

# Economic Development Committee

**MINUTES**

**MAY 11, 2023**

**7:00 A.M.**

**CITY HALL – MEETING ROOM A**

Attendees	<b>Chairperson:</b> Brian Hilderman <b>Councillors:</b> Councillor Darcy Zaharia <b>Members:</b> Don Reed, David McKerchar, Gwen Machnee, Marty Sveinbjornson
Invited Guests	Mayor Mitch Hipsley Donna Brothwell Juanita Polegi
Staff	David Balysky (Business Liaison)
Regrets	<b>Councillors:</b> Councillor Dustin Brears <b>Members:</b> Raymond Sharp, Bob Knox <b>Guests:</b> <b>Staff:</b>
Absent	<b>Councillors:</b> <b>Members:</b> Ayodele Komolafe <b>Staff:</b>
Recording	David Balysky
Call to order	7:03 a.m.
Adjourn	8:29 a.m.

## Adoption of Agenda

Discussion	Review of agenda items for discussion
Motion 16-23	<b>Machnee</b> That the agenda be approved as presented. <b>Carried Unanimously</b>

## Minutes of the April 13, 2023 Meeting

Discussion	Minutes from the April 13, 2023 meeting of the Committee were circulated electronically as part of the agenda package and paper copies were available at the meeting.
Motion 17-23	<b>Sveinbjornson</b> That the minutes of the April 13, 2023 meeting be approved as presented. <b>Carried Unanimously</b>

## ReFined Magazine Review

Discussion	<ul style="list-style-type: none"><li>• The Committee discussed the recently printed ReFined Magazine in which the City of Yorkton was featured under the Focus on Communities section</li><li>• Overall, the Committee was very impressed with the information that was shared, the presentation of the magazine, and the amount of local businesses that invested in advertising in this edition.</li><li>• Members mentioned a few points of feedback to share with ReFined to consider for future editions, including:</li></ul>
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	<ul style="list-style-type: none"> <li>○ Using more local content in the filler sections of the magazine. A few pages in this edition promoted tourism in the United States and took away from the local focus of the magazine.</li> <li>○ Adjusting font in areas with coloured backgrounds and background imagery to avoid font being lost in the background.</li> <li>• Members asked Balysky to promote the City of Yorkton's feature in the magazine on the City website and social media accounts and to include the link to the digital version of the magazine which can be found on ReRefined Magazine's website.</li> </ul>
Motion 18-23	<p><b>Hilderman</b> That the feedback presented by the Committee be shared with ReRefined Magazine for future consideration. <b>Carried Unanimously</b></p>

Councillor Zaharia enters the meeting at 7:27 a.m.

<b>Southeast Tech Hub in Estevan – Councillor Zaharia</b>	
Discussion	<ul style="list-style-type: none"> <li>• Councillor Zaharia shared information about the Southeast Tech Hub with the Committee. He noted that they seem to be doing a lot of promotion about their city being a tech hub, but there does not seem to be much happening to prove that.</li> <li>• Members discussed ways to increase Yorkton's presence in tech hub conversations. Ideas included: <ul style="list-style-type: none"> <li>○ Promoting existing tech and innovation features of our city on the City website and social media accounts, such as the high school robotics clubs, the presence of ag tech in and around our community, and the involvement of the city into an innovation hub.</li> <li>○ Developing events that promote tech and innovation, such as innovation competitions and hackathons.</li> <li>○ Work with Yorkton Exhibition Association and Yorkton Lions Club to hold these types of events at existing events such as Harvest Showdown and Spring Expo.</li> </ul> </li> <li>• Machnee mentioned that Parkland College has been working on hosting these types of events and has access to some of the equipment to do so. She also mentioned that the college has applied for funding for startup costs and to hire an intern to steer this initiative. Councillor Zaharia suggested that if the funding falls through, this should be presented to Council.</li> <li>• The Committee discussed developing a feature for the 2023 Harvest Showdown that promotes tech and innovation. Polegi informed Members that Yorkton Exhibition would need to be approached by mid June in order to add the feature to the Harvest Showdown schedule.</li> <li>• Members suggested contacting businesses such as CN that use simulators for employee training about bringing simulators to these events to increase attendees' interest in careers with their organizations.</li> </ul>
Motion 19-23	<p><b>Hilderman</b> That Administration work with the college to develop a tech or innovation feature to be held at the 2023 Harvest Showdown. <b>Carried Unanimously</b></p>

## Community Events Promotion in Hotels

Discussion	<ul style="list-style-type: none"> <li>Members discussed opportunities to advertise community events and feature local teams in hotel lobbies to increase visitors' interest in things going on in the community.</li> <li>It was noted that Tourism Yorkton likely distributes their Leisure Guides at the hotels. Members asked Balysky confirm this with Tourism Yorkton.</li> <li>Members suggested other ways events and teams could be promoted in hotels, such as information and QR codes in brochures and on TVs in hotel rooms and lobbies, and possibly some memorabilia in hotel lobbies.</li> </ul>
Motion	No motion

### **Eco-friendly and Active Transportation Options**

Discussion	<ul style="list-style-type: none"> <li>The Committee discussed an idea that was brought forward at the February 9, 2023 EDC meeting regarding the donation of bicycles to hotels to promote active transportation around the city.</li> <li>Councillor Zaharia asked Balysky about stolen bicycles that have been turned into the RCMP or Bylaw department but not claimed by the owners. Balysky had discussed this with the Bylaw department and was informed that most of the bicycles that are turned in and not claimed by the owner are severely damaged and in poor condition and would not be acceptable to donate to hotels to lend to visitors.</li> <li>Councillor Zaharia suggested talking with local sporting goods stores about acquiring bikes to be donated to hotels.</li> </ul>
Motion	No motion

### **Business From the Floor**

Discussion	<ul style="list-style-type: none"> <li>Machnee shared that the new name for the Parkland College and Cumberland College merger is to be determined. The new name will be announced when the colleges officially amalgamate on July 1, 2023. Machnee noted that the total coverage area of the colleges once combined will be larger than the total land area of Nova Scotia and Prince Edward Island combined.</li> <li>Members discussed that housing shortages are still a concern. Balysky informed Members that the Committee's recommendation to renew the Residential Construction Incentive Policy, made at the April 13, 2023 EDC meeting, will be presented to Council during the May 15, 2023 Council meeting. Balysky also mentioned that Administration will be contacting local builders to gauge interest in a possible Parade of Homes event, similar to those held in the city in 2002 and 2004 when the Weinmaster subdivision was being developed.</li> <li>Mayor Hipsley shared with the Committee that the Deer Park Clubhouse is nearing completion and should be finished the middle of June.</li> <li>Members discussed the intersection of Highway 9, 16, and Queen Street. Mayor Hipsley informed the Committee that the City is waiting on the Ministry of Highways before proceeding with alterations to the intersection.</li> <li>Members discussed a topic that was brought to a previous meeting regarding garage suites. The Committee believes allowing the development of garage suites could alleviate some of the concerns around housing shortages. Members asked Balysky to gather more information on bylaws that may prohibit garage suites and bring the information back to the Committee.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Machnee informed the Committee that the college received funding from Tree Canada to plant 30 fruit trees near the Trades &amp; Technology Centre. There will be an event held May 25<sup>th</sup> or 26<sup>th</sup> to celebrate the installation of the fruit forest. The college was thankful for the assistance provided by the City of Yorkton's Parks Department in planning the initiative and will be recognizing them as a sponsor of the forest.</li> <li>• Polegi notified the Committee of the upcoming Business Forum being hosted by the Chamber of Commerce on June 8, 2023 at St. Mary's Cultural Centre from 10:30 AM to 2:30 PM. The event will focus on employee attraction and retention. Tickets will be priced at \$45 for a single ticket or \$70 for two tickets.</li> </ul>
Motion 20-23	<b>Reed</b> That the Economic Development Committee recommend that the Zoning Bylaw be amended to allow secondary suites, and more specifically garage suites. <b>Carried Unanimously</b>

<b>Action Items</b>	
Discussion	<ul style="list-style-type: none"> <li>• Balysky to share the Committee's feedback on latest edition of ReFine Magazine with ReFine Magazine.</li> <li>• Administration to investigate allowance of secondary suites, specifically garage suites within the city and bring more information back to the Committee.</li> <li>• Balysky to work with Machnee to develop a tech/innovation feature for the 2023 Harvest Showdown.</li> </ul>
Motion	No motion

<b>Next Meeting</b>	Thursday, June 8, 2023, at 7:00 a.m. at City Hall.
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<b>Adjournment</b>	
Motion 21-23	<b>Councillor Zaharia</b> That the Economic Development Committee Meeting be adjourned at 8:29 a.m.

**Bob Knox**  


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CHAIRPERSON  
Bob Knox

**David Balysky**  


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RECORDING SECRETARY  
David Balysky