

TOWNSHIP OF BILLINGS
Economic Development Committee
AGENDA

April 14, 2021: 7:00pm

Electronic Meeting (via Zoom)

- 1. Opening of Meeting**
- 2. Approval of Agenda**
- 3. Disclosure of Pecuniary Interest**
- 4. Adoption of Minutes:** March 10, 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
 - c) Poetry and Art Boxes
 - d) Existing Initiatives (on hold)
 - I. Social Media Workshop
 - II. Jabbawong Storytelling Festival
- 10. New Business**
 - a) Winter Tourism/Promotion
 - b) Concepts of Economic Development
- 11. Correspondence**
- 12. Information**
- 13. Notices of Motion**
- 14. Closed Session**
- 15. Next Meeting**
- 16. Adjournment**

Memorandum

To: EDC

cc: CAO/Clerk, Deputy Clerk, Administrative Assistant

From: Todd Gordon, EDO

Date: 04.09.2021

RE: EDC Meeting, April 14, 2021

Notes on specific agenda items:

17. Financial Report

- I will check with the Treasurer before the meeting, but I believe that there has not been any EDC-related financial activity since the March meeting. Note that the EDC budget for 2021 will be discussed extensively under New Business, item d

18. EDO Update

- I have added this as a recurring agenda item. I will use this agenda space/time to report on relevant work in my role as EDO.
 - Main Street Project
 - Kagawong River Pedestrian Bridge
 - Maze Parking Lot
 - Other projects/funding applications

19. Old Business

e) Planter/benches Update

- Benches are slowly being set out by PWs. I've reserved at least 1 for EDC . . .

f) Billings Promotion Strategy – Brochure

- We (Tiana) have provided Kendra with updated info. She informed me after the last meeting that she likely would not start this until after April 15th, but when she gets on it, she did not expect to take long to provide us a draft. I am not concerned about this – Kendra will deliver.

g) Poetry and Art Boxes

- Ongoing agenda item. Update re: purchasing appropriate boxes, etc.?

h) Existing Initiatives (on hold)

I. Social Media Workshop

II. Jabbawong Storytelling Festival

- It seems the workshop is likely off the table until next winter. This should be revisited in the late Fall. As for the festival, it is likely time to commit to planning a primarily outdoor event. This would enable the committee enough time to pull it off. Obviously, some good discussion is needed and pending that decision, a move to action.

20. New Business

c) Invited Business Speaker: Susie Harrison of Bare Naked Beauty

d) Cabanas

- It's time to have discussion about cabana rentals and the variables that are going to influence their operation this year, within the ongoing broader discussion of practical ways to support the expansion of business opportunities.

e) Winter Tourism/Promotion

- Discussion – follow-up from the last meeting, led by the Chair. This is an item we will keep on the agenda into the Fall.

f) Budget Development

- The attached worksheet is just that – a worksheet, to facilitate discussion of all elements of a budget request to Council. Some entries are known, others are guestimates at this point. Please be prepared to discuss the items, such that a firm and considered request can be made to Council.

g) Economic Development Concepts

- Ongoing discuss. The EDO is participating in an OMFARA mini-webinar series on Business Retention and Expansion (BR+E)