

**TOWN OF NORMAN WELLS  
ECONOMIC DEVELOPMENT COMMITTEE**

Minutes

Scheduled Meeting for February 15<sup>th</sup>, 2021  
Council Chambers @ 7:00 pm

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<b>Present:</b>	<b>Pascal Audet Kyle Wright Chris Chivers Kylie Frank</b>	<b>Councillor- Chair Member Member- telephone Member- telephone</b>
<b>Administration:</b>	<b>Kayla Turner</b>	<b>Governance &amp; Community Engagement Manager</b>
<b>Regrets:</b>	<b>Jim Boyle Felize Candia</b>	<b>Councillor- Vice Chair Member- work commitment</b>

**1. Call to Order**            6:59PM

**2. Declaration of Conflict of Interest**

None

**3. Review and Adoption of Agenda**

Agenda approved by all.

‘Be it resolved that the agenda of the Economic Development committee regular meeting, dated February 15<sup>th</sup>, 2021 is hereby adopted.’

**Motion:**            **No. 21-01-01**  
**Moved by:**        **Member Wright**  
**Seconded by:**    **Member Chivers**

**4. Delegation**

None

**5. a) Review and Adoption of Minutes – December 3<sup>rd</sup>, 2020**

‘Be it resolved that the minutes of the Economic Development Committee regular meeting, dated December 3<sup>rd</sup>, 2020 are hereby adopted.’

**Motion:**            **No. 21-01-02**  
**Moved by:**        **Member Chivers**  
**Seconded by:**    **Member Wright**

**6. Old Business**

- |   |                     |
|---|---------------------|
| a) Economic Development Strategic Plan  | Discussion/Decision |
| <ul style="list-style-type: none"><li>• Kayla informed the committee that a strategic plan is something that the committee needs to proceed with.</li></ul> |                     |

- Included in the package is the initial strategic plan proposal from MDB Insight so that our new members understand what we have investigated so far.
- The Economic Development Strategic Plan will include aspects of facility replacement but will be larger in scope than that. The strategic plan is a process of defining strategy for potentially 3-5-10+ years to come, or direction, and making decisions on allocating resources to pursue said strategy. The plan will also include procedures for guiding the implementation of the strategy. The strategic plan will be in place for the future and will be a guide for any new Council who may be elected.
- Member Wright and Councillor Audet spoke with Dave Ramsey who is an Economic Development Consultant (Innovative Business Solutions) who is based in Yellowknife. He has economic development experience in the North and he is a former Minister of Industry, Tourism and Investment, Minister of the Public Utilities Board, Minister of Transportation, and Minister responsible for NWT Business Development Corporation.

b) Tourism Product Diversification Program Marketing Program Discussion

- i. Application Form
- ii. Project Questions- section 3
- iii. Brochure Planning

- Questions for the application form sent to committee members February 2, 2021 for review. No responses to the questions were received.
- Councillor Audet suggested inviting someone from the Tourism industry to tell us where to go with the application form (James/Travis/Craig/local hotels).
- Kayla will reach out to Felize who had previously stated in our December 3<sup>rd</sup>, 2020 meeting that she had some ideas for this program.

c) Community Plan Review Information/Discussion

- i. 6.1 Implementation Plan

- Action items attached for committee to review and discuss.

## 7. New Business

a) Cultural Centre Working Group Information/Discussion

- i. Update from Councillor Audet

- Explanation of working group.
- The working group has had two informal meetings. The meetings have included the chairs from the Economic Development Committee, Town Planning Committee and Recreation Committee. All three Committee chairs are committed to the working group and would like to move forward with a facility replacement plan. (see attached scoping document).
- Councillor Audet will give updates when necessary.

## 8. Open Forum

- Councillor Audet- Michael Duclos has stepped down as a member of the committee as he did not agree with comments made by Councillor Wever in a Regular Council Meeting held December 15, 2020. Councillor Audet wished him all the best and hopes that the committee can work with him in future.
- Member Frank- none.
- Member Chivers is sad to see Mike Duclos leave. His enthusiasm will be missed on the committee.
- Member Wright- Chamber of Commerce update:

- AGM was in January.
- Board of directors has been established.
- Excited to advocate for local businesses.
- Would like to work jointly with the Town on some projects.

**9. Adjournment 7:37PM**

**Next Meeting:**