

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

February 10, 2021: 7:00pm

Electronic Meeting (via Zoom)

- 1. Opening of Meeting**
- 2. Approval of Agenda**
- 3. Disclosure of Pecuniary Interest**
- 4. Adoption of Minutes:** December 09, 2020 Meeting
- 5. Delegation**
- 6. Council Update Report**
- 7. Financial Report**
- 8. Old Business**
  - a) Planter/benches Update
  - b) Billings Promotion Strategy
  - c) Social Media Workshop
  - d) Jabbawong Storytelling Festival
- 9. New Business**
  - a) Economic Development – a discussion:
    - I. EcDev/ComDev/CED
    - II. Community Development: “The New Local” – Principle #4: Diversification
  - b) Winter Tourism
  - c) Trail Signage
- 10. Correspondence**
- 11. Information**
- 12. Notices of Motion**
- 13. Closed Session**
- 14. Next Meeting**
- 15. Adjournment**

# Memorandum

To: EDC

cc: CAO/Clerk, Deputy Clerk, Administrative Assistant

From: Todd Gordon, EDO

Date: 02.06.2021

RE: EDC Meeting, February 10, 2021

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## 16. Old Business

### a) Planter/benches Update

Given that winter to-date has largely been a “non-event” – meaning that Public Works has had time for construction, and that there was no January 2021 EDC meeting, the planter, bench, etc. project has advanced much beyond the situation as last discussed by EDC. The EDO will provide a quick update on where this project is at

### b) Billings Promotion Strategy

Time is marching on. While there is still a need to have regard for and discuss a broader strategy, it is also prudent to look to an updated/current hard-copy product for the 2021 season – something that can also have some coherence with and connection to online/social media communication. To that end, the EDO will be taking the committee through a review of the previous brochure/business map.

### c) Social Media Workshop

The status of this initiative is unclear, but given that we are now firmly into February, I am assuming we are at or beyond a firm “go/no go” decision point. (?)

### d) Jabbawong Storytelling Festival

Update??

## 17. New Business

### d) Economic Development – a discussion:

a. EcDev/ComDev/CED

b. Community Development: “The New Local” – Principle #4: Diversification

This is an opportunity to review the committee role. What is “economic development,” and how does it relate to “community development” and/or “community economic development.” What can/could/should a municipality do with respect to any of these “development” concepts, and what are the realistic objectives and limitations of a small municipality EDC? The answer to these questions is more complicated than it might first appear, and periodically revisiting these basic questions periodically is a worthwhile pursuit. (??)

### e) Winter Tourism

### f) Trail Signage

## Community Development: “The New Local” - Committee “Homework”

### Principle 4: Diversification

Prepared for EDC Meeting February 10, 2021

#### Background:

To stay connected to community economic development as a concept, the committee agreed to use the participant guide from *The New Local* – an online local economic development course that Chair Alkenbrack participated in last summer. The purpose of this exercise is to explicitly think, however briefly, about concepts of local economic and community development as part of the context of EDC work.

#### **This month’s subject is Principle #4, Diversification.**

#### From the Summary:

*At the core of the new vision of economic development is community self-reliance. While no community can achieve perfect self-reliance, every community can do better. With greater diversification can come resilience and prosperity. The more we buy and sell to one another in our own communities, the higher our economic multipliers and the more income, wealth, and jobs we can create.*

#### From Elsewhere in the Guide:

*Our emergence from COVID19 offers us an opportunity to rebuild our communities with a high level of self reliance and diversity. While perfect self-reliance is impossible, even counter-productive, every community can certainly increase its level of self-reliance – Especially in basic goods like food, water, housing, healthcare, finance, and professional and personal services.*

#### Questions & Points to Ponder

The guide always asks several questions to stimulate our thinking about the importance of connectivity and how to maximize it. These questions are not from the guide, per se, but they are one that crossed my mind as I review and thought about this principle:

1. How self-reliant is your community (i.e., Billings)?
2. How self-reliant do you think it should be?
3. What is an appropriate scale on the spectrum of local to talk about self-reliance and economic diversity?
4. How do we strike a balance between local self-reliance, and diversity, and resilience, and our regional, national, and global connections and interrelationships?
5. Is there another community on the island that you think has greater self-reliance? If so, what does that greater self-reliance look like (what is the indicator of that to you), and why do you think the greater self-reliance exists.

#### Related “Stuff”

The terms Economic Development, Community Development and Community Economic Development

#### *The concept of economic leakage and “leak plugging”*

Leakage from an economy refers to the extent to which the value of transactions or economic activity leaves that economy and benefits another economy somewhere else, or the same economy but on a on a different scale – regional rather than local for example. That kind of economic “movement” is not inherently bad, nor is it possible to eliminate all leakage, especially in a modern economy. In local economies, though, a high degree of leakage can be very detrimental, so a goal of local or community economic development might be to reduce leakage in a given sector of importance – say, tourism. So, individuals and/or organizations interested in improving the local economy by reducing leakage would employ strategies to do so – these approaches might be referred to as “leak plugging.”

*(Provide example here)*

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

December 09, 2020, 7:00 pm

Electronic Meeting (Zoom Meetings)

**PRESENT:** Councillor Sharon Alkenbrack (Chair), Suzanne Darlaston, Councillor Sharon Jackson, Diane Larocque, Tracy Paris

**Staff:** Todd Gordon, Economic Development Officer

**REGRETS:** Rick Rusk

**Members of the Public:** None

**1. Opening of Meeting**

The meeting was called to order at 7:02 p.m. by the chair.

**2. Approval of Agenda**

Motion by Diane Larocque; Second by Suzanne Darlaston:

That the agenda for the December 09, 2020 meeting be accepted as presented. Carried.

**3. Disclosure of Pecuniary Interest**

None

**4. Adoption of Minutes**

Motion by Sharon Jackson; Second by Diane Larocque:

That the minutes of the November 18, 2020 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 of December 01, 2020).

**7. Financial Report**

- The EDO provided a brief update: No EDC-related revenue or expenditures since the November meeting.

**8. Old Business**

**a) Community Development – “The New Local” - Discussion**

The committee had a brief discussion of Principle 3: “Connectivity” from *The New Local* community development program. The committee discussed ways of learning from *community* – ours and others, and ways of increasing connectivity through improved learning as well as the ongoing challenge of staying connected locally while operating in a truly globalized environment.

**b) Jabbawong Story-Telling Festival – Discussion**

The parameters have not changed, although everyone is concerned about the impact of the ongoing pandemic. The committee acknowledged that the festival needs more storytellers for children.

**c) Billings Promotion Strategy – Discussion**

The committee was concerned about timelines, even for developing one element of the strategy for 2021. The EDO assured the committee that staff would be having a discussion soon, and that the EDO would have follow-up for the January meeting. The EDO reminded the committee to revisit the “W5” exercise (Who, What, Why, Where, When) from the November meeting as a means of exploring ideas for the promotion strategy.

**d) Social Media Workshop – Discussion**

The situation for this event is very much like that of the story-telling festival: It is still in the works, but much depends on the status of the COVID-19 pandemic. The chair is still attempting to confirm a facilitator. Timing: still looking at late winter (February?) before businesspeople are engaged in preparing for the summer season. The committee will continue planning for this event in collaboration with municipal staff.

**e) Community Planters/Benches - Discussion**

The Chair and another member achieved an informal survey of the existing planters and benches and determined that most were still functional. However, given that there is a good supply of material available for repurposing from an earlier project, it is likely that many existing units can be replaced, as well as new ones constructed for the SCB and Old Mill area. Staff are coming up with designs that will make best use of the existing material.

**f) Old Church on the Hill - Discussion**

A brief discussion about possible uses for the property, with recognition that there are limitations, and that the review/feasibility process is just getting underway.

**g) Digital Business Directory - Discussion**

This was the final discussion on the topic, at least for the foreseeable future – not because it is not a valid idea, but because the committee recognized all the variables inherent in and the limitations that EDC faces in attempting to deal with something probably best handled on an island-wide scale. Ultimately the currency of business information (operating/opening hours, for example). More detail on the considerations of this topic is available in previous monthly minutes.

**9. New Business**

None

**10. Correspondence**

None

**11. Information**

None

**12. Recommendations to Council**

None

**13. Next Meeting:** January 13, 2021, 7:00 pm, Zoom Meetings

**14. Adjournment:** The meeting was adjourned at 8:08 p.m. on a motion by Diane Larocque.