

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

Minutes
Scheduled Meeting for September 28th, 2021
Council Chambers @ 7:00 pm
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Present:	Pascal Audet Chris Chivers Kylie Frank Kacee Hunter	Councillor- Chair Member- telephone Member Member
Administration:	Kayla Turner	Governance & Community Engagement Manager
Regrets:	Jim Boyle	Councillor- Vice Chair

1. Call to Order 7:01PM

2. Declaration of Conflict of Interest

- None.

3. Review and Adoption of Agenda

‘Be it resolved that the agenda for the Economic Development and Tourism Committee Meeting dated September 28th, 2021, is hereby adopted.’

Motion: No. 21-06-01
Moved by: Member Frank
Seconded by: Member Hunter
All in Favor.

4. Delegation

- None.

5. Old Business

- a) Final Economic Development Strategy
 - a. Implementation Plan

Goal #1 Town of Norman Wells emerges as a vibrant hub for regional entrepreneurship and sustainable economic development :

- Appointment of Economic Development Officer is in progress.
- Business incentives could include a certain amount of granular materials for free and receiving a property tax break for paying property tax on time for a certain amount of time.
- Simplify development and zoning requirements, building, demolition permit processes. Provide summary of zoning by law in plain language. (timeline 2021-22). Provide fact sheet for new business owners.
 - Meet with Town Planning and Land Use Committee.

- Partner with GNWT.
 - Approach hairdressers, nail technicians, spa service providers about shared spaces.
 - Talk to CBC about advertising that Norman Wells is hiring.
 - Reach out to Bizpal and update our information.
- Look into seasonal bitcoin mining (solar). Potentially look at having a bitcoin mining operation/business owner present at conference.
- Call out to residents and frequent trail users to see which trails need upgrades or maintenance.
 - Schedule meeting with Recreation Committee.
- Encourage small businesses and local makers to create Etsy accounts to sell goods outside of town.
- Revamp visitor center. Reach out to historical society for meeting.

6. New Business

- a) Investment Brochure Proposal
 - Task EDO+TC with creating an investment brochure.
 - The committee agrees that \$5,000 for an investment brochure is not feasible at this time.
- b) Engagement Letter
 - The committee agrees to not proceed with further engagement with Innovative Business Solutions at this time. This is something the committee can possibly revisit in the future.
- c) Feedback to Innovative Business Solutions RE: Round Table Sessions
 - Attendees agreed that Isaiah was excellent to work with.
 - The Committee was disappointed that Dave was on his phone throughout the session and seemed uninterested.
- d) Economic Development Conference Update
 - Entertainment and speaker search is well under way. We are now at a point in planning where a facilitator is now needed to assist with the remainder of the planning process.
- e) Norman Wells Chamber of Commerce Meeting
 - a. Update from Kacee
 - Member Hunter had to leave the meeting so Member Chivers provided an update to the group.
 - The Chamber is planning a “buy local” campaign which will take place during the winter farmer’s market.

7. Open Forum

- Councillor Audet thanked the Committee and noted it has been a pleasure working together.

8. Adjournment 8:49PM

Next Meeting: