

Economic Development Committee

MINUTES

JANUARY 19, 2023

7:00 a.m.

CITY HALL – MEETING ROOM A

| | |
|----------------|---|
| Attendees | Chairperson: Brian Hilderman Councillors: Councillor Darcy Zaharia (via Zoom), Councillor Dustin Brears, Mayor Mitch Hipsley (Ex-Officio) Members: Don Reed, David McKerchar (via Zoom), Bob Knox, Raymond Sharp, Marty Sveinbjornson, Gwen Machnee. |
| Invited Guests | Juanita Polegi Donna Brothwell Dave McIntyre – ReFine Magazine |
| Staff | David Balysky (Business Liaison) Lonnie Kaal (City Manager) |
| Regrets | Councillors: Members: Ayodele Komolafe Staff: |
| Absent | Councillors: Members: Staff: |
| Recording | Zuleny Rodriguez |
| Call to order | 7:08 a.m. |
| Adjourn | 8:22 a.m. |

Welcome and Introductions – City Administration

| | |
|--|--|
| | Administration welcomed members to the committee and encouraged everyone to introduce themselves so that new members and returning members know who is who in future meetings. |
|--|--|

Nomination and Election of Chairperson – City Administration

| | |
|--------------|--|
| Discussion | Administration opened the floor for call for nominations for Committee Chairperson. Councillor Brears nominated Brian Hilderman. Brian agreed to let his name stand. There were no further nominations |
| Motion 01-23 | Don Reed That Brian Hilderman be named the new Chairperson for the 2023 Economic Development Committee. Carried Unanimously |

Nomination and Election of Vice-Chairperson – City Administration

| | |
|--------------|---|
| Discussion | Administration opened the floor for call for nominations for Committee Vice-Chairperson. Balysky notified the Committee that David McKerchar had expressed interest in letting his name stand for the position of Vice-Chairperson. Don Reed nominated Bob Knox for the position of Vice-Chairperson. Bob agreed to let his name stand. |
| Motion 02-23 | Don Reed That Bob Knox be named the new Vice-Chairperson for the 2023 Economic Development Committee. Carried |

Adoption of Agenda

| | |
|------------|---------------------------------------|
| Discussion | Review of agenda items for discussion |
|------------|---------------------------------------|

| | |
|--------------|---|
| Motion 03-23 | Marty Sveinbjornson That the agenda be approved as presented |
| Motion 04-23 | David Balysky To amend the agenda by adding - ReFine Magazine presentation Juanita Polegi To amend the agenda by adding - Discussion about Community Pride Don Reed To amend the agenda by adding - Update from Mayor Hippsley on Light Up the Tower Carried Unanimously |
| | To approve the agenda as amended. Carried Unanimously. |

Minutes of the December 8, 2022 Meeting

| | |
|--------------|---|
| Discussion | Minutes from the December 8, 2022 meeting of the Committee were circulated electronically as part of the agenda package and paper copies were available at the meeting. |
| Motion 05-23 | Councillor Dustin Brears That the minutes of the December 8, 2022 meeting be approved as presented. Carried. |

What is Economic Development? – David Balysky

| | |
|------------|--|
| Discussion | <ul style="list-style-type: none"> Balysky opened the discussion by asking the Committee for their thoughts on what economic development is and what direction they'd like to go to create value in 2023. Reed expressed his confusion about the direction of Ec Dev meetings, and that the priority of the Committee should be measured in dollars, development, buildings and attracting people. Kaal noted that the Committee has not previously honed in on a direction or strategy as it's been more dependent on what the members would like to look/work at. She also added that Parkland College is part of the Committee because of the work and projects they lead, such as the Tech Hub. More directly, to answer Reed the Committee does not have a focus or direction as of right now. Councillor Brears & Brian Hilderman agreed that the Committee should plan to have goals to work towards throughout the year. Mayor Hippsley encouraged everyone to speak their ideas and plan to be at the meetings for an hour and half. Balysky reinforced the idea of the Mayor, that everyone is welcome bring their ideas forward during meetings but also throughout the month via email so that they can be included on future agendas. Councillor Zaharia added that he has enjoyed the group discussion as it is, tailored towards the community. Sveinbjornson suggested that Committee members send an email to Balysky suggesting what they'd like the direction of Ec Dev meetings to be. |
|------------|--|

Dave McIntyre enters the meeting at 7:36 a.m.

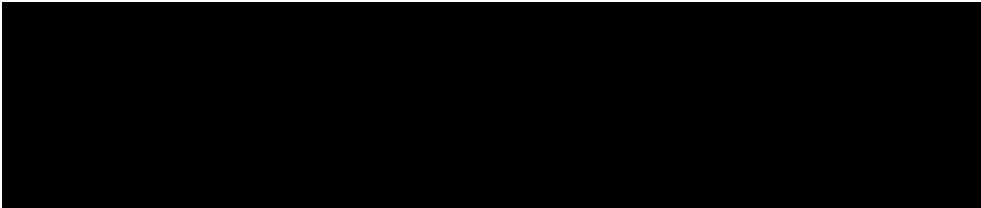
ReFine Magazine – Dave McIntyre

| | |
|--|--|
| | <ul style="list-style-type: none"> McIntyre presented ReFine Magazine's proposal to the Committee to feature the City of Yorkton on a minimum of 6 pages that will likely expand to about 16 – 20 pages due to use of enhancement adds that will have a community focus on Yorkton. Brothwell asked about the distribution area of the magazine. McIntyre explained that about 3,000 – 4,000 issues are printed and distributed at groceries stores, gas stations, offices in town, etc. McIntyre also noted that the magazine is distributed in Preeceville, Kamsack, Canora, Grandview, Roblin, Dauphin, Esterhazy, Melville, Theodore, and Foam Lake, and that a digital copy is available online. Mayor Hipsley complimented the quality of the magazine of how it stands out. Polegi asked if this issue would be printed before the Yorkton Film Festival (May 25 – 27, 2023). McIntyre responded that the plan is to have the magazine distributed by May 15, 2023, just in time for the Film Festival. |
|--|--|

| |
|--|
| Dave McIntyre exits the meeting at 7:53 a.m. |
|--|

| | |
|--------------|---|
| Discussion | <ul style="list-style-type: none"> Reed questioned what he is supposed to say in regards to this matter. Kaal noted that this topic came to the Committee in 2022 and members expressed interest in exploring it because of its quality and the fact that it is a local business. Sveinbjornson expressed to Reed that in his point of view, the Committee exists to recommend and provide weight behind ideas that are proposed to Council, and that this advertisement is a good way to market our community, which is part of economic development. Knox said that the City should not have to pay for this advertisement because commitment from the City will encourage other businesses to purchase ad space. Councillor Brears expressed that the advertisement for Yorkton is a good idea. The Committee discussed distributing the magazine through swag packages given to attendees from all over the country at the Yorkton Film Festival. |
| Motion 06-23 | <p>Councillor Dustin Brears That Administration move forward with the advertisement as proposed by ReFine Magazine. Carried.</p> |

| Business From the Floor | |
|-------------------------|---|
| Discussion | <ul style="list-style-type: none"> Innovation Hub <ul style="list-style-type: none"> Machnee reminded the Committee of the Innovation Hub Meeting happening February 8th. Two key topics of discussion at the meeting will be: <ul style="list-style-type: none"> The competitive advantage of the east central region of Saskatchewan. Explore possible economic development opportunities that can be pursued within the region, utilizing tech infrastructure. Community Pride <ul style="list-style-type: none"> Polegi asked how we can carry the momentum of community pride and engage the community to get people thinking about Yorkton. Councillor Brears suggested the City's community engagement platform – Shape Your City – that could be advertised through Tourism Yorkton tent |

| | |
|--|---|
| | <p>cards that are placed on tables in restaurants, offices, etc.</p> <ul style="list-style-type: none"> Sharp reminded the Committee of the importance of word of mouth in our community and how it can sway the opinions of people. Balysky added that the magazine advertisement should help build more of a sense of pride among local residents and people in the surrounding area. Kaal suggested that this is a bigger topic that is important to discuss further in another meeting. Light Up the Tower Mayor Hipsley discussed a meeting of the Light Up the Tower Subcommittee that was held on January 11, 2023. He shared that there is a lot of background required to consider maintenance, quality, budget, different types of lighting, etc. Mayor Hipsley noted that the Subcommittee is in favour of this project. The Subcommittee received estimates from three different suppliers to get a better understanding of options and pricing. Genesis Fertilizers – Belle Plaine Production Plant Councillor Brears discussed an article that announced Genesis Fertilizers' intent to build a 700,000 metric ton urea fertilizer plant at Belle Plaine. He noted that Genesis would also be building an additional six distribution centers across the prairies. He expressed his interest in reaching out to Genesis to propose that they build the plant, or at least one of their distribution centers in Yorkton. He asked Balysky to contact someone at Genesis to discuss the potential for future development in Yorkton.  Councillor Brears insisted then to push for a Genesis Fertilizers regional distribution center. |
|--|---|

| Action Items | |
|--------------|--|
| | <ul style="list-style-type: none"> Move forward with ReFine Magazine proposal Committee members to think about goals and direction of the Committee for 2023 and email suggestions to Balysky Balysky to contact Genesis Fertilizers about investing in Yorkton |

| | |
|---------------------|---|
| Next Meeting | Thursday, February 9th, 2023 at 7:00 a.m. at City Hall. |
|---------------------|---|

| Adjournment | |
|----------------|---|
| Motion 07-2023 | <p>Councillor Dustin Brears</p> <p>That the Economic Development Committee Meeting be adjourned at 8:22 a.m.</p> <p>Carried Unanimously</p> |

Brian Hilderman

CHAIRPERSON
Brian Hilderman

Zuleny Rodriguez

RECORDING SECRETARY
Zuleny Rodriguez