

**TOWNSHIP OF BILLINGS**  
**Economic Development Committee**  
**AGENDA**

May 12, 2021: 7:00pm

Electronic Meeting (via Zoom)

- 1. Opening of Meeting**
- 2. Approval of Agenda**
- 3. Disclosure of Pecuniary Interest**
- 4. Adoption of Minutes:** April 14, 2021 Meeting
- 5. Delegation**
- 6. Council Update Report**
- 7. Financial Report**
- 8. EDO Update**
- 9. Old Business**
  - a) Planter/benches Update
  - b) Billings Promotion Strategy – Brochure
    - I. Update from EDO
  - c) Poetry and Art Boxes/Art Tree
    - I. Final plan and expenditure recommendation to Council
  - d) Jabbawong Storytelling Festival
    - I. Update
- 10. New Business**
  - a) Billings 2022-2025 Strategic Plan: Process and EDC Input
  - b) Concepts of Economic Development
- 11. Correspondence**
- 12. Information**
- 13. Notices of Motion**
- 14. Closed Session**
- 15. Next Meeting**
- 16. Adjournment**

**TOWNSHIP OF BILLINGS**  
**Economic Development Committee**  
**MINUTES**

April 14, 2020, 7:00 pm

Electronic Meeting (Zoom Meetings)

**PRESENT:** Mayor Ian Anderson, Councillor Sharon Alkenbrack (Chair), Suzanne Darlaston, Councillor Sharon Jackson, Diane Larocque

**Staff:** Megan Bonenfant, CEMC; Todd Gordon, Economic Development Officer

**REGRETS:** Tracy Paris

**Members of the Public:** Susie Harrison, invited business speaker

**1. Opening of Meeting**

The meeting was called to order at 7:03 p.m. by the chair.

**2. Approval of Agenda**

Motion by Diane Larocque; Second by Suzanne Darlaston:

That the agenda for the March 10, 2021 meeting be accepted as amended – Items added to New Business: c) Community Business Guest Speaker and d) Kagawong Cabanas. Carried.

**3. Disclosure of Pecuniary Interest**

None

**4. Adoption of Minutes**

Motion by Sharon Jackson; Second by Diane Larocque:

That the minutes of the February 10, 2021 meeting be accepted as presented. Carried.

**5. Delegations**

None

**6. Council Update Report**

Chair Alkenbrack provided a brief overview of the previous Council meeting (Regular Council meeting of April 06, 2021).

**7. Financial Report**

No EDC-related revenue or expenditures since the previous meeting (March 10, 2021).

**8. EDO Update**

The EDO provided updates on the following topics

- a. Main Street Project
- b. Kagawong River Pedestrian Bridge - Engineering
- c. Maze Parking Lot

**9. Old Business**

**a) Community Planters/Benches – Discussion**

Many of the new planters/benches have been put into place by Public Works. More will be placed on the East side of the SCB once smelt season ends. All will be filled with soil later in the spring. The Deputy Clerk (Tiana) is liaison with the “Late Bloomers” group, and she is researching annual shrubs to supplement flowers for the boxes. EDC would like to look after 5 planters if possible. The Parks, Recreation, and Wellness Committee is also interested in taking on planters if any are available. Tiana will communicate with them

**b) Billings Promotion Strategy – Discussion**

Brief discussion. The EDO is expecting a draft from Kendra Edwards after April 15<sup>th</sup>.

**c) Poetry Boxes - Discussion**

The committee had further discussion on the type of replacement boxes to purchase. The boxes need to be big enough to hold paper, finished poems, and pens/pencils, but also be as weatherproof as possible. The Chair suggested a specific larger box for the art box – like a small winter sand/salt box. Discussion of trying to buy local as opposed to ordering something; also, the pros/cons of different materials. Discussion of relocating the Park Centre poetry box to the game board area and putting the art box there as well. Given the discussion the Chair is to do some more research and come back to the committee with a firm recommendation for purchasing appropriate items.

**d) Social Media Workshop and Jabbawong Story-Telling Festival – Discussion**

**a. Social Media Workshop**

Off the table for 2021. The committee will reconsider the idea later this year for implementation in winter/spring 2022.

**b. Jabbawong Story-Telling Festival**

The committee is committed to holding the festival this year, if possible. If necessary, the festival can be a completely outdoor event, with appropriate pandemic protocols in place. The festival days/times will be Saturday July 17th, 11 am to 2:00 pm, and Sunday July 18th, 11:00 am to 2:00 pm. Sunday will have a children's story focus. The committee is still working on children's story presenters.

**10. New Business**

**a) Invited Guest Business Speaker – Susie Harrison, Bare Naked Beauty**

Susie spoke about her experience in her business through more than a year of pandemic conditions. It was very rough in the earliest stage of the pandemic, but things improved somewhat. Despite the pandemic, Kagawong was quite busy mid-summer through the fall. Businesses pulled together and made the most of a difficult situation. Expectations are for a busy season in 2022 as well.

**b) Winter Tourism - Discussion**

Possibility of developing a simple rack card highlighting winter activities in Billings/Kagawong, and businesses that are open during all or part of the winter season. More discussion needed, including with local businesses, once the summer season is over.

**c) Cabanas - Discussion**

The committee asked the EDO about the status of the cabanas for 2021. Whether the cabanas will be rented is unclear because of multiple factors, including the ongoing pandemic, and the Main St. reconstruction project. Committee consensus is that the cabanas should be rented in 2021, if possible.

**d) Economic Development as a Concept - Discussion**

More consideration of ways to create more retail opportunities, particularly in Kagawong, where there is opportunity to add to and benefit from existing business activity, but where there is limited retail/commercial space. The EDO also discussed the possibility of working with the committee on business retention and expansion (BR+E) activities, perhaps during the winter of 2021-2020.

**11. Correspondence**

None

**12. Information**

None

**13. Recommendations to Council**

None

**14. Next Meeting:** May 12, 2021, 7:00 pm, Zoom Meetings

**15. Adjournment:** The meeting was adjourned at 8:22 p.m. on a motion by Diane Larocque.

-----

**Memorandum**

To: EDC

cc: CAO/Clerk, Deputy Clerk, Administrative Assistant

From: Todd Gordon, EDO

Date: 05.10.2021

**RE: EDC Meeting, April 14, 2021**

---

Not much of a memo this round, folks. . .

**Strategic Planning: Township of Billings Strategic Plan 2022-2025**

- 1. Please have a review of the Strategic Plan slides (attached) from the initial strategic planning session with Council.**
- 2. Think about Vision Statement**

The existing plan visions statement (which was carried over from the 2012-2017 plan):

*Billings Township is a vibrant community where new people are excited to relocate and existing residents are happy to stay because of the sustainable economy, the artistic and cultural diversity, and the beauty of the environment. Guided by the vision of its citizens, Billings Township is a safe and progressive community that practices environmental responsibility, provides dependable services, and maintains its rich cultural heritage.*

***An example from Councillor Barker presented at the Council strategic planning session, and generally like by Councillor as a "work in progress"***

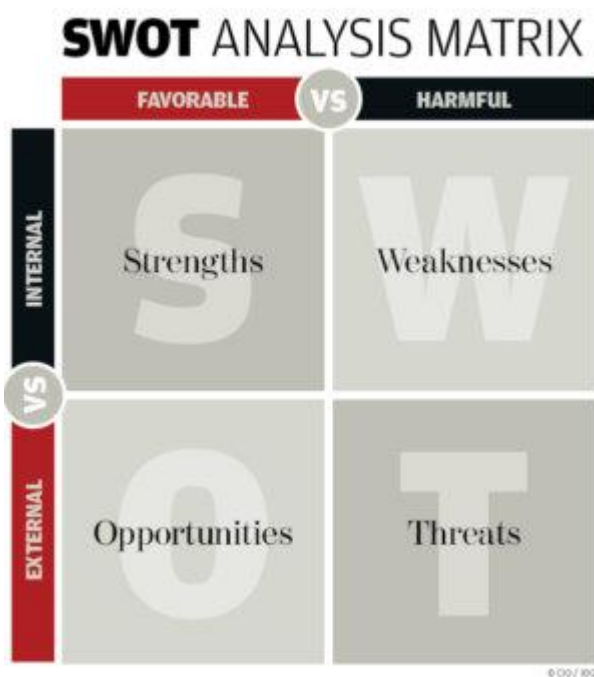
**Billings** (just an example by no mean a suggestion)

**Vision** "To build a vibrant, prosperous, eco friendly township by working in partnership with our community"

**Mission Statement:** "In partnership with our community, the mission of the Billings Township is to protect and enhance quality of life, our culture, our history and our environment by providing quality service, pro active leadership in an efficient and responsive manner"

### 3. Think about Strengths, Weaknesses, Opportunities and Threats analysis for our municipality/community

Conduct your own SWOT analysis process – usually this is done by dividing a blank piece of paper into 4 quadrants, but one can use columns, or separate sheets for each characteristic (see the examples below). It doesn't matter, ultimately. What do you perceive as the strengths, weaknesses, opportunities, and threats of/for The Township of Billings? Keep in mind that strengths and weakness are generally considered to be *internal* characteristics, over which the organization does have some direct control. Opportunities and threats, on the other hand, are usually seen as *external* - the organization doesn't have direct control over these or *external* - the organization does not have direct control over these. Also remember that opportunities often have a threat component (risk) to them, and threats also often represent opportunities if viewed from a different perspective. Spend some time and dig deep on this please. It can be especially useful in understanding current conditions as the context of strategic planning and set the stage for effective plan development.



<u>Strengths</u>	<u>Weaknesses</u>	<u>Opportunities</u>	<u>Threats</u>

  
www.creately.com • Online Diagramming