

September 4, 2019
MEETING OF THE PORT COLBORNE ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE

Minutes of the fifteen 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 September 4, 2019, 4:00 p.m.

The following Committee Members were in attendance:

Committee Members: Marilyn Barton, Andrea Boitor, Angela Doyle, Larry Fontaine, Betty Konc, Kate Ostryhon-Lumsden, Kevin Reles, Len Stolk

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

Staff: Julian Douglas-Kameka, Karen Walsh

Regrets: David Semley, Scott Luey

Guest: Cynthia Skinner

1. CALLED TO ORDER: 4:03 p.m. by Vice Chair Larry Fontaine

2. WELCOME NEW MEMBERS

Angela Doyle & Kevin Reles introduce themselves and introductions around the table.

3. APPROVAL OF THE AGENDA

Approval of the September 4th, 2019 agenda.

Moved by: Councillor Harry Wells

Seconded by: Marilyn Barton

THAT the agenda for Economic Development Advisory Committee September 4th, 2019 be approved as presented.

CARRIED

4. APPROVAL OF THE FOLLOWING MINUTES:

Approval of the June 25, 2019 minutes.

Moved by: Mayor Bill Steele

Seconded by: Councillor Harry Wells

THAT the minutes from the Economic Development Advisory Committee June 25, 2019 meeting be approved as presented.

CARRIED

5. BUSINESS ARISING FROM THE MINUTES.

None

6. DECLARATION OF INTEREST

None

7. MAYOR'S UPDATE

Discussion took place on the Round Table Trades and Skills Development; Regional staff meeting regarding water and sewer crossing under canal; and cruise ships.

8. CAO'S UPDATE

Included with EDO update.

9. ECONOMIC DEVELOPMENT OFFICER'S REPORT (ATTACHED)

Discussion took place on marketing material; "Taste of Port Colborne" event; workshops and expos.

10. COMMITTEE REPORT

a) Industrial/Small Business – presented by Len Stolk

Discussion took place regarding the committee meeting the previous week developing the direction of the committee.

b) Tourism – presented by chair Betty Konc

Discussion took place regarding the committee meeting the previous week on cycle tourism and Wifi.

c) Residential Development – presented by chair Councillor Gary Bruno

Discussion took place on the committee and planning fee charges (Planning Department Fees Report 2019-128 and Watson report to be sent to EDAC members)

11. COMMITTEE MEMBERSHIP

Kevin Reles interested in the Industrial sub-committee.
Kate Ostryhon-Lumsden interested in the Residential sub-committee.
Angela Doyle interested on being on a sub-committee.

12. TERMS OF REFERENCE (attached)

Motion to approve the Terms of Reference as presented.

Motioned by: Mayor Bill Steele
Seconded by: Councillor Harry Wells
THAT the Terms of Reference be accepted as presented.
CARRIED

13. ECONOMIC DEVELOPMENT STRATEGIC PLAN

Deferred to next meeting.

14. NEW BUSINESS

None

15. INFORMATION/CORRESPONDENCE

None

16. NEXT MEETING

Meeting in October to be called to discuss more on the planning fees.

December 4, 2019 at 4 p.m.

17. ADJOURNMENT

Moved by: Betty Konc
Seconded by: Councillor Gary Bruno
Resolved that we do now adjourn.
CARRIED

Time of adjournment 5:32 p.m.



City of Port Colborne

Economic Development and Tourism Quarterly Activity Report

MONTH OF REPORT: August 2019

DATE OF LAST EDAC MEETING: June 25, 2019

ECONOMIC DEVELOPMENT AND TOURISM ACTIVITIES UNDERTAKEN SINCE LAST MEETING

Investment Readiness

- **Goal/Outcome: Land/Infrastructural Development**
 - ✓ Facilitated discussions and site visits with land development investors. Numerous expressions of interest received for the purchase of lands marketed on behalf of Vale.
 - ✓ Commenced plans for the creation of a site selection video
- **Goal/Outcome: Investment Attraction**
 - ✓ Collaborating with the Franchise Academy to host a Franchise Discovery Day in Port Colborne. Event scheduled for October 2.
 - ✓ Collaborating with Business Link Media to showcase Port Colborne investment profiles and promotional materials at Shanghai Expo in China scheduled for early November.
- **Goal/Outcome: Promotion and Marketing**
 - ✓ Working with Post Media to develop sponsored content articles for the financial times
 - ✓ Partnered with Mitchell Reilly Pictures for the production of the Breakwall Brewery Episode of Tales from the Ale Trail to be aired on Bell Vibe TV1 and developed destination based video commercials to be shown in multiple episodes.
 - ✓ Full page ad and editorial in the inaugural Made In Niagara magazine to be distributed via digital channels in Niagara/Hamilton Region, GTA and

Entrepreneurship / Small Business Development

- **Goal/Outcome: Support Entrepreneurship and BR&E**
 - ✓ BESS program (ONE-ONE small business start-up support) ongoing
 - ✓ Taste of Port Colborne, collaboration with the Downtown and Main Street BIAs for the hosting of Port Colborne Restaurant week (October 18-27)
- **Goal/Outcome: Capacity Building**
 - ✓ Digital Marketing Series:
 1. 2 workshops held 30 people in attendance

Tourism and Destination Development

- ✓ Working with TPN to provide travel writers to showcase Port Colborne events.
- ✓ Working with TPN and BIA's on funding for street beautification (Banners)
- ✓ Cruise Ship Feasibility discussions ongoing
- ✓ Ran summer full page ad in Horizon Travel and Lifestyle Magazine and promoted Canal Days on Screens in the GTA
- ✓ Bus Tours
 1. Ad developed for Motor Coach Canada Tour Planner & Operator Guide
 2. OMCA conference and marketplace preparation

<p>our international website and app with readership from North America, Europe, Middle East, and Asian countries. Made in Niagara will also be translated into Chinese. To be launched in October.</p>	<p>✓ Developing marketing collateral and user generated campaign</p> <ol style="list-style-type: none"> 1. 3 mini video destination ads developed 2. Preparation for a Video and Photo competition
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ECONOMIC DEVELOPMENT AND TOURISM STAKEHOLDER ACTIVITIES, INITIATIVES AND DELIVERABLES

Staff participated in the following partner discussions and events

- Eastside SPS FM replacement - Evaluation criteria review and risk assessment workshop

ECONOMIC DEVELOPMENT AND TOURISM OUTCOMES ACHIEVED

- 2 Seminars held with 30 business representative in attendance
- 3 mini video destination ads developed
- Video and Photo marketing user generated campaign developed
- BIA/City Event Collaboration
- City/Franchise Academy collaboration developed

FOLLOW UP

- Franchise Discovery day event
- Port Colborne Restaurant week preparations
- TPN travel writer and street banner funding
- Site selection video creation
- Sponsored content for Financial times
- Shanghai Expo Investment Attraction promotion
- OMCA conference and marketplace participation

ACTIVITIES THAT WERE PRE-APPROVED BY CITY COUNCIL

- n/a

OTHER COMMENTS

NEXT EDAC MEETING: December 4, 2019

REPORT PREPARED BY: Julian Douglas

Economic Development Advisory Committee Terms of Reference

1. The Economic Development Advisory Committee is an Ad-Hoc Committee of Council whose mandate is:
 - (a) To provide local perspective, guidance and expert strategic advisement in the delivery of economic development services (Industrial, Commercial, Residential and Tourism) in the City of Port Colborne;
 - (b) To serve in a non-governance capacity with a focus on provision of advice and recommendations for consideration.
2. The principal responsibilities of the Economic Development Advisory Committee are:
 - (a) Provide advice to the City on policies, procedures and strategic direction that should be considered for the purpose of encouraging job creation, sustaining employment and business development in Port Colborne;
 - (b) Provide suggestions that may have financial implications;
 - (c) Advise on the selection of market sectors supported by the City with sector experts as they change, shift and expand;
 - (d) Advise on new business attraction opportunities, programs or strategies;
 - (e) Advise on business expansion and retention opportunities, programs or strategies;
 - (f) Advise on potential partnerships;
 - (g) Provide a conduit to the local business community;
 - (h) Identify barriers and opportunities in the community to direct strategic direction;
 - (i) Advise on the dissemination of information from the City to the local business community and partners and the public.
 - (j) Other issues as requested by Council and staff.
3. The Economic Development Advisory Committee shall consist of the following voting and non-voting members:
 - (a) Up to twelve voting members including two representatives from City Council, one representative from the Port Colborne-Wainfleet Chamber of Commerce

Board of Directors, one representative from the Main Street Business Improvement Area (BIA), one representative from the Downtown Port Colborne BIA, one representative from the City's Tourism & Marketing sector and up to six voting members from the Port Colborne business community to be appointed by resolution of Council;

- (b) The process to select the Business Improvement Area representatives shall be open to the general membership of the BIAs. The BIAs shall be responsible for soliciting interest from the general membership and making a recommendation to Council staff regarding appointment;
 - (c) Non-voting members of staff who shall be designated by the Chief Administrative Officer and who shall act as resource persons, recording secretaries and shall provide administrative support to the Committee;
 - (d) If any organization listed in subsection (a) is unable to supply a representative to serve on the Economic Development Advisory Committee, that position shall be held in abeyance until a suitable appointment is made;
 - (e) In the case of a vacancy for any cause other than expiration of term, the member appointed to fill the vacancy shall hold office for the balance of the term of the member whose place is vacant;
 - (f) In the event of three (3) consecutive absences, the member will be deemed to have ended their appointment as a member of the committee, at the discretion of the City Clerk.
 - (g) Each member must be a resident or part of the business community.
4. All meetings of the Economic Development Advisory Committee shall be open and no person shall be excluded therefrom except for improper conduct or except matters identified in Section 239(2) of the *Municipal Act, 2001*, S.O. 2001, c.25.
 5. All members of the Committee shall serve without remuneration excepting that the remuneration of the non-voting staff member shall be governed by the Administrative Policies of the City of Port Colborne or the collective agreement whichever is applicable.
 6. The Chair, or in his/her absence the Vice-Chair, shall call a meeting of the Economic Development Advisory Committee on a minimum quarterly basis. Meetings shall also be called upon a written request from Council or a majority of Committee members for the consideration of any business within the Committee's mandate.
 7. A quorum of the Economic Development Advisory Committee shall consist of a majority of sitting, voting members.

8. Subject to such limitations and restrictions as the Council may herein or hereafter either by resolution or by-law impose the Economic Development Advisory Committee shall:
 - (a) Appoint from the voting members a Chair and a Vice-Chair;
 - (b) Make regulations governing its proceedings, the calling of meetings, and the conduct of its members;
 - (c) Provide minutes and reports to Council as requested.
9. The Committee shall hold public meetings when, in their opinion, the issues being discussed require community input. Notice of a public meeting shall be given in the local newspaper(s) no less than five days in advance of the meeting.
10. The minutes of all Economic Development Advisory Committee meetings shall be recorded and distributed to Committee Members and to the City Clerk for safekeeping and inclusion on the next regular Council Agenda. The minutes shall be open to inspection in accordance with Section 253(1) of the *Municipal Act, 2001*, S.O. 2001, c.25, as amended and such minutes will be posted on the City's website.

The above Terms of Reference form Schedule A to By-law 6299/125/15 as amended by By-law 6326/06/16.