

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

Minutes of the nineteenth 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 December 4, 2019, 4:00 p.m.

The following Committee Members were in attendance:

Committee Members: Andrea Boitor, Larry Fontaine, Betty Konc, Kate Ostryhon-Lumsden, Kevin Reles, David Semley

Council: Mayor Bill Steele, Councillor Harry Wells

Staff: Julian Douglas-Kameka, Karen Walsh

Regrets: Marilyn Barton, Councillor Gary Bruno, Angela Doyle, Len Stolk

1. CALLED TO ORDER: 4:03 p.m.

2. WELCOME

3. APPROVAL OF THE AGENDA

Moved by: Councillor Harry Wells
Seconded by: Larry Fontaine

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

4. APPROVAL OF THE FOLLOWING MINUTES:

Approval of the September 4, 2019 minutes.

Moved by: Betty Konc
Seconded by: Andrea Boitor
THAT the minutes from September 4, 2019 be approved as presented.
CARRIED

Approval of the October 22, 2019 minutes.

Moved by: Larry Fontaine
Seconded by: Betty Konc
THAT the minutes from October 22, 2019 be approved as presented.
CARRIED

5. BUSINESS ARISING FROM THE MINUTES.

Status of the Vacancy tax from October council meeting, the Economic Development Advisory Committee made recommendations on. Councillor Gary Bruno has forwarded it to acting CAO Peter Senese to be developed.

6. DECLARATION OF INTEREST

None

7. INFORMATION/CORRESPONDENCE

None

8. MAYOR'S UPDATE

Discussion took place on the following: Propel Port Colborne: Labour Force breakfast event this morning; the cruise ships and the Seaway; fiber optics in the rural areas.

ACTION ITEMS:

- Julian to provide committee members with Ontario report regarding Cruise Ships.
- Mayor to talk to Charlottetown mayor to get numbers on smaller size ships similar to the size the will be in Port Colborne.

Any Questions: - none

9. ECONOMIC DEVELOPMENT OFFICER'S REPORT (ATTACHED)

Any questions on the Economic Development Officer's report:

10. COMMITTEE REPORT

- a) Industrial/Small Business – chair by Larry Fontaine
- Workforce working with Julian

- What direction of the committee - measuring the economic impact of cruise ships & facilitate the logistics involved.

b) Tourism – chair by Betty Konc

- WiFi not in this year’s budget, and would like to use in Fiber optics, will be put in the budget ask for 2021 (would still need to be passed by Council).
- Need to touch base with cyclist (Steven Rivers) in the city get the city designated a cycle friendly city.

c) Residential Development

- No report

11. NEW BUSINESS

- Space for lease at Port Cares (attached).
- Discussion took place on the process that developers go through for permits and applications.
- Each meeting we identify two topics that we focus on.
- Discussion on the Hospital / Urgent Care (with the new hospital being built in Niagara Falls). – Mayor will have discussion with other Mayors, and give direction.
- Julian quarterly report to include goals and if they have been reached. More measureables.
- Discussion took place on the flooding issues from the two storms – is this the new normal. (drains, lake). Wainfleet and Fort Erie moving forward to working together.

ACTION ITEM: What percentage of the time is the set timeline done for permits and applications? Metrics for building and planning. Survey to developers and permit holders. Short questionnaire. Bill and Harry to discuss with acting CAO.

12. NEXT MEETING

February 19, 2020

Mayor and Council Wells will work on metrics for meeting timelines. (KPI and performance indicator).

Hospital / Urgent Care

Review Economic Development Strategic Plan (Discussion through several meetings)

ACTION ITEMS – David will review the Economic Development Strategic Plan and break it out and assign to committee members at next meeting.

Multimodel study is being done & Niagara Region transportation with Transport Canada. Workforce and skilled set. Early in the new year. Report will be available to committee members and presentation.

13. ADJOURNMENT

Moved by: Kate Ostryhon-Lumsden
Seconded by: Andrea Boitor
Resolved that we do now adjourn.
CARRIED

Time of adjournment 6:03 p.m.



City of Port Colborne

Economic Development and Tourism

Quarterly Activity Report

DATE OF LAST EDAC MEETING: August, 2019

MONTH OF REPORT: December 2019

ECONOMIC DEVELOPMENT AND TOURISM ACTIVITIES UNDERTAKEN SINCE LAST MEETING

Investment Readiness

- **Goal/Outcome: Land/Infrastructural Development**
 - ✓ In discussions with Engineering Dept to clear municipal industrial lands.
 - ✓ Site selection video developed and campaign launched.
 - ✓ Working with St Lawrence Seaways and Niagara Region to service the 86 acres “Riverlands” property.
 - ✓ Work with the Niagara Region on the Eastside development lands project ongoing.
- **Goal/Outcome: Investment Attraction**
 - ✓ Port Colborne featured in the inaugural **Made In Niagara magazine** and promoted at the **Shanghai Expo in China** held in November done in collaboration with Business Link Media.
- **Goal/Outcome: Promotion and Marketing**
 - ✓ Articles featuring Port Colborne ran by the financial times and promoted through social media. Campaign results to be analyzed.
 - ✓ Participated in two (2) Business development and resident attraction Expos.
 1. Toronto Entrepreneurship Conference and Expo
 2. Immigrant Business Expo (Toronto)
- **Goal/Outcome: Workforce Development**
 - ✓ Memorandum of Understanding with Niagara Workforce Planning Board (NWPB) executed.

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) was a success. Discussions have begun about building a campaign around Taste of Port Colborne.
 - ✓ Port Colborne Co-working Space (Innovation Hub) RFQ prepared and Invitation sent to five preselected consultants. Three expressed interest but only one submission received by the deadline. Consultant to be engaged.
 - ✓ Finalizing details for Co-working Space/Incubator pilot project. Expected to be launched officially in January.

Tourism and Destination Development

- ✓ Cruise Ship Feasibility discussions ongoing
 1. 2nd Stakeholder Roundtable discussion held
- ✓ Bus Tours
 1. Had meetings with 27 tour operators at the OMCA conference and marketplace.
 2. Plans in place to host a Tour Operator FAM Tour in 2020.

<p>NWPB is developing customized reports and providing labour force development support to the City.</p> <ul style="list-style-type: none"> ✓ Hosted inaugural Propel Port Colborne Breakfast Event (Labour Force Development) • Goal/Outcome: Sector Development ✓ Niagara Industrial Association Business event hosted by the City at Roselawn. ✓ HWY H20 Conference (Sponsorship and City Marketing and Promotion) 	<ul style="list-style-type: none"> ✓ Developing marketing collateral and user generated campaign <ol style="list-style-type: none"> 1. Port Colborne Proud: Photo competition launched
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ECONOMIC DEVELOPMENT AND TOURISM STAKEHOLDER ACTIVITIES, INITIATIVES AND DELIVERABLES

Staff participated in the following partner discussions and events

- Niagara Food and Wine Summit
- Niagara Region Incentives Workshop
- Economic Briefing Breakfast
- Niagara Economic Summit

ECONOMIC DEVELOPMENT AND TOURISM OUTCOMES ACHIEVED

- Approximately 90 attendees at NIA business event
- Inaugural Propel Port Colborne Breakfast Event held
- 2 Port Colborne Investment and Resident Attraction exhibitions held in the GTA
- Site Selection marketing tool developed
- Photo marketing user generated campaign launched
- Port Colborne Co-working Space (Innovation Hub) procurement

FOLLOW UP

- Port Colborne/NWPB MOU and Workforce Development Initiatives
- Innovation Hub Feasibility study
- Co-Working Space Pilot project
- Municipal Land Clearing and Riverlands servicing.
- Follow-up leads from 2 Business Expos
- Port Colborne Proud-Photo Competition
- Site selection video and sponsored content for Financial times campaign analysis
- Tour Operator engagement from OMCA conference and marketplace and FAM Tour

ACTIVITIES THAT WERE PRE-APPROVED BY CITY COUNCIL

- Innovation Hub Feasibility study
- Co-Working Space Pilot project

OTHER COMMENTS

NEXT EDAC MEETING: February 19, 2020

REPORT PREPARED BY: Julian Douglas-Kameka

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