

TOWNSHIP OF BILLINGS
Economic Development Committee
AGENDA

June 9, 2021: 7:00pm

Electronic Meeting (via Zoom)

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

Memorandum

To: EDC

cc: CAO/Clerk, Deputy Clerk

From: Todd Gordon, EDO

Date: 06.04.2021

RE: EDC Meeting, June 9, 2021

Notes on specific agenda items:

7. Financial Report

8. EDO Update

- Main Street Project
- Healthy Communities Initiative Round 2 Application: Kagawong Rink
- Broadband
- Other?

9. Old Business:

- a. Township of Billings Strategic Plan 2022-2025: EDC Input

I am thinking this is a meeting where we can/should spend some considerable amount of time discussing strategic plan input. This should, primarily, be from an economic development perspective since that is what we are her to do. Individual members can, of course, respond to the survey(s) (once I get them out!) that will be going out for community members/the public.

So, in thinking from an ecdev/EDC perspective, I just want to remind the committee of the EDC mandate, as articulated in the Terms of Reference. (Keep in mind that the vision statement is from the 2018-2021 Strategic Plan, and that the new plan is likely to have a new vision or vision/mission statement. The *meaning* of a newly expressed statement or statements is not likely to be radically different):

1. ROLE OF THE COMMITTEE

(1) The Economic Development Committee (the "Committee") shall advise council on the development of initiatives to strengthen and promote economic development within the township for all sectors (*e.g.*, tourism, arts and culture), including marketing strategies.

(2) In providing advice to council, the Committee shall have regard for the township's Strategic Plan, the mission statement for which states:

"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."

So, with the role/mandate of the committee in mind, perhaps each committee member can think about what you think economic development for Billings could/should look like over the next 4 years. For example:

- What can the committee do to meet its mandate?
- What kind of balance can the committee strike between big picture and small picture thinking?

- How can the committee support Council and the committee in achieving not only economic development, but ultimately, *community* development – which, after all, is everyone’s goal?? (I think/hope).
- What has worked/is working. What is not working or needs to change.
- What are achievable ideas/goals?
- How do we get from “A to B”? (In other words, process is important too)
- Ideally, members will write something – even in bullet form.

Also, ideally it would be nice (and appropriate I think) if a committee member would agree to collate and synthesize committee input to this discussion, so that I can have it for the strategic planning pool of information. I will have my notes from the meeting, but I think something collated from the committee by the committee would be great.

Todd

TOWNSHIP OF BILLINGS
Economic Development Committee
MINUTES

May 12, 2021, 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: None

Members of the Public: None

1. Opening of Meeting

The meeting was called to order at 7:03 p.m. by the chair. The Chair acknowledge the death of EDC member Rick Rusk, and his contribution to EDC, Kagawong & Billings, and Manitoulin Tourism through the MTA and other work and organizations. His community service will be remembered

2. Approval of Agenda

Motion by Diane Larocque; Second by Sharon Jackson:

That the agenda for the May 12, 2021 meeting be accepted as written. Carried.

3. Disclosure of Pecuniary Interest

None

4. Adoption of Minutes

Motion by Diane Larocque; Second by Suzanne Darlaston :

That the minutes of the April 14, 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 May 4th, 2021).

7. Financial Report

No EDC-related revenue or expenditures since the previous meeting (April 14, 2021).

8. EDO Update

The EDO provided updates on the following topics

- a. Main Street Project

9. Old Business

a) Community Planters/Benches – Discussion

More planters have yet to be placed. There are many available for adoption by the Parks, Recreation, and Wellness Committee (and others) Summer students have been levelling the new planters and lining with landscape cloth. Shrubs are being held at JD garden centre. Soil is yet to be distributed to the planters. We have a plan for solving the watering needs for the SCB/Old Mill planters.

b) Billings Promotion Strategy – Discussion

Brief discussion. The EDO is expecting a draft from Kendra Edwards soon. The EDC needs to follow-up with Kendra

c) Poetry Boxes - Discussion

The Chair did more research and had a good idea of what should be purchased and implemented, at least for 2021. Discussion of the art-tree idea. Committee consensus that a tree near the Park Centre should be used. A method of providing paper for art, as well as a method of hanging the art on the art tree was discussed and consensus reached on implementing it. The chair and committee member Diane Larocque will monitor to see how the art tree is used. The approach can be modified as needed.

d) Jabbawong Story-Telling Festival – Discussion

The committee discussed the ongoing uncertainty about holding the event, given the pandemic situation. However, there was consensus in holding the festival this year, if possible. Planning and implementation will continue for now. 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) Billings 2022-2025 Strategic Plan: Process and EDC Input

The EDO had presented material for committee consideration related to the 2022-2025 strategic plan development process, including a discussion of vision and mission statements, Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis. There was brief discussion about the importance of strategic planning, and the importance of it. However, the committee agreed to take more time for individual reflection on contributions to the strategic plan as EDC members and members of the committee. The topic will be on the agenda for the June Meeting

b) Economic Development as a Concept - Discussion

The EDO commented briefly on having completed the OMAFRA mini webinar series on Business Retention and Expansion (BR+E). The committee agreed to turn to more a more dedicated pursuit of broader economic development goals and approaches once through the summer season.

11. Correspondence

None

12. Information

None

13. Recommendations to Council

None

14. Next Meeting: June 9, 2021, 7:00 pm, Zoom Meetings

15. Adjournment: The meeting was adjourned at 8:00 p.m. on a motion by Diane Larocque.