



Minutes

Business Economic Support and Recovery Task Force

Regular Meeting

September 30, 2020

10:00 am

Video Conference

Click the following link:

<https://www.youtube.com/channel/UCzuUpFqxcEl8OG-dOYKteFQ>

Member Present Mayor Strathdee, Councillor Edney, Allan Stewart, Greg Thompson, Scott Taylor, Sue Griffiths

Member Absent Ed Parkinson

1. CALL TO ORDER

Chair Taylor called the meeting to order at 10:04 AM.

2. DECLARATION OF PECUNIARY INTEREST

None

3. AMENDMENTS AND APPROVAL OF AGENDA

Moved By Greg Thompson

Seconded By Allan Stewart

THAT the September 30, 2020 Business Economic Support and Recovery Task Force agenda be accepted as presented.

Carried

4. DELEGATIONS

None

5. ACCEPTANCE OF MINUTES

Moved By Greg Thompson

Seconded By Allan Stewart

THAT the August 19, 2020 Business Economic Support and Recovery Task Force minutes be accepted as presented.

Carried

6. BUSINESS ARISING FROM MINUTES

6.1 Task Force Mandate

André Morin reviewed the current mandate and reported to the committee on the discussion at council. It was agreed that the mandate is still prudent, and Council feels there is still a need to get input from this committee. The committee will become a committee of council, have more structure around the meeting schedule and run on a one-year commitment until August 2021 with a review in June.

Chair Taylor asked about the downtown sticker messaging strategy and if it was going to continue. Kelly Deeks-Johnson noted that the program was well received but the stickers likely won't make the winter so it would need to be refreshed in 2021 if the committee wanted to continue it. Greg Thompson asked about the downtown banner across the main street and if this is something the committee could explore for 2021.

Chair Taylor raised that at the last meeting it was discussed about the committee reaching out to businesses to see how they are doing. André Morin suggested running a webinar hosted by the task force to gather feedback. Greg Thompson suggested looking at a monthly survey that is only three questions. Chair Taylor noted that the task force would like more information about what the businesses need and has asked staff to report back on the best way that information is collected.

6.2 Phase 2

6.2.1 Development of an online marketplace

Greg Thompson noted that the idea is ready to proceed and determining the budget is the next step. Allan Stewart commented that the idea of an online amazon model won't be beneficial for all businesses. Chair Taylor noted that a directory would serve

businesses well if it included a link to their website and a summary of what they do.

André Morin noted that the Town has altered the procurement by-law for COVID related expenses that he and the CAO can approve up to \$50,000 without going to RFQ.

Greg Thompson requested that the committee set aside \$10,000 to build the framework. The Town is hiring a tourism student for a few months that can act as a resource for the project.

André Morin added that the third part of this project will be the long-term upkeep of the site and who is responsible for it so it does not become a static website.

Chair Taylor designated the sub-committee for the project as Greg Thompson, Sue Griffiths and Kelly Deeks-Johnson.

Moved By Greg Thompson

Seconded By Allan Stewart

THAT the Business Economic Support and Recovery Task Force recommend moving forward with design and template elements of up to \$10,000.

AND

THAT the data collection to support the website be managed by the town through a hire of up to \$10,000.

Carried

6.2.2 Recommendation by Allan Stewart

Allan Stewart summarized his idea to provide small grants to businesses in need.

André Morin suggested a sub-committee to work through the details and report back to the group. There are templates available that can be looked at.

Chair Taylor proposes a second sub-committee with Allan, Ed, André and himself. The sub-committee will put forward a proposal with general framework and suggestions.

7. REPORTS

Reports were reviewed in the previous sections.

8. OTHER BUSINESS

Nothing raised.

9. UPCOMING MEETINGS

The committee agreed to October 28th at 10 AM.

The group would like the town to report on ideas to gather input on need from the business community, either a survey or webinar.

10. ADJOURNMENT

Moved By Greg Thompson

Seconded By Sue Griffiths

THAT the Business Economic Support and Recovery Task Force meeting be adjourned at 11:27 AM.

Carried

Chair

Committee Secretary