

Economic Development Committee

MINUTES

OCTOBER 12, 2023

7:00 A.M CITY HALL – ROOM A

Attendees	Chairperson: Bob Knox Councillors: Councillor Darcy Zaharia (via Zoom), Councillor Dustin Brears (via Zoom) Members: David McKerchar, Marty Sveinbjornson, Ayodele Komolafe (via Zoom)
Invited Guests	Mayor Mitch Hipsley, Lisa Washington (Manager of Community, Culture & Heritage), Samantha Mark (From Prairie Wild Consulting) and Christine (Prairie Wild Consulting)
Staff	David Balysky (Business Liaison)
Regrets	Chairperson: Councillors: Members: Gwen Machnee, Raymond Sharp Guests: Donna Brothwell, Juanita Polegi Staff:
Absent	Chairperson: Councillors: Members: Don Reed Staff:
Recording	Zuleny Paulenko
Call to Order	7:07 am
Adjourn	8:33 am

NOMINATION AND ELECTION OF CHAIRPERSON

Discussion	Administration opened the floor for a call for nominations for Committee Chairperson.
Motion 29-23	Sveinbjornson That Bob Knox be named the new Chairperson of the Economic Development Committee for the remainder of 2023. Carried Unanimously

NOMINATION AND ELECTION OF VICE-CHAIRPERSON

Discussion	Administration opened the floor for a call for nominations for Committee Vice-Chairperson.
Motion 30-23	Sveinbjornson That David McKerchar be named the new Vice-Chairperson of the Economic Development Committee for the remainder of 2023. Carried Unanimously

ADOPTION OF AGENDA

Discussion	Review of agenda items for discussion
Motion 31-23	That the agenda be approved as presented

Motion 32-23	<p>Councillor Brears To amend the agenda by adding - Yorkton open for business. Carried Unanimously</p>
	<p>McKerchar To approve the agenda as amended Carried Unanimously</p>

MINUTES OF SEPTEMBER 14, 2023

Discussion	Minutes from the September 14, 2023 meeting of the Committee were circulated electronically as part of the agenda package, and paper copies were available at the meeting.
Motion 33-23	<p>Sveinbjornson That the minutes of the September 14, 2023 meeting be approved as presented. Carried Unanimously</p>

YORKTON OPEN FOR BUSINESS – COUNCILLOR BREARS

Discussion	<ul style="list-style-type: none"> - Councillor Brears brought to the Committee’s attention a radio advertisement he heard on Red Deer radio, promoting a trade show that exclusively focuses on local business, showcasing what the city has to offer right within city limits. - Councillor Brears suggested that Balysky further explore this idea with the assistance of the Red Deer Chamber of Commerce. Councillor Zaharia provided Balysky with contact information for a friend of his who was involved with the Red Deer Chamber. - The Committee reached a consensus that this could present a valuable opportunity to promote city businesses both beyond provincial borders and within the city itself. - Some members raised questions regarding the specific focus and purpose of this initiative. - Councillor Brears reiterated that he does not currently have a strategy in place but intends to explore the feasibility of implementing a similar initiative for the City of Yorkton. - Members suggested contacting the Yorkton Lions Club to see if there is an opportunity to working with them to build on their existing Spring Expo event rather than creating a brand new event. One suggestion was to have some sort of wind up event with a guest speaker to close out Spring Expo as a way to attract more vendors. - Councillor Zaharia shared that he is working on organizing a sport related event, similar to Spring Expo, likely to be held in 2025.
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COMMUNITY CULTURAL PLAN – PRAIRIE WILD CONSULTING

Lisa Washington (Manager of Community, Culture & Heritage), Samantha Mark (Prairie Wild Consulting) and Christine (Prairie Wild Consulting) enter the meeting at 7:31 am.

Discussion	<ul style="list-style-type: none"> - Washington introduced herself as the Manager of the Community Cultural Plan. She explained that they are presenting to the Committee as per the suggestion of the former Director of Recreation & Community Services.
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- Mark introduced herself and the Prairie Wild Consulting as the consultants assisting with the cultural plan in Yorkton, involving an action plan and a policy plan.
- Mark explained that the Municipal Cultural Plan is divided into three stages. Dating back to 2020 with the start of stage 1 (developing a state of culture report), in 2022 (cultural planning) and this year and the following (developing the revitalized cultural plan).
- Mark expressed that all of this is to achieve a cultural vision and develop key actions for the short, mid and long term.
- Mark shared some of the findings from phase 1 and 2 to be implemented in the plan, mentioning three of the main areas of interest for Yorkton to be:
 - o United Nations Declaration on the Rights of Indigenous Peoples
 - o Truth and Reconciliation Commission Calls to Action
 - o Missing and Murdered Indigenous Women, Girls, Two-Spirited+ Call for Justice.
- Mark clarifies that this is a community plan that is in search of developing engagement and bringing the community together. She presented other topics that are of interest to the community and asked – What can we implement, what are some quick wins or moving actions?
- Mark then shared some of the key points and moving actions that they had landed at after the groundwork and multiple discussions with different people around Yorkton and the City of Yorkton. She expressed that they identified that there are lots of great things happening in Yorkton but there is a lack of a central locations where people go to access information regarding events. A few questions that remain unanswered include how to foster entrepreneurial interest in the community and how to communicate with people about existing events and spaces.
- Mark then opened the floor for discussion around the things that stand out to the Committee and if they could identify any quick wins.
- The Committee gave the following ideas:
 - o Identify the different cultures that are currently in Yorkton and the new ones that are arriving every year.
 - o Culture Days and June Days offer a space to represent the different cultures in the city and have been well received by the community. There is a big interest in expanding it in terms of time to include more cultures.
 - o Facilities like a commercial kitchen for events that can be used year-round, allowing groups to cook and at the same time sell their products. Members mentioned that many churches in the city have kitchens but they typically aren't available for rent due to insurance/liability concerns.
 - o Develop a list of groups that want to provide ethnic food, ensure they have food safety training, and potentially allow them to provide food service in City facilities lacking food providers, such as the Kinsmen Arena.
 - o Expand the use of Kinsmen Arena by hosting different events such as roller skating, fairs, general area use, etc.
- Washington added that the creative industries have the desire to have a cultural incubator?? that will provide space for people to get together with studios, which help creative entrepreneurs launch their businesses with a safe financial approach.

Mayor Hipsley exits the meeting at 8:11 am.

	<ul style="list-style-type: none"> - Christine asked if anyone could provide some insights regarding the following opinions from people in Yorkton. One side says "If you build it people will go" the other side says "No one goes to anything" - Balysky commented that many people often wait until the last minute to attend events in the city rather than planning to attend well in advance and that there has been a decline in event attendance following the pandemic. - Members agreed that there are a lot of events happening in Yorkton but they are often not communicated well to the community. Sharing the communications in a central location that everyone is aware of is a priority for it to flow in Yorkton.
Motion	No motion

ACTION ITEMS

Discussion	<ul style="list-style-type: none"> - Balysky to contact the representative for Red Deer Chamber of Commerce. - Balysky to contact the Yorkton Lions Club to see in what capacity the City can help them to attract more exhibitors for the Spring Expo. - Balysky to gather information in regards to building permits in comparable communities, specifically local RM's
Motion	No Motion

NEXT MEETING	Thursday, November 9, 2023, at 7:00 a.m. at City Hall – Room A
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ADJOURNMENT

Motion 34-23	<p>Sveinbjornson That the Economic Development Committee Meeting be adjourned at 8:33 a.m. Carried Unanimously</p>
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Bob Knox

CHAIRPERSON
Bob Knox

Zuleny Paulenko

RECORDING SECRETARY
Zuleny Paulenko