



Economic Recovery Task Force MINUTES

DATE: June 3rd, 2020
TIME: 4:00 PM
PLACE: Zoom

Chairperson: Mike Korman
Recording Secretary: Suzanne Goyetche

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

1. CALL TO ORDER

Mike Korman called the meeting to order at 4:03 pm

2. AGENDA - AMENDMENTS & ADOPTION

1. Report on Toyota Offer under New Business
2. Report on Drive In under Round Table

Moved by Jo-Anne Oucharek the adoption of the agenda with additions
Unanimously adopted

3. ADOPTION OF PREVIOUS MINUTES

Moved by Vivian Cox the adoption of the May 27th minutes as circulated
Unanimously adopted

4. BUSINESS

4(a) Old Business

1. Survey Update

The survey has received 109 responses to date. Stats and comments were circulated to the committee and reviewed by Chair Mike.

Request that the comments be condensed into themes (marketing and barriers) and presented to committee to review.

2. Feedback from Historic Main Street calls

Chair Mike read the report compiled by Suzanne Goyetche and also had circulated the emails received from the businesses that were contacted.

Discussions followed in regards to how the restaurant might expand out onto the sidewalk, could the use of pylons help with the movement of pedestrians, ways that Municipal enforcement can help with crowds gathering at the higher traffic locations.

There was a comment that it appears there is a lack of awareness by the public to pay attention to rules.

3. Reusable Masks

Chair Mike reported the masks have been ordered and they should be arriving next week at which time we will distribute them to the businesses.

4(b) New Business

1. Sub committee

Chair Mike reported that the subcommittee (Mike, Jo-Anne and Kelly) met with communications. He feels the communication team have a good feel for what we are looking for and will report back on Tuesday. They discussed why people should come here to shop, community pride, connections of feeling safe, getting locals out to their own stores, showcasing who is doing well.

2. Toyota Offer

Stephen Simms reported that Alex from Toyota has put an offer forward to loan several vehicles to people in need of getting to important meeting and appointment.

It was suggested a letter of thanks be sent to Alex.

Roundtable Discussions

Stephen Simms reported on the Drive in being held by the Young Professionals of Rotary. 200 tickets have been picked up and a 30 car overflow is set up to fill no show spots.

Vivan Cox commented on the loss of Welcome Wagon and that a lady in Cochrane is looking at taking this on as a business venture. She also promoted the CBN to be held on Tuesday the 9th at 7:30 am with a panel of business people talking about their experience with covid.

Councilor McFadden shared her thoughts of what tools we have to identify the gaps that need to be addressed for business. What barriers can be removed through planning and land use. She asked if planning could be involved on the committee.

Bruce Randall has reached out to Development Liaison group and will bring a report later. He also suggested that the art community be more involved to generate interests in areas such as the old steel bridge and the alley ways in town.

Chair Mike commented that the alley ways need some sewer work before they can be upgraded.

Jo-Anne Oucharek commented that tourism is partnering with people to start murals; their grant was turned down and they were asked to resubmit. She also reported that studies for a river surfing park are being done and these attractions could be able to generate approx. 1.9 million a year when done. She also mentioned the number of empty store fronts and would it be possible to have a business recruitment team.

Mayor Jeff reported on the SRTF he also sits on and that they are doing a detailed survey. One of the ideas was to hold a Town Hall Call. These meeting generate a lot of traffic; they are costly but something to look into.

Stephen Simms questioned what type of budget the committee has. Chair Mike responded that there is some money in the Business Development budget.

Action:

Chair Mike will talk to the planning dept. re input at the ERTF meeting

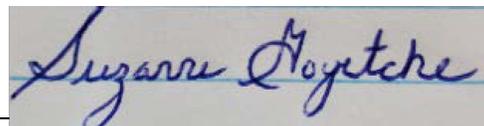
Chair Mike will talk to communications about condensing the responses from the survey into themes for the next meeting

5. ADJOURNMENT

Mike Korman adjourned the meeting at 5:48 p.m.



Chairperson



Recording Secretary