

Town of Norman Wells
Economic Development and Tourism Committee
Minutes

Wednesday, December 8, 2021 @ 7PM Council Chambers and Microsoft Teams

Attendance:

Councillor Hunter- Chair

Councillor Wever- Co Chair

Kylie Frank- Member

Regrets

Bob Greek- 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 and Tourism Committee Regular Meeting dated December 8th, 2021 is hereby adopted.’

Motion:21-07-01

Moved by: Councillor Wever

Seconded by: Kylie Frank

All in Favor

4. Review and Adoption of Minutes

‘ Be it resolved that the minutes for the Economic Development and Tourism Committee Regular Meeting dated September 28, 2021 are hereby adopted.’

Motion: 21-07-01

Moved by: Councillor Wever

Seconded by: Kylie Frank

All in Favor

5. Old Business

a. Economic development strategy

- Over the next three years the committee will focus on implementing the Revised Economic Development Strategic Plan.
- The committee will focus on reprioritizing some of the action items as well as setting achievable goals.
- Councillor Wever suggested a meeting to review the strategic plan line by line, he also suggested meeting with the Chamber of Commerce to discuss their goals.
- The new Economic Development Officer has reviewed the Strategic Plan in detail and has already reprioritized some of the items. Councillor Wever suggested meeting with the Economic Development Officer before the next meeting to review the work he has already completed.

b. Economic development conference/c. Economic development conference planning members

- The committee agreed to continue meeting every two weeks.
- The conference planning is now in a phase where decisions need to be made such as entertainment and key note speakers.
- The committee agreed to reach out to NACC to help with the entertainment search.
- The conference could also be tied to Black Bear Jamboree as it has been postponed for the last two years.
- Councillor Hunter also noted that it is the 20 year anniversary of the reunion. This would be something that could also be incorporated into the conference or week leading up to.
- Councillor Hunter suggested opening the planning meetings up to the public for input and accountability.
- The committee is in need of more members. Kayla will reach out to Elizabeth who works for the Northern Store as she has a background in economic development and business.

6. New Business

a. Economic development committee members

- Kayla will put a call out looking for committee members.

7. Open Forum

Kylie- None.

Dave:

- Rolling agenda ideas:
 - Invite chamber to meet with committee.
 - Cost of living study (CBC Article)
 - Reach out to economist mentioned in article to give a presentation to the committee.
 - This would be a great for future funding and advocacy initiatives.
 - Engage with Universities and post secondary institutions regarding global warming and climate change studies.
 - Contact research groups for cold weather field studies (local knowledge)

- Meet with local college to determine goals and plans.
- Engage with NWT artists and local Norman Wells Artists
- Meet with Tourism and Historical Societies
- Mining/Prospecting
 - Research local career opportunities
 - Reach out to Yellowknife to inquire about having a prospector brought into the community for training
- Photo contest for local photographers
 - For town stock photos to be used in promotional and marketing material
 - Support local photographers
- Alternative energy sources
 - Nuclear
 - Hydro
 - Solar
 - Wind
 - Geothermal as a potential for alternative heating source
- Contact Military
 - Remote water plants and waste solution options
 - Cold weather training
- Marketing Strategies
 - Potential to market outside of Canada
 - Partner with Chamber for website landing page (buy/sell/kijiji type page)
- Waste gasification project
 - Solution for current landfill
 - Expansion of facility will only extend the life of the landfill for so long
- Access to local radio station
 - Business advertisement
 - Engage youth
- Councillor Hunter suggested adding an open conversation regarding the purchase of lots around Jackfish Lake to the rolling agenda.

8. Next meeting

- Conference planning meeting December 14
- Committee meeting January 5, 2022.

9. Adjourn 7:39 Moved by Councillor Wever