



Economic Recovery Task Force MINUTES

DATE: July 8th, 2020
TIME: 4:00 PM
PLACE: Zoom

Chairperson: Mike Korman
Recording Secretary: Suzanne Goyetche

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

Regrets: Councilor McFadden

1. CALL TO ORDER

Mike Korman called the meeting to order at 4:01 pm

2. AGENDA - AMENDMENTS & ADOPTION

Moved by Mayor Genung the adoption of the July 8th agenda as circulated
Unanimously adopted

Question from Bruce Kendall why the housing stats were not included, Chair Mike explained he had received the information at this time and will include it next meeting.

3. ADOPTION OF PREVIOUS MINUTES

Moved by Stephen Simms the adoption of the June 24th minutes as circulated
Unanimously adopted

4. BUSINESS

4(a) Old Business

1. Open and Safe Campaign/ Survey update

Chair Mike reported that there are 89 businesses signed up and most packages with stickers, sign and pledge sheet plus masks have been delivered.

Kelly reported that the Chamber has redirected Open and Safe to businesses through their portals

Jo-Anne reported that businesses she has spoken to are wondering why and where this came from and feels we should let them know why we are doing this program.

Chair Mike reported that the survey is still open and there have been 17 new responses. The survey will be going out to the newspaper, the BD newsletter and emails.

Mayor Jeff asked how we are sharing results of the survey. Chair Mike said emails will go to all who responded to share results and once all results are in will be put out to a wider group.

Stephen Simms asked what the best media to use to get results out to everyone. Kelly Sinclair responded that a news release to the media and interviews with the media.

2. Kelly Sinclair report on collaboration meeting:

Kelly Sinclair reported that most action items were from Mike. The landlords have a hard time applying for the grants available as they have to prove tenants have had a 70% loss. The return from government does not come through to them until the end of the year. The process is complicated and many landlords do not do it. Chair Mike said he could reach out to some of the landlords to see how they are handling this.

Vivan Cox asked if he would be reaching out to the Trading Post

Jo-Anne Oucharek reported that the businesses report that the landlords are not helping in anyway so they are moving to other locations, leaving business space in the downtown historic area open to businesses that do not really fit the historic downtown.

Councilor Fedeyko asked what we could do as a task force, what we can implement to help businesses.

Chair Mike suggested the members should try and attend the By law meeting for Historic Downtown that will be coming up soon.

Roundtable Discussions

Discussion followed as to what can be done to help developers and house sales are down, ways to enhance our residential, reduction of outside levies, 0 lot lines etc. It was suggested to bring in Kimber Hingis to speak to the group.

Mayor Jeff also suggested we should have a series of these speakers. Chair Mike asked the group to bring forth some suggestions.

Bruce Kendall reported that some of the businesses he has spoken to give the town reasonable marks in what they are doing. They feel the length of time to get a decision made is too long.

Stephen Simms commented that the task force is here to make recommendation to council. He commented that rents appear to be high here in Cochrane and we also appear to have a reputation that it is difficult to build here.

Posed the question, what does Cochrane want to be, the best community in the area? What does being the best look like?

Jo-Anne Oucharek commented that we have done well with our short term goals, touching base with businesses, marketing campaign which is a great platform but businesses need to sign up.

She commented that 80% of shopping is done after 6 pm and our stores all close by 5 pm. Stephen Simms added that business needs to be open for customers, not on their own schedule.

Councilor Fedeyko commented that we are not willing to take risks, we need to shake it up a bit.

Mayor Genung asked what we should do differently, what's in the way. He commented that the message has to go to businesses regarding why some things are not getting done, we are down to 11 staff from the 26 that normally look after the details around town.

As a business owner Mayor Genung said one of the challenges is lack of traffic to the stores.

Discussion followed about changing the theme of the signs to a more positive message, get the open and safe and fun out there rather than the first sign people see is the state of emergency orange signs when they enter town.

Jo-Anne Oucharek reported that tourism is promoting weekend itineraries for people coming to Cochrane. They are also putting out a summer guide of 50th things you can do here. This will go out to 16 different areas, such as Airdrie, Bragg Creek, etc.

Actions:

Chair Mike will speak with communications re the survey results out to media

Chair Mike to get housing stats for next meeting/summary of development

Bruce Kendall to bring report of items holding up businesses

All members to bring one solution

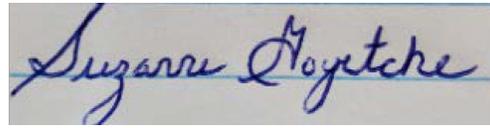
All members to bring suggestions for speakers

5. ADJOURNMENT

Mike Korman adjourned the meeting at 5:44 p.m.



Chairperson



Recording Secretary