



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE AGENDA

Wednesday, May 14, 2014, 3:00 pm
Committee Room

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| 1. | ROLL CALL | | |
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| 3. | MINUTES OF THE PREVIOUS MEETINGS | | |
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| 4. | CORRESPONDENCE | | |
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| 5.1 | Mr. Richard Friess
Presentation on the town of Kimberley, British Columbia and it's
similarities to Elliot Lake (size, location, retirement population base, etc.) | | 7 |
| 6. | UNFINISHED BUSINESS | | |
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| 6.6 | Waterfront Areas
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7.1 Goal #1 Economic Development Entity
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Referral from Council

7.2 Summary of Approved and Pending Community Projects
Completed through Elliot Lake Centre for Development and EDAC

- 8. **ADDENDUM**
- 9. **CLOSED SESSION**
- 10. **SCHEDULING OF NEXT MEETING**
June 10, 2014
- 11. **ADJOURNMENT**



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MEETING MINUTES**

Wednesday, April 9, 2014, 3:00 pm
Committee Room

Present: Marie Murphy-Foran, Chair, Tom Farquhar, Ed Pearce, Edo Ten-Broek, Donna Morris, Carol Rott, Ray Racine

Regrets: R. Hamilton, W. Elliott

Resources: R. deBortoli, Todd Stencill, Suzanne Faubert-Astles, Shawn Heard

Others Present: Mr. C. Patrie

1. ROLL CALL

The meeting was called to order by the Chair at 3:01 PM

2. DECLARATION OF CONFLICT OF INTEREST

3. MINUTES OF THE PREVIOUS MEETINGS

3.1. March 12, 2014

That the minutes of the March 12, 2014 meeting of the Economic Development Advisory Committee be adopted as amended.

4. CORRESPONDENCE

5. PUBLIC PRESENTATION

6. UNFINISHED BUSINESS

6.1. Mt. Dufour Ski Hill

Update - Ashten Vlahovich

The ski hill is still in operation and will operate on a week to week basis. They will continue to do so as long as the weather is cooperating, the conditions are good and people are still coming out. The subcommittee is working on a final report which will be finalized once the season-end financials are available.

6.2. Cultural Mapping

Update - Ashten Vlahovich

The Cultural Mapping Final Report has been received and Ashten has distributed to the steering committee for review, once reviewed the information will be circulated to all members. Next steps will be to integrate the information into the City's website. The report will be posted in PDF format as well as maps and story maps. Ashten will set up a meeting to start working on the integration.

6.3. Mississigi Park

Update - Ed Pearce

The document has been reviewed by Ed and Rob, as well as the MNR, some negotiations have been made and the final contract is being drafted and will be brought to Council at the April 28th meeting. The Park is expecting to be open for May Long weekend, opening May 16th, 2014.

6.4. NCIR Broad Based Asset Funding

Update - Ashten Vlahovich

Ashten has received a draft final report from the consultants McSweeney and Associates. The subcommittee has had a chance to review and there are a few areas that need to be finished and amended. The report is expected to be complete next week and circulated after completion. The report will also be integrated into the City's website and Ashten will work with City administration to have the integration completed.

6.5. Hillside Park Project

Update - Marie Murphy-Foran

Tony has been working on stabilizing his core business, Hillside Park, within the community. He is still interested in the idea of creating an assisted living establishment, and will hopefully be able to bring an overview of the project forward in the next couple months.

6.6. Downtown Strategy

Update - Marie Murphy-Foran

No updates

6.7. Waterfront Areas

Update -Tom Turner

As Tom Turner has sent his regrets, there will not be any updates on the waterfront projects at this time, the Waterfront Areas have been deferred to the next regular meeting.

6.8. Economic Development Symposium-March 8, 2014

Update-Marie Murphy-Foran

Marie informed the Committee that all the information pertaining to the Economic Development Symposium 'Doing Business Creatively – Small Town Rules' has been posted to the Elliot Lake Centre for Development's website. Although all information is posted, the video recording of the entire day, by Chi Media and Design, is unable to be uploaded but if anyone would like to see it, there is a copy at the Elliot Lake Centre for Development that can be loaned out. Marie also informed the Committee the next symposium is looking at being held in June/July and will be focused on the arts sector.

6.9. Goal #1 Economic Development Entity

Referral from Economic Development Standing Committee

Ed Pearce presented to the Committee the original three models for an economic development entity being; municipal, independent or hybrid. He also reviewed the option of 'Plan B', a 3rd party host organization physically hosting and lending staffing and managerial support to an Economic Development Corporation, an idea that came out of the March 10th public presentations. Also reviewed were options of alternative Board composition formations. The Chair thanked the subcommittee for all their hard work throughout this project.

Res#: 12/14

Where as the Economic Development Advisory Committee (EDAC) has forwarded a resolution to the Economic Development Committee (EDC)

recommending the formation of a stand-alone economic development corporation and

Where as EDC requested EDAC review alternative options brought forward since the public forum March 10th, 2014, and having reviewed said alternatives

It is resolved that the EDC accept the resolution of EDAC and forward the recommendation of EDAC on the formation of a stand-alone Economic Development Corporation to Council for approval.

Be it further resolved, that the EDC work with EDAC on the formation of the founding board to be ultimately approved by Council

7. NEW BUSINESS

8. ADDENDUM

9. CLOSED SESSION

10. SCHEDULING OF NEXT MEETING

May 14, 2014

The next scheduled Economic Development Advisory Committee meeting is May 14, 2014

11. ADJOURNMENT

That the meeting be adjourned at the hour of 3:47 PM.

To whom it may concern, I am a concerned citizen who has watched Elliot Lake struggle for the past couple of years and am familiar with the past history and socioeconomic and demographic issues and challenges inherent in a community that has lost its industrial base. I have given this situation a great deal of thought and have come up with a possible solution to stimulate growth and prosperity in Elliot Lake.

Several years ago, when working in B.C. I remember visiting a town that has very similar parameters and history as Elliot Lake and has successfully grown from a situation that Elliot Lake currently finds itself in, to a successful and diverse community with a thriving real-estate market, a diverse population and business community. The town of Kimberley, British Columbia, suffered a near economic collapse in the 90's with the closure of their mining industry and struggled with falling housing prices and an ageing population and the closure of many local businesses.

Kimberley has many similarities to Elliot Lake like population size, beautiful scenery, off the main highway (about 20 min), a small ski hill and a retirement population base. The town is now a thriving international touring destination with world class resorts and ski chalets, a robust housing market and a diverse and tourism oriented economic base. How did they do it?

I have worked in marketing and promotion and know the importance of image and branding to create demand. Although my expertise is not at the municipal level, the fundamentals are the same -develop your best assets and present them through aggressive advertising to create demand for your product -in this case, a city.

I then took the initiative to contact the city of Kimberley to ask them how they managed to create such a thriving community and was directed to the sites below that describe in detail the steps that were implemented to create a new image for Kimberley and which, I can happily add, are working to attract not only tourists from all over the world both summer and winter, investment capital in real estate and permanent residents and businesses. Also the housing market has rebounded and continues to grow!

I have read the sites available for viewing online and find it to be a brilliant and viable solution that I believe would work for Elliot Lake as a template. This kind of transformation of a city costs money so I inquired as to how this was achieved with the limited budget and found that the solution required several key elements for success: first they took an iconic tourist destination image of a Bavarian ski village and recreated it in the downtown core (which by the way is about the same distance from the ski hill as is Elliot Lake's) this was done through a consensus and co-operation with the Kimberley Chamber of Commerce and a combination of volunteer work as well as paid contractors to cut costs. They also partnered with the Green Municipal Fund (a federal development grant) to help develop the ski hill and attract investment capital. Then they developed the ICSP (Integrated Community Sustainability Plan) with the help of the Green Municipal Fund. Then they implemented the "Imagine Kimberley" plan and appointed committees responsible to oversee the implementation and progress of the plan.

It is my hope that after further review of this strategy, that a similar plan can be implemented here in Elliot Lake. Here are the links to the web sites I referred to earlier that describe in great detail how this system works. Thank you for your consideration of this idea, Richard Friess.

<https://kimberley.civicweb.net/Documents/DocumentDisplay.aspx?ID=1381>

<https://kimberley.civicweb.net/Documents/DocumentDisplay.aspx?ID=1813>



CITY CLERK'S Department

May 8, 2014

Ms. N. Bray
Secretary, Economic Development Advisory Committee
City of Elliot Lake
45 Hillside Drive North
Elliot Lake, ON P5A 1X5

RE: REFERRED – Stand-alone Economic Development Corporation

Dear Sirs:

We wish to advise that at the regular meeting of the Council of the City of Elliot Lake held Monday April 28, 2014, the following resolution was passed:

Resolution 155/14

That the Economic Development Standing Committee work with the Economic Development Advisory Committee on the formation of the founding board of an economic development corporation to be ultimately approved by Council.

Attached is Report from the Economic Development Standing Committee dated April 14, 2014.

Sincerely,

Lesley Sprague, CMO(A)
City Clerk

Attachs.