

Economic Development and Tourism Committee Meeting Minutes

Meeting #: 3
Date: February 22, 2022
Time: 12:00 pm - 1:05 pm
Location: Zoom

Members Present **Mayor Bent**
 Councillor Moores
 Councillor Connors
 Councillor Butler
 Councillor Barrett

Staff Present **Jennifer Lake, Director of Economic
Development and Tourism**

1. Business Development

1.a Business Outreach

The Director discussed, and the Committee endorsed, the business visitation plans for 2022.

There was a discussion on the Town's 50th Anniversary in 2023. It was the consensus of the Committee to devise a plan to highlight and celebrate the contributions of businesses that have been in operation within the Town for 50+ years.

1.b Downtown CBS - T'Railway Loop

The Committee were briefed on the status of T'Railway Loop Project spearheaded by Downtown CBS. The Committee were happy with the progression and appreciative to town staff for the support and expertise provided to the Board of Management.

2. Tourism Development

2.a Active Transportation Fund

The Director discussed the Active Transportation Fund with the Committee.

Staff have begun the completion of an application for Phase 4 of the T'Railway Development. The application will be all encompassing and aim to replace the trestle at Seal Cove Pond, stabilize the area around the trestle to improve the safe passage of recreational vessels accessing the bay, and upgrade the remaining 4 kilometers of the T'Railway from Doyles Road to Indian Pond to Grand Concourse Authority Standards.

The Committee concurred to proceed with the submission of an application to the above noted fund.

The following recommendation is required:

Recommendation:

Be it so resolved that approval be given to submit an application to the Active Transportation Fund for the completion of the remaining 4 kilometers of the T'Railway per the Conception Bay South T'Railway Development Plan, at a total project cost of \$1,333,448.

3. Community Development

3.a Year of the Garden

The Director briefed the Committee on the recent meeting regarding the Year of the Garden Campaign as declared by the House of Commons, and hosted by the Canadian Garden Council and Communities in Bloom.

The Year of the Garden 2022 is the Centennial Celebration of Canada's horticulture sector marked with the 100th Anniversary of the Canadian Nursey Landscape Association. The Year of the Garden will

commemorate and celebrate Canada's rich garden heritage, celebrate today's vibrant garden culture, and create legacies for a sustainable future.

The Committee concurred to accept the national invitation and proclaim 2022 as the Year of the Garden and recognize June 18, 2022 as National Garden Day in Conception Bay South.

3.b Communities in Bloom

The Town has been invited to participate in the 2022 Provincial Edition of Communities in Bloom. This initiative is a re-brand of the former Tidy Towns Initiative the Town had been part of in previous years.

This item will be deferred to the next Committee agenda for discussion to allow time additional information to be obtained and allow for staff collaboration to determine the most appropriate next steps.

Mayor Bent and Councillor Moores left the meeting at 12:45 pm.

4. Departmental Report

The Director provided an update on departmental accomplishments, upcoming initiatives and potential issues.

5. Economic Development and Tourism Committee Report

The Committee concurred with the following recommendation:

Recommendation:

Be it so resolved that the recommendations/decisions made at the Economic Development and Tourism Committee meeting of February 22, 2022 be accepted as presented:

- Business Outreach
- Downtown CBS - T'Railway Loop
- Active Transportation Fund
- Year of the Garden

- Communities in Bloom
- Departmental Report

The meeting adjourned at 1:05 pm.

Councillor Butler, Chair

Jennifer Lake, Director of Economic
Development and Tourism