

Economic Development Committee

MINUTES

February 9, 2023

7:00 a.m.

CITY HALL – MEETING ROOM A

Attendees	Chairperson: Brian Hilderman Councillors: Councillor Darcy Zaharia (via Zoom), Councillor Dustin Brears Members: Don Reed, David McKerchar, Bob Knox, Marty Sveinbjornson, Gwen Machnee, Ayodele Komolafe (via zoom)
Invited Guests	Juanita Polegi Donna Brothwell (via zoom)
Staff	David Balysky (Business Liaison)
Regrets	Councillors: Members: Staff: Lonnie Kaal (City Manager) Guests:
Absent	Councillors: Members: Raymond Sharp Staff: Guests:
Recording	Zuleny Rodriguez
Call to order	7:03 a.m.
Adjourn	8:33 a.m.

Adoption of Agenda

Discussion	Review of agenda items for discussion
Motion 08-23	Brian Hilderman That the agenda be approved as presented
Motion 09-23	Councillor Dustin Brears To amend the agenda by adding talk about the strategic plan. Carried Unanimously
	To approve the agenda as amended. Carried Unanimously

Minutes of the January 19, 2023 Meeting

Discussion	Minutes from the January 19, 2023 meeting of the Committee were circulated electronically as part of the agenda package and paper copies were available at the meeting.
Motion 10-23	Reed Approve the minutes of the January 19, 2023 meeting as presented. Carried Unanimously

ReFined Magazine update – David Balysky

Discussion	<ul style="list-style-type: none"> Balysky shared topics to be in the magazine issue. Asking the committee for their input and if they wanted to add anything else. Members of the committee discussed and suggested new ideas to put forward into the magazine, including: <ul style="list-style-type: none"> Trading area Agricultural industry of Yorkton
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	<ul style="list-style-type: none"> - Parkland College - City of Yorkton amenities - Innovation Hub - Transportation – rail/highways/airport - Water Supply - Low-cost housing - Proximity to provincial parks - Access to schools - Access to infrastructure - Business-friendly community - Why are we proud of Yorkton – list created by EDC in 2022 - York road re-construction - Recreational places

Genesis update – David Balysky

	<ul style="list-style-type: none"> • Balysky shared the answer from the vice president of Genesis Fertilizers; stating that he had researched Yorkton and plans on being back shortly. • Sveinbjornson suggested asking - why they did not come to Yorkton. • McKerchar suggested talking directly with CN and CP business development managers, to understand and know more about the regulations that can help the city to facilitate new organizations coming to Yorkton, making it very attractive for them to start their businesses. • Councillor Brears asked if Balysky should get in touch with railways. • McKerchar suggested starting a conversation and getting a feeling of - How open are they to support the city with the infrastructure.

Focus for 2023 – David Balysky

Discussion	<ul style="list-style-type: none"> • Balysky introduced a list of ideas that the committee had given. • Councillor Brears explained that Ec Dev Committee is a little different from other ones because not everything presented comes from the administration; it is more of sharing ideas that better the City of Yorkton than a sounding board. • Hilderman added to the explanation, if the committee comes up with an idea or suggestion to improve the City of Yorkton, it is communicated to the City to accommodate them in short/long-term growth. Having the advantage, that there are multiple Councillors present that will help move it to the City Council. • Balysky added that sometimes there are projects that come directly from the administration for the committee to get their thoughts on and then go to Council for final revision and approval. However, most of the time, the ideas come from the committee and Balysky will work around them and bring it back to review. Sometimes it needs approval by City Council and if not will be put into motion by Administration. • Sveinbjornson suggested working on understanding and trying to fix the roadblocks, "red tape", that comes in the planning stage of a business at a federal, provincial and municipal level. Something to be less restrictive. • McKerchar added that Yorkton has the space, flat lands and infrastructure to grow or attract new businesses; suggesting that Balysky should start creating relationships with people at a provincial and federal level, to help and accommodate better new businesses. • Councillor Brears agreed to what McKerchar said and explained the
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	<p>expectations of the City for Balysky and how it does not involve liaising with federal or provincial.</p> <ul style="list-style-type: none"> • Members of the committee discussed and added the following ideas. - Survey existing businesses to understand roadblocks and opportunities. - Focus on what type of businesses the City of Yorkton wants to attract. Ex: Agricultural - Keep a max of two topics per meeting - Incorporate another meeting during the month.

Strategic Plan – Councillor Brears.

Discussion	<ul style="list-style-type: none"> • Councillor Brears explains how the environmental committee worked and functioned around a strategic plan for 10 years until 2020. <p>With that in mind, he asked the members if this is something they would like to do to have a guide towards the goals and future targets for the City. Therefore, future committees can perhaps use it as their guiding principles for the next 10 years.</p> <ul style="list-style-type: none"> • Hilderman invited everyone to think about it, email Balysky with any thoughts, and discuss it for the next meeting. • Councillor Brears expressed that he would like the administration to bring feedback about the strategic plan or a recommendation on how to go about it. <p>The following were topics discussed by the members:</p> <ul style="list-style-type: none"> - Committee should sit with Council and work around creating the goals the City would like to achieve. - Committee will support and give input on how to achieve the targets. - Understand the goals of the community like colleges, businesses and more; for the City to understand where it needs to go in regards to infrastructure or services to support growth. <ul style="list-style-type: none"> • Sveinbjornson asked Polegi for her opinion about the topics presented above. • Polegi agreed that is a good idea, but it will be necessary to look back at the strategic plan for economic development. Stating that the committee needs to have a starting point other than the bylaw that gives purpose.

Don Reed left the meeting at 7:48 a.m.

Community Events promotion in hotels – Councillor Zaharia

Discussion	<ul style="list-style-type: none"> • Councillor Zaharia brought an example he saw at a hotel display he saw in Minot that promotes the city to visitors. • Polegi suggested seeing how the displays look to get people to agree on it. • Councillor Zaharia said he would contact the hotel for more information to bring back to the Committee

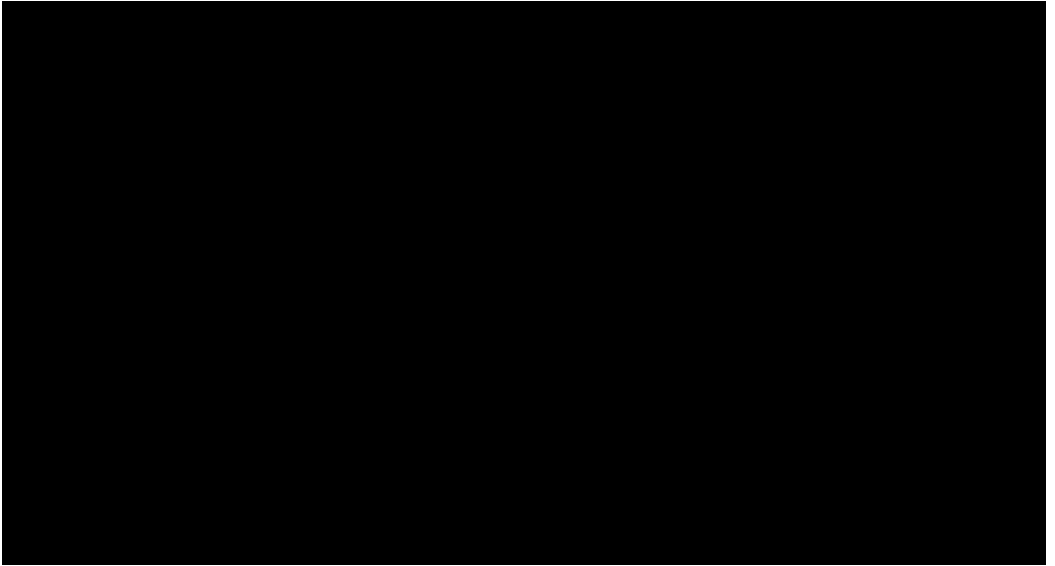
Eco-friendly/Active transportation options – Councillor Zaharia

Discussion	<ul style="list-style-type: none"> • Councillor Zaharia brought an example he saw at a hotel that had bikes in the front for people to go around the city. Proposing that it could be a good idea to implement with the bike paths the city has. • Members brought examples of this they have in bigger cities. Like e-scooters and bikes that use an app.
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Hospitality Tax – Councillor Zaharia

Discussion	<ul style="list-style-type: none"> Councillor Zaharia invited all members to think about the possibility to incorporate a hospitality tax into hotel rates that are controlled by the City and used to support the sports teams in the city. Polegi suggested that it should be managed by Tourism Yorkton McKerchar expressed opposition towards the idea as it will be painful for companies that are looking to stay corporately and eventually they will turn to Airbnb or options to stay outside the urban area.
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Business From the Floor

Discussion	<ul style="list-style-type: none"> Machnee talked about her presentation held through zoom on February 8, 2023, about start-up in residence. She specified that she put in a proposal with two rounds and it is looking for funding from provincial, federal, and some local investments.  <ul style="list-style-type: none"> Members of the committee discuss the importance for the City to have a strategic plan for provincial and federal levels, stating the need for grants to reach said goals for the city. <p>Look for opportunities for a power station with SaskPower and CleanTech opportunities.</p> <ul style="list-style-type: none"> Balysky added after discussing action items, the places in the City of Yorkton that have the potential to have investors/businesses.
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Action Items

	<ul style="list-style-type: none"> Councillor Zaharia will start again a conversation with the hotel owners for hospitality tax and reach out to Randy Goulden regarding the matter Councillor Zaharia will bring more information about the display of the city in a hotel in Minot. Balysky will talk with Tourism about the topic of e-bikes and scooters. Knox suggested Balysky brings an update on the status of the Downtown Parking Review Balysky to look at the marketing strategy that different communities like Minot, Fargo, Grand Forks, Richardson, etc. to attract more people.
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Next Meeting	Thursday, March 9th, 2023 at 7:00 a.m. at City Hall.
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Adjournment	
Motion 11-23	Bob Knox That the Economic Development Committee Meeting be adjourned at 8:33 a.m. Carried Unanimously

Brian Hilderman
CHAIRPERSON
Brian Hilderman

Zuleny Rodriguez
RECORDING SECRETARY
Zuleny Rodriguez