

Town of Norman Wells - Economic Development and Tourism Committee

Minutes

Thursday, February 24, 2022 @ 6:30PM Council Chambers and Microsoft Teams

Attendance:

Councillor Hunter – Chair
Councillor Wever – Co Chair
Kylie Frank – Member
Bob Greek – Member
Josh Earls – Member
Peter Taylor – Member
Frank Pope – Mayor
Carl Ceder – Economic Development Tourism Officer
Crystal Wegernoski – Guest

Regrets

1. Call to order 6:35PM
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 February 24th, 2022 is hereby adopted.’

Motion:22-02-01

Moved by: Bob Greek

Seconded by: Kylie Frank

All in Favor

4. Review and Adoption of Minutes

Meeting Minutes from January 25, 2022 will be reviewed at the March 10, 2022 meeting.

5. Old Business Economic Development Strategy Implementation
 - a. Presentation of Economic Development Initiatives (see presentation attached to these minutes) Other ideas that was presented beside the attached presentation were:
 - i. Today and Beyond 2022 Workshop Day.
 - ii. Aurora College to bid for trades training opportunities.
 - iii. Suggestion to promote the creation of an online Art Gallery, showcasing local artists work under a “Made in Norman Wells” umbrella, to work with current artists and the Museum. This could also assist in sense of place and community pride.
 - iv. Facilitate a business kiosk at Jackfish Lake for outdoor recreation services.
 - v. Adopt a Newbie Ambassador program.
 - vi. Hospitality Visitor Ambassador program for front line staff.
 - vii. Lobby for Mackenzie River cruises.

- viii. Norman Wells Open program to welcome back Imperial Oil workers once they are allowed back to Norman Wells. A working group to meet separately to come up with ideas, ask the museum to stay open longer to facilitate shift workers.
- ix. Updated hiking maps of the area.
- x. Work with big game hunting outfitters to have hunters stay in Norman Wells for some of their visiting time.

6. New Business

- a. Housing – meeting from 3:00-4:00 pm on March 24. NWT Housing Corporation has been invited to present their Housing initiatives for Norman Wells. This meeting is a joint initiative with the Town Planning and Land Use Committee Meeting.
- b. Economic Development Conference update – is has been decided by Administration, with recommendation from Councillor Hunter, to postpone the Economic Development conference to 2023.

7. Next meeting

- a. Committee meeting at 6:30 pm on March 10, 2022.

8. Adjourn 8:42 pm. Moved by Kylie Frank