

**TOWN OF NORMAN WELLS
ECONOMIC DEVELOPMENT COMMITTEE
Call in 1-866-969-8429 ID: 5040455**

Minutes

Scheduled Meeting for June 7th, 2021

Council Chambers @ 7:00 pm

Call in 1-866-969-8429 ID: 5040455

Present:	Pascal Audet Jim Boyle-phone Kylie Frank Kacee Hunter	Councillor- Chair Councillor- Vice Chair Member Member
Administration:	Kayla Turner	Governance & Community Engagement Manager
Regrets:	Chris Chivers	Member

1. **Call to Order** 7:02PM
2. **Declaration of Conflict of Interest** None.
3. **Review and Adoption of Agenda**

‘Be it resolved that the agenda for the Economic Development Committee Meeting dated June 7, 2021, is hereby adopted.’

Motion: No. 21-04-01

Moved by: Member Hunter

Seconded by: Member Frank

All in favor

4. Delegation

- a) Isaiah Mutandiwa/Dave Ramsay - IBS Group Canada
 - a. Survey Updates
 - b. Strategic Plan Phase 3
- Two surveys have gone out to the public; a general economic development survey as well as a youth survey. The youth survey was distributed by Mackenzie Mountain School to students aged 13-19. So far, we have only received 12 responses to the youth survey. There have been 57 survey responses to the general economic development survey, this is about 7% of the population.
- IBS is hoping to have a draft proposal to present to the committee by June 15. IBS has been researching best practices for economic development within Canada as well as internationally.
- They would like to return to Norman Wells to host a round table event. Kayla will touch base regarding when would be the best time to do this.
- Councillor Audet asked if there is a trend in the survey responses. Dave responded that the trend seems to be sustainable development, attracting more residents, tourism, as well as lowering the cost of living.
- Councillor Audet insisted that Imperial meet with the committee as well as the consultants.
- Kacee asked if there are any ideas to over come the trending issues in the survey. Dave’s recommendations include hiring a tourism development coordinator, economic development officer, as well as specifying in the Economic Development Committee by law certain members of the community who should sit on the committee. Example: Tourism operators and representatives from

Imperial Oil and the Norman Wells Land Corporation. Kayla will send an email to schedule the committee a meeting with Imperial.

5. Old Business

- a) Economic Development By Law
 - a. Round Table Discussion
 - b. Sample Economic Development By Laws
 - c. Terms of Reference
- Kacee suggested adding key members to the by law and stated that the repealed by law will be sufficient if “Economic Development Officer” is changed to “Governance Manager”. He also suggested the Town have a Tourism Division. This division can not be grouped in with Recreation or Economic Development as it is a large division in its own. Having a dedicated Tourism Operator would be an asset to the Town because they have access to more resources. The Town of Inuvik has 2 or 3 staff dedicated to Tourism. The GNWT has a community tourism coordinator program, however it is only available every 2 years. Kacee suggested creating a position at the Town for a Tourism coordinator who has the skills, knowledge, and ability to drive the position. He also suggested the Town acquire a tourism operators license, that way anyone in Town who is a tourism operator would be covered under the Town’s license.
- Kacee proposed holding an Annual Economic Development Conference in Norman Wells which could be tied into a Recreation event. Business owners from the region could be invited to network and participate in events, as well as other oil companies besides Imperial, and a keynote speaker. It would also be beneficial to form a “sister city” relationship with another community as a forum to advocate for the Town’s economic goals. The Town could entice participants by giving away quarry materials, parcels of land or a tax break as a grand prize. The Town should host more events; business travellers are tourists too.
- Councillor Audet responded that Covid has been challenging, but this is something we could prepare for once things open again. Kacee responded that there could be a gala and company sponsor for the event. It would be a great opportunity to create partnerships with other municipalities and other businesses. The committee could also create an investment brochure which would showcase the opportunities and industry in Norman Wells.
- Kacee also suggested creating a by law to increase property tax on vacant homes as well as meeting with Imperial to discuss their vacant homes. He asked if the Town could get a list of people on the waiting list for housing to see if there would be an opportunity to create a housing plan for the Town using the vacant homes. Kayla suggested a combined committee meeting with the Town Planning Committee to discuss this further. Kacee recommended trying a pilot project to get people into homes and attract more residents.
- Topics to be discussed at a scheduled meeting with the EDC and Imperial Oil:
 - 1. Why are their homes still empty?
 - 2. When are they bringing families back?
 - 3. Multiplex
- Councillor Audet mentioned that since imperial families have left there has been a negative impact on the community (drop in population, revenues, school attendance, recreation programs). A lot of economic development problems would be solved if Imperial would bring families back to the community.
- The committee agreed that a childcare facility is crucial to attracting more families to the community. It was suggested that a childcare worker could lease a town facility to open a daycare. Town owned buildings are currently undergoing building assessments, this includes the daycare. Kayla did investigate the opportunity to build a brand new fully funded day care, she will speak to Dave and Isaiah about this further.

- Kacee suggested approaching businesses to advertise on the digital screen which will be arriving mid to late summer.
- Kayla will edit the repealed economic development by law and add in a task force similar to the City of Yellowknife, and send out via email to the committee for approval before recommending to Council.

6. New Business

7. Open Forum

8. Adjournment 8:43PM Kylie/Kacee

Next Meeting:

Action Items:

1. Schedule meeting with Imperial
2. Schedule meeting with Town Planning Committee
3. Schedule Dave/Isaiah to come back to town for round table event
4. Norman Wells investment brochure
5. Daycare discussions with IBS
6. Digital screen- approach local business for advertising opportunities
7. Edit By Law and send out for review