

June 25, 2019
MEETING OF THE PORT COLBORNE ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE

Minutes of the fourteenth regular meeting of the Committee Members of the Port Colborne Economic Development Advisory Committee, held in the Third Floor Committee 3 Room, City Hall, 66 Charlotte Street, Port Colborne June 25, 2019, 2:00 p.m.

The following Committee Members were in attendance:

Committee Members: Marilyn Barton, Andrea Boitor, Larry Fontaine, Betty Konc, David Semley,

Councillor: Mayor Bill Steele, Councillor Gary Bruno, Councillor Harry Wells

Staff: Julian Douglas-Kameka, Ashley Grigg, Scott Luey, Karen Walsh

Regrets: Kate Ostryhon-Lumsden, Len Stolk

1. CALLED TO ORDER: 2:03 p.m.

2. APPROVAL OF THE AGENDA

Moved by: Larry Fontaine

Seconded by: Councillor Harry Wells

THAT the agenda for Economic Development Advisory Committee June 25th, 2019 be approved as presented.

CARRIED

3. APPROVAL OF THE FOLLOWING MINUTES:

a) Approval of the March 21, 2018 minutes, August 1, 2018 meeting notes and April 3, 2019 minutes.

Moved by: Betty Konc

Seconded by: Councillor Harry Wells

THAT the minutes from March 21, 2018, August 1, 2018 (meeting notes) and April 3, 2019 be approved as presented.

CARRIED

4. DECLARATION OF INTEREST

None

5. MAYOR'S UPDATE

Mayor discussed the Federal of Canadian Municipalities that he attended with Councillor Gary Bruno and CAO Scott Luey on May 30 – June 2. The conference theme was “Building Better Lives.”

Councillor Gary Bruno participated in the Study Tour of Port of Quebec, tour the St. Lawrence and part of the inner harbour.

The Mayor also attended The Great Lakes and St. Lawrence Cities Initiative – Annual General Meeting on June 5 – 7. Creating healthier communities through waterfront access and Sheboygan River Clean up Project.

6. CAO'S UPDATE

City is working on a city Strategic Plan, it started in May and continue to work on. In May, Economic Development officer presented the Economic Development Strategic Plan updated to Council. Economic Development Officer also updated to council with Port Colborne has a cruise ship destination.

Discussion take place regarding Seaway lands and Hamilton Port Authority.

7. ECONOMIC DEVELOPMENT OFFICER'S REPORT (attached)

Discussion took place on port of Niagara establish. All elements of all multi model. Participate Ministry of Tourism, potential hoteliers and real estate. Foreign Area Investment (outside the area). Also participated in Technology in Toronto.

Cruise Ships Presentation to council – need people to provide product and services for attractions at beach, kayak, wakeboard, cycling. Do we have the depth to tie up the cruise ships. Need to have a security area for the passengers.

8. COMMITTEE REPORT

a) Industrial/Small Business – chair by Larry Fontaine

Discussion took place reached out for the sub committee working on creating the team.

Julian is working with groups to build communities. Port Colborne is focus in the summer months and it is a very short season. Investment attraction piece. Building what Port Colborne has to offer.

b) Tourism – chair by Betty Konc

Betty, Andrea and Marilyn met. Looking at cycling industry. BIA bike friendly audit. Venture Niagara is more than willing to work with the City. Bring in someone from the practical sector to meet with.

City is position to H.H. Knoll Park and Port Colborne High School in the area. Have biggest classes such as yoga, drum core, ukulele. Each year have a biggest theme. Not held on Canal Days have other weekends. Example in Welland for their Float Fest. Most enormous Haunted House for the month of October.

Committee will meet again before next EDAC meeting.

c) Residential Development – chair by Councillor Gary Bruno

Have talked to a few developer but have not set up committee meeting.

9. COMMITTEE MEMBERSHIP

Two vacancies advertise on Thursday, June 20.

10. TERMS OF REFERENCE (attached)

Deferred to next meeting.

11. ECONOMIC DEVELOPMENT STRATEGIC PLAN

Discussion took place using this has a base document use three priorities to present to council.

To be discussed at the next week.

12. NEW BUSINESS

Staff and council can reach out to the committee to meet with interesting clients and voice opinion about Port Colborne with any developers if needed.

Investors want the information to be kept as private as possible. Concern about competition. We are trying to building land investment database. A new business welcome program. They are coming in silently. You can help with research and benchmark. Explore what can be done in Port Colborne.

By belonging to different associations pass on any leads to Economic Development Officer. Pass on directly don't wait for a meeting. Possible to do business tours.

Economic Development Officer reports directly to CAO. The EDO, CAO and Mayor work immediately together.

13. INFORMATION/CORRESPONDENCE

none

14. NEXT FOUR MEETING SCHEDULE

Sept 4, Dec. 4, Feb 19, June 3 at 4 p.m. – 6 p.m.

15. ADJOURNMENT:

Moved by: Mayor Bill Steele
Resolved that we do now adjourn.
CARRIED

Time of adjournment 4:05 p.m.



City of Port Colborne

Economic Development and Tourism Quarterly Activity Report

MONTH OF REPORT: June, 2019

DATE OF LAST EDAC MEETING: April 3, 2019

ECONOMIC DEVELOPMENT AND TOURISM ACTIVITIES UNDERTAKEN SINCE LAST MEETING

Investment Readiness

- **Goal/Outcome: Land/Infrastructural Development**
 - ✓ Supplied information to contractor for the multimodal feasibility study
 - ✓ Developed site profiles and facilitated investor site visits
 - ✓ Identified and facilitated discussions and site visits with residential investors.
- **Goal/Outcome: Workforce Development**
 - ✓ Negotiated Memorandum of Understanding with Niagara Workforce Planning Board
- **Goal/Outcome: Sector Development**
 - ✓ Developed Investment Profiles
- **Goal/Outcome: Investment Attraction**
 - ✓ Secured opportunity for Port Colborne to present value proposition at 2 FDI events in Toronto (preselected/qualified investors)
- **Goal/Outcome: Promotion and Marketing**
 - ✓ Website updates ongoing
 - ✓ Economic Development Week social media campaign

Entrepreneurship / Small Business Development

- **Goal/Outcome: Support Entrepreneurship and BR&E**
 - ✓ BESS program ongoing
 - ✓ Business Visitation Program ongoing-worked with Engineering and Planning department to address issues.
 - ✓ Establish partnership with Symetric on the Launching Rockets initiative
- **Goal/Outcome: Capacity Building**
 - ✓ Bill 47/Labour Laws workshop held
 - ✓ Digital Marketing Series developed and scheduled
 - ✓ Met with BIA reps to discuss collaboration and City support

Tourism and Destination Development

- ✓ Working with Ministry of Tourism to facilitate a tourism visioning session and assessment of training needs in Port Colborne.
- ✓ Present Preliminary Cruise Strategy/Action Plan to Council
- ✓ Cruise Ship Feasibility stakeholders roundtable discussion
- ✓ Developing marketing collateral and user generated campaign

ECONOMIC DEVELOPMENT AND TOURISM STAKEHOLDER ACTIVITIES, INITIATIVES AND DELIVERABLES

Staff participated in the following partner discussions and events

- Niagara Foreign Trade Zone Point: Task force meeting
- Niagara Tourism Network
- Brock University Agribusiness Presentation and Discussion
- Tour of JTL with Brock University and discussion of possible satellite
- Grand Opening: London Agricultural Commodities in partnership with Ceres Global

ECONOMIC DEVELOPMENT AND TOURISM OUTCOMES ACHIEVED

- Seminar held with 10 business representative in attendance
- 3 qualified leads generated and a list of 65 prospects
- Port Colborne/Niagara Workforce Planning Board collaborative agreement drafted
- Investment Profiles developed
- Partnership with Symetric on the Launching Rockets initiative established
- Successful Cruise Ship Feasibility stakeholders roundtable discussion and action plan generated
- Council approval of Preliminary Cruise Strategy/Action Plan

FOLLOW UP

- Discussed follow-up meeting to multimodal feasibility study with Hamilton Port Authority, meeting to be scheduled.
- Development of marketing collateral and user generated campaign to be completed
- Draft Memorandum of Understanding with Niagara Workforce Planning Board to be reviewed finalized and presented to Council
- Launching Rockets initiative official launch is scheduled for July 1, 2019.
- Digital Marketing Series developed and scheduled during July, promotion to be initiated
- Follow-up on action items from the Cruise Ship Feasibility stakeholders roundtable discussion
- Follow-up with Ministry of Tourism on facilitated tourism visioning session and assessment of training needs in Port Colborne

ACTIVITIES THAT WERE PRE-APPROVED BY CITY COUNCIL

- n/a

OTHER COMMENTS

NEXT EDAC MEETING: _____ TBD _____

REPORT PREPARED BY: _____ Julian Douglas _____

