

**TOWN OF NORMAN WELLS**  
**ECONOMIC DEVELOPMENT COMMITTEE**

Minutes

Scheduled Meeting for Thursday October 29, 2020  
Council Chambers and Teleconference @ 12:00 pm

<b>Present:</b>	<b>Pascal Audet</b> <b>Michael Duclos</b> <b>Kyle Wright</b> <b>Chris Chivers</b>	<b>Councillor- Chair</b> <b>Member</b> <b>Member</b> <b>Member</b>	<b>Telephone</b>
<b>Regrets:</b>	<b>Jim Boyle</b>	<b>Councillor- Vice Chair</b>	<b>Work Obligations</b>
<b>Administration:</b>	<b>Kayla Turner</b>	<b>Governance &amp; Community Engagement Manager</b>	
<b>Guest:</b>	<b>Lauren Millier</b>	<b>MDB Insight Economic Development Strategic Planning Firm</b>	

**Call to Order 12:04PM**

- Lauren from MDB Insight has provided the Committee with a Detailed Project Methodology as well as an Introductory Portfolio for the Members to review and discuss.
- The Members are looking for an explanation from MDB Insight as to what services they can provide for the Town of Norman Wells.
- Lauren will provide a budget and framework after the meeting depending on how the Committee decides to proceed.
- The Committee informed Lauren that Norman Wells is a unique community in that it is an isolated, northern community with many opportunities, the Committee needs some guidance on how to proceed with these opportunities.
- Lauren noted that because the firm is in Ontario, it will be nearly impossible to have any consultants on the ground due to Covid-19. She will create a workplan to see what is feasible and to see what resources are needed to be successful.
- The EDC will give MDB information, insight, ideas for the work plan. The Committee recognizes that they need assistance in a project like this as everyone works full time already.
- Lauren asked the Committee how involved they would like to be in the process. The Committee would like to provide direction, identify opportunities, and devote the attention required to be successful.
- MDB Insight will conduct interviews, surveys, and workshops for the business community and the public.
- The project can take around five to six months to complete. Lauren will put a schedule and timeline together for the Committee.
- Lauren would like to post information and progress on the community website to encourage public engagement.
- Member Chivers would like it if the Committee could see a template of the survey questions before any surveys go out to ensure that there is not a lot of crossover between survey's that have recently circulated in the community.
- The Committee can provide great value by meeting with stakeholders and the public. The Committee would prefer to be involved in these meetings as Norman Wells is such a tight knit community, they feel like it would be more personal to participate in some meetings.
- Detailed Project Methodology Phase 3: The Committee feels like the final three activities are not necessary at this point, specifically targeted workshops. Lauren will remove this item and the Committee can rediscuss as the workplan evolves.
- Lauren and MDB Insight have worked with many small communities, and northern communities with populations ranging from 600-3500. Lauren is confident in her approach will work well with the nature of the Community.
- Lauren left meeting at 11:59.
- The Committee is not sure, based on the documents provided by MDB Insight, if this is the direction they would like to go. The Committee would like to see the finished Portfolio that MDB finished for the City of Yellowknife- Kayla has been in touch with the Yellowknife Economic Committee and will get a copy of their final project for the Committee to review.

- The Committee would like to explore other options such as looking into a Lobbying Consultant as this might add more value to the goals they are trying to accomplish.

**Adjournment 1:05PM**