



Economic Recovery Task Force MINUTES

DATE: June 17th, 2020
TIME: 4:00 PM
PLACE: Zoom

Chairperson: Mike Korman
Recording Secretary: Suzanne Goyetche

Members: Mayor Genung
Councilor Fedeyko
(Ozzie) Kelly Sinclair
Jo-Anne Ourchark
Stephen Simms
Bruce Kendall
Councilor McFadden

Regrets: Tanya Galon, Vivian Cox

1. CALL TO ORDER

Mike Korman called the meeting to order at 4:04 pm

2. AGENDA - AMENDMENTS & ADOPTION

Moved by Jo-Anne Oucharek the adoption of the June 17th agenda as circulated
Unanimously adopted

3. ADOPTION OF PREVIOUS MINUTES

Moved by Stephen Simms the adoption of the June 10th minutes as circulated
Unanimously adopted

4. BUSINESS

4(a) Old Business

1. **Reusable masks** the masks have arrived and are being put into pkg of 10. Suzanne has distributed to 49 businesses in the downtown area and the

response has been very positive. The Farmer's Market had 25 masks delivered to them.

2. Shop Local Campaign:

Chair Mike showed slides of the stickers that have been created. Each business that signs up will receive a package with the stickers, masks and other created items. The packages will be available for pick up at the VIC.

A new business directory has been created and businesses will be able to control their own content on the site. Question about whether they can create their own signage in different sizes, yes they will have a template.

The timeline is a soft launch to businesses on June 22nd and then to residents on July 3rd.

Chair Mike reported that the VIC will be opening July 2nd, with all protocols in place, reduced hours and only one staff this summer with him working when needed on site.

3. Sub Committee:

Mayor Genung liked what was presented on the Shop Local Campaign and asked if the committee would be reporting on the 22nd of June to Council.

Chair Mike spoke with legislative services and had the proper wording for the ASKS that will be taken to council. He is preparing the document and will send to the committee.

4(b) New Business

No New Business

Roundtable Discussions

Mayor Genung has spoken to the larger businesses and reported that Garmin had most of their employees working from home and that business had expanded. Spray Lakes Sawmill are bringing back 80 workers; Days Inn looking for tax relief and are at 10 % capacity. 4iis design side is doing well.

Jo-Anne reported speaking with businesses; some said they had better sales this May than last year.

Bruce Kendall felt the Shop Local needed some new buzz words to freshen it up as it has been used before.

Chair Mike said that the builder's liaison group had not been on board with the tourism "It's The Feeling" brand to help promote people moving here. Jo-Anne mentioned first they have to visit and then they move. Kelly Sinclair both work hand in hand and to have people local tell the stories of why they love Cochrane and why they live here is one of the best ways to promote the town.

Councilor Fedeyko agreed the people who live here are the best story tellers.

Councilor McFadden would like the committee to focus more on major companies through a workplace campaign.

Actions:

Chair Mike

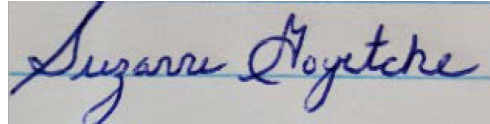
1. Prepare documents for council meeting June 22nd

5. ADJOURNMENT

Mike Korman adjourned the meeting at 5:49 p.m.



Chairperson



Recording Secretary