

TOWNSHIP OF BILLINGS
Economic Development Committee
MINUTES

August 10th, 2022, 7:00 pm

Electronic Meeting (Zoom Meetings)

PRESENT: Councillor Sharon Alkenbrack (Chair), Councillor Sharon Jackson, Diane Larocque

Staff: Todd Gordon, Municipal Project Manager (MPM)

REGRETS: Suzanne Darlaston, Chris Dietrich, Tracy Paris

Members of the Public: None

1. Opening of Meeting

Motion by Diane Larocque; Second by Sharon Jackson:

The meeting was called to order at 7:02 pm.

Carried.

2. Approval of Agenda

Motion by Sharon Jackson; Second by Diane Larocque:

That the agenda for the Aug 10th, 2022 meeting be accepted as presented.

Carried.

3. Disclosure of Pecuniary Interest

None

4. Adoption of Minutes

Motion by Diane Larocque; Second by Sharon Jackson:

That the minutes of the June 29th, 2022 meeting be accepted as presented.

Carried.

5. Delegations

None

6. Council Update Report

The Chair provided an update on highlights from the most recent Council meeting (regular Council meeting of August 2nd, 2022), which included enacting the by-law to extend the generating station lease with Oakville Energy, and *preliminary* discussion of a municipal by-law dealing with short-term rentals in the municipality

7. Financial Report

There was no formal financial report. There were expenditures related to Jabbawong Festival. These will be reported at the September meeting.

8. MPM Update

Pedestrian Bridge Project: construction tender period just closed.

Firehall Renovation Project: construction tender out/in-process

9. Old Business

a. Jabbawong Festival De-Brief

The committee discussed the 1st annual event. Summary notes on the debrief are attached to the minutes.

b. Art Boxes

The box at the maze has been full and over-flowing, and the other boxes have had much content as well, so the concept has been well received this year as well. The new style of boxes seems to

be working well.

c. Christmas in Kagawong

The Billings Economic Development Committee recommends that Council approve November 18, 19th, and 20th as the dates for the Christmas in Kagawong Event, and that Council set the vendor rate for the 2022 Christmas in Kagawong event at \$40.00 per vendor space.

Moved by Diane Larocque; Seconded by Sharon Alkenbrack. Carried.

10. New Business

a. Ideas for 2023

General discussion of various ideas, which included “our sky” (dark sky, and related) and other ecotourism-related themes, variations on brochure development, and business engagement approaches.

b. New Council (Nov 2022 – Nov 2026)

The Chair simply reminded the committee that this term of Council is rapidly coming to a close. However, with a couple of committee members not present, and given the time, the members present simply agreed to discuss it if/as needed at the September meeting.

11. Correspondence

None

12. Information

None

13. Recommendations to Council

None

14. Next Meeting: September 14th, 2022 at 7:00 pm, Zoom Meetings.

15. Adjournment: The meeting was adjourned at 7:46 p.m. on a motion by Diane Larocque.

**2022 Jabbawong Festival (1st Annual)
De-Brief Summary Notes (From Chair Alkenbrack's Notes and Committee Discussion)
EDC Regular Meeting – August 10, 2022**

Attendance & Overall

- There were between 20 and 30 at each author's reading.
- For a first year, it was a success

The Breakfast

- The breakfast was a success for the author's - they enjoyed meeting everyone.
- However, it was not attended by the public. The breakfast was intended as a way to get people there. Mary Buie's family came and had great breakfast and spent time with the authors and made it look successful
- The food was great!

FTR, the Author's Bags contained:

- A little box of Manitoulin Chocolate Works chocolates
- A Duncan Pheasant card which held the \$400.00 check
- A Manitoulin Sticker

Comments from the Authors

- They all loved the spot outside under the tree
- Kim Fahner was very impressed with the event as a first-time event
- Mark Seabrook said it was a "great day"
Mike Erskine was very surprised with the turnout and how well it flowed
- Bonnie Kogos just loves anything Billings/Kagawong does and she gave us awesome advertising

What worked

- The authors and overall set up

What didn't

- The vendor market was slow
- Not many went to the barbecue put on by the museum. Rick said they made about \$200.00 and were satisfied as a first event
- The breakfast – worked for author "camaraderie," but didn't necessarily achieve the objective
- Sunday was a children's day, no children came, Kim Fahner said other similar events are either adult readers or children's readers not combined.

Next year ideas

- Proper name tags
- Workshops with authors
- Kim Fahner said she can connect us with other writers/story-tellers for next year, including Waubgeshig Rice
- Maybe the event could/should come out of committee so that we can potentially access other grants and/or could be organized and run differently?