

**TOWN OF NORMAN WELLS  
ECONOMIC DEVELOPMENT COMMITTEE  
Call in 1-866-969-8429 ID: 5040455  
Minutes  
Scheduled Meeting for July 12<sup>th</sup>, 2021  
Council Chambers @ 7:00 pm  
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<b>Present:</b>	<b>Pascal Audet Chris Chivers Kacee Hunter</b>	<b>Councillor- Chair Member- Phone Member</b>
<b>Administration:</b>	<b>Kayla Turner</b>	<b>Governance &amp; Community Engagement Manager</b>
<b>Regrets:</b>	<b>Kylie Frank Jim Boyle</b>	<b>Member Councillor</b>

**1. Call to Order**      7:04PM

**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 July 12<sup>th</sup>, 2021, is hereby adopted.’**

**Motion: No. 21-05-01  
Moved by: Member Hunter  
Seconded by: Member Chivers  
All in Favor**

**4. Delegation**

- None

**5. Old Business**

a) Tourism Operator Licensing

- Member Hunter provided an explanation of Tourism Licensing in the NWT (application process, safety plans, consultation process). He noted that having this licensing opens the door to more funding and is of enormous value to the Community. There is also funding available for a Tourism Coordinator (available every two years). The Tourism Coordinator should have experience in the industry or have Tourism training. The Tourism Fund through ITI can be used for this position (see brochure). Kacee mentioned that the under serviced areas of Tourism in Norman Wells include extreme outdoor adventures such as mountain biking, quadding, rock climbing etc. He would also like to see partnerships with other communities. Once the all-season road opens there will be an influx of general travel into the community, and we need to be ready for it. Having a Tourism Coordinator would help the Town prepare for the influx of tourism. Norman Wells should be the

main stop for Tourists who are getting ready for their trips into the mountains and around the region.

## **6. New Business**

### **a) Town of Norman Wells Investment Brochure**

#### **a. Brainstorming session**

- Items to include in the brochure:
  - Industry- Oil and Gas
  - Tourism Outfitters
  - Restaurants
  - Hotels (how many beds available)
  - Town Facilities and what they offer
  - Employment rate in Norman Wells (85.8%)
  - What we have to offer and what we would like to see in the community
  - Sell community as a great place to invest
  - Reach out to NWT Film for “wish list”

### **b) Town of Norman Wells Sample Logos and Branding Kit**

- Committee liked the sample logos and agreed that the Town needs an updated logo, however everyone also agreed that now is not the time to rebrand.

### **c) Economic Development Survey Results Report**

- Member Chivers noted his disappointment with the number of survey respondents.
- Councillor Audet responded that the community was overwhelmed with surveys, public hearings, and other town input sessions at the time.
- Isaiah had told Kayla that he was impressed with the respondent rate, especially with the Youth Survey.
- Dave and Isaiah will be returning to Town mid August for the round table session.

## **7. Open Forum**

- Member Chivers: noted that Kacee shared some great information regarding tourism.
- Member Hunter: asked if we got an update from Imperial Oil regarding the questions presented by the committee from our last meeting. Kayla read the information email that was sent to the committee concerning an informal meeting with Jody Crawford in which he provided some answers to the questions presented. Members will send any further questions to Councillor Audet to present to Jody when he meets with Council in August. Kacee noted that the committee should present the EDC Conference idea brought up at the last meeting to Council. Kayla/Councillor Audet will present a report to Council.

## **8. Adjournment      8:12pm**

### **Action Items:**

1. Investment Brochure
2. EDC Conference Report to Council
3. Investigate Tourism Coordinator Position

4. Survey Results to Council

**Next Meeting: Tentative August 18, 2021**