



MINUTES
Strategic Priorities Committee

February 16, 2021
9:00 am
Town Hall, Council Chambers

Council Present: Mayor Strathdee (in-person)
Councillor Craigmile (videoconference)
Councillor Edney (videoconference)
Councillor Hainer (videoconference)
Councillor Luna (videoconference)
Councillor Pridham (videoconference)
Councillor Winter (in-person)

Staff Present: **In-Person**
Brent Kittmer, Chief Administrative Officer
Jenna McCartney, Clerk

Conference Line
Grant Brouwer, Director of Building and Development
André Morin, Director of Finance / Treasurer
Kelly Deeks – Johnson, Tourism and Economic Development
Manager

1. CALL TO ORDER

Chair Strathdee called the meeting to order at 9:00 am.

2. DECLARATIONS OF PECUNIARY INTEREST

None.

3. AMENDMENTS AND APPROVAL OF THE AGENDA

Resolution 2021-02-16-01

Moved By: Councillor Edney

Seconded By: Councillor Craigmile

THAT the February 16, 2021 Strategic Priorities Committee agenda be accepted as presented.

CARRIED

4. STRATEGIC PRIORITIES REVIEW

4.1 COR 09-2021 Tourism Website Update

Kelly Deeks - Johnson presented COR 09-2021 report. Ms. Deeks - Johnson introduced Karen Mayfield of eSolutions.

Ms. Mayfield provided a demonstration of the tourism website to the Committee.

Resolution 2021-02-16-02

Moved By: Councillor Hainer

Seconded By: Councillor Luna

THAT COR 09-2021 Tourism Website Update report be received.

CARRIED

4.2 COR 10-2021 Business Grant Program Options

André Morin presented COR 10-2021 report.

Resolution 2021-02-16-03

Moved By: Councillor Luna

Seconded By: Councillor Hainer

THAT COR 10-2021 Business Grant Program Options report be received;
and

THAT the Strategic Priorities Committee provide staff with direction relating to a second round of Business Grant funding at the end of the meeting.

CARRIED

4.3 DEV 05-2021 Developer Round Table

Grant Brouwer presented DEV 05-2021 report and highlighted the areas that staff are proposing further investigation.

Resolution 2021-02-16-04

Moved By: Councillor Pridham

Seconded By: Councillor Luna

THAT DEV 05-2021 Routh Table with Council Follow Up report be received; and

THAT staff report back to Council with solutions for the gaps identified during the Developer Round Table with Council.

CARRIED

4.4 ADMIN 06 2021 Proposed Service Levels for the Return to the Safe Restart Framework

Brent Kittmer presented ADMIN 06-2021 report.

Resolution 2021-02-16-05

Moved By: Councillor Winter

Seconded By: Councillor Luna

THAT ADMIN 06 2021 Proposed Service Levels for the Return to the Safe Restart Framework be received for discussion and direction to staff.

CARRIED

5. NEXT MEETING

Mayor Strathdee presented the upcoming meeting as presented on the agenda.

Council took a brief break at 11:04 am.

Mayor Strathdee called the meeting back to order at 11:10 am.

6. CLOSED SESSION

Resolution 2021-02-16-06

Moved By: Councillor Winter

Seconded By: Councillor Luna

THAT Council move into a session that is closed to the public at 11:10 am as authorized under the *Municipal Act*, Section 239(2)(b) personal matters about an identifiable individual, including municipal or local board employees.

CARRIED

6.1 COR 11-2021 CONFIDENTIAL Business Grant Reconsiderations

7. RISE AND REPORT

Resolution 2021-02-16-07

Moved By: Councillor Luna

Seconded By: Councillor Hainer

THAT the Strategic Priorities Committee rise from a closed session at 11:58 am.

CARRIED

Mayor Strathdee reported that a closed session was held with one matter discussed. The Committee will now consider a resolution related to the matter.

7.1 Business Grant Reconsiderations

Councillor Hainer requested a recorded vote for resolution 2021-02-16-08.

Resolution 2021-02-16-08

Moved By: Councillor Edney

Seconded By: Councillor Craigmile

THAT a further \$4,400 be allocated to the Town business grant program (intake 1), for a total of \$54,400.

Support (4): Mayor Strathdee, Councillor Craigmile, Councillor Edney, and Councillor Winter

Oppose (3): Councillor Luna, Councillor Hainer, and Councillor Pridham

CARRIED

Mr. Morin presented the Committee with the options as outlined in staff report COR 10-2021.

In response to the question whether home-based business are eligible for business grant funds, the Committee was of the consensus that home-based business are not eligible.

In response to the question whether a business needs to have been in operation in St. Marys for a period of time prior to the funding opportunity, the Committee was of the consensus that the grant program is for businesses that are currently in operation, and that the grant is not intended to be used to fund business start ups

In response to the question whether successful applicants from the first round of funding be eligible for the second round, the Committee was of the consensus that a business would be eligible if they can demonstrate a clear need for the additional funding.

In response to the question whether specific funding topics be imposed on the second round of funding, the Committee was of the consensus that the criteria should be general and not specific.

Councillor Edney departed the meeting at 12:10 pm.

In response to the question whether consideration should be given to the minimum or maximum number of employees within the applicant's organization, the Committee was of the consensus that there should be no limit. The Committee suggested that criteria should be provided regarding the permitted use of the funding.

Councillor Luna departed the meeting at 12:14 pm.

In response to the question whether not-for-profits and service clubs should be eligible, the Committee was of the consensus that neither should be eligible.

In response to the final question whether franchisees should be eligible to apply for funding, the Committee was of the consensus that they should be eligible with the caveat that additional questions may be asked.

The Committee will discuss at a future meeting the structure of the selection committee.

Mr. Morin suggested the funding budget could be between \$50,000 and \$100,000. Staff will bring back a report at the beginning of March to finalize the funding program.

The Committee would like messaging associated with the second round of funding that first round successful applicants are not disqualified.

8. ADJOURNMENT

Resolution 2021-02-16-09

Moved By: Councillor Pridham

Seconded By: Councillor Craigmile

THAT this meeting of the Strategic Priorities Committee adjourns at 12:23 pm.

CARRIED

Al Stratthdee, Mayor

Jenna McCartney, Clerk