien	Voting member, Vice Chair

Administration:

Shane Olson	Economic Development and Tourism
Cyril Cooper	Economic Development and Tourism

Absent Todd Banks, Aaron Plawke

Guests Cheryl Oxford (Communications), Councillor Brian Botterill
Task Force Consultants: Dana Garner, Maria DeBruijn, Mike Roma

Call to Order:

1. CALL TO ORDER

The combined EDTAC and Economic Resilience and Vision Task Force meeting was called to order at 5:35 p.m.

Changes and Adoption of Agenda:

2. ADDITIONS/DELETIONS/CHANGES & ADOPTION OF AGENDA

MOVED by: N. Greenwood, M. Woldemichael

THAT the Agenda be adopted as presented.

Carried

Adoption of Minutes:

3. CONFIRMATION OF MINUTES

3.1 The Chair called for a confirmation/adoption of the May 21, 2020 minutes as provided.

Motion for Adoption of Minutes

/2020

MOVED by: M. Woldemichael, A. Plawke

THAT the minutes of the May 21, 2020 committee meeting minutes be approved as presented.

Carried

Chair Lesniak called for a moment of silence in honour of Gerry Gabinet’s passing and information was provided for a memorial bench in his name.

4. ECONOMIC RESILIENCE AND VISION TASK FORCE

4.1 1-hour section with 2 breakout sessions to discuss economic recovery and business challenges

EDTAC Meeting begins: 6:50 pm

5. COUNCILLOR UPDATES

5.1 Updates were provided by Administration regarding economic recovery during the pandemic, the Tourism Strategy, important pending County projects, political advocacy and comments on the importance of the AHS advice and their assistance at this time.

/2020

MOVED by: P. Cholak, N. Greenwood

Carried

Updates

6. EDT Updates

6.1	Introduction of new Industrial Development Manager, Cyril Cooper <ul style="list-style-type: none"> Cyril was welcomed to the group and he then provided a brief description of his background and areas of expertise.
6.2	Tourism Strategy & Implementation Plan and next steps <ul style="list-style-type: none"> Council recently approved the Tourism Strategy and now we are working on where we go from here and how to capitalize further. This is a community owned strategy and will take a lot of stakeholders including the Chamber of Commerce and other business associations, etc. to make it successful. Administration is involved in budget at the moment, and high-level business cases including tourism are an area of focus. A Tourism specific task force was discussed and that will take administrative time to sort out those details. Sports tourism as well as nature-based tourism are strong areas of focus in terms of product development. Report to show what we are already doing in tourism has been distributed by administration. Comment: RE: committees/task force - When it comes to drafting bylaws, list very specific terms, deliverables and actionables to help guide the committee forward and shape where they go. Committees

		should be valuable. Note whether the task force reports/works for the department or whether it reports to Council. Task force should have a start date and an end date.
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8. ROUNDTABLE

8.1 Roundtable discussion ensued.

Adjournment

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MOVED by: N. Greenwood

THAT the Committee meeting **adjourn** at 7:30 p.m.

Carried

Shane Olson, Administrative
Representative

Ken Lesniak, Chair, EDTAC