



Economic Recovery Task Force MINUTES

DATE: May 27th, 2020
TIME: 4:00 PM
PLACE: Zoom

Chairperson: Mike Korman
Recording Secretary: Suzanne Goyetche

Members: Mayor Genung
Councilor Fedeyko
Tanya Galon
Kelly Sinclair
Jo-Anne Ourchark
Vivian Cox
Stephen Simms
Bruce Kendall

Regrets: Councilor McFadden

1. CALL TO ORDER

Mike Korman called the meeting to order at 4:00 pm

2. AGENDA - AMENDMENTS & ADOPTION

Addition of report by Stephen Simms

Moved by Vivian Cox to adopt the May 27th agenda as ammended
Carried Unanimously

3. ADOPTION OF PREVIOUS MINUTES

Moved by Mayor Genung to adopt the minutes of May 20th
Carried Unanimously

4. BUSINESS

4(a) Old Business

1. Update on Survey

Chair Mike reported the survey was put onto Let'sTalkCochrane.ca and other social media. As of 1pm May 27th 64 response were received

Mayor Genung requested that the committee receive data results weekly. Chair Mike will speak to communication about compiling data.

2. Actions for short term goals

Chair Mike asked if anyone would like to take on any of the items in the short term goals. Discussion on a subcommittee to work on a marketing plan was discussed.

Moved by Bruce Kendall; that a subcommittee be put in place, to work with communications to create a marketing plan strategy.

Carried Unanimously

Subcommittee will consist of Chair Mike, Jo-Anne Oucharek and Kelly Sinclair (working with communications)

4(b) New Business

1. Shop Cochrane Reusable Masks

Chair Mike reported that through Business Development he has ordered 3,000 reusable mask, black in color with the white logo of Proudly Cochrane and #shopcochrane. These will be distributed to business for their staff and customers.

2. Alberta Tourism Webinar

Chair Mike reported that the May 25th webinar had some interesting survey stats. He read the report to the committee. Jo-Anne said she could put together the chart and send it to the group. Full webinar is available on Tourism Industry site.

3. Report from Stephen Simms

Stephen reported on funding that Community Futures have received to disperse in the Banff/Canmore/Cochrane/Airdrie area. Applications are on the Community Futures portal and to date they have received 24 applications. They have 1 million dollars for grants to assist businesses.

Roundtable Discussions

Chair Mike reported that Business Development were making calls to all 1200 businesses to let them know they are here for them and to tell them about the survey and ERTF.

Stephen Simms discussed the Drive In at SLFS. The event has received a lot of media coverage. Organizers are working on the health and safety of the

event. Mayor Genung mentioned he had received some negative responses from residents re who may be attending from outside the town.

Mayor Genung discussed that we need to insure the businesses know what to do to insure safe procedures now that they are open. Promoting to others that we are open for business and doing it right.

Bruce Kendall introduced himself to the group. He is a longtime resident and looking forward to working on the committee. Bruce feels we need to promote the town as being open for business, agreed by other members that we cannot put up a closed for business to outside visitors.

Chair Mike commented that we need to promote Cochrane as a whole and find ways to inspire the 70% of Calgarians who shopped here to return.

Jo-Anne noted from the Alberta Tourism survey that 47% of Albertans would be comfortable having people visit from other areas of the provinces.

Actions:

Chair Mike will meet with subcommittee and communications

Suzanne Goyetche will continue calls to Businesses re ideas for street closures

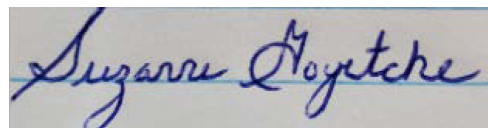
Jo-Anne Oucharek will put together some data on stats from Alberta Tourism

5. ADJOURNMENT

Mike Korman adjourned the meeting at 5:30 p.m.



Chairperson



Recording Secretary