



## **Economic Recovery Task Force MINUTES**

**DATE:** August 19th, 2020  
**TIME:** 4:00 PM  
**PLACE:** Cochrane.ca/Economic-Recovery-Taskforce  
**Chairperson:** Mike Korman  
**Recording Secretary:** Suzanne Goyetche

**Members:** Mayor Genung  
Councilor Fedeyko  
Jo-Anne Oucharek  
Kelly Sinclair  
Bruce Kendall  
Vivian Cox

**Regrets:** Councilor McFadden, Stephen Simms, Tanya Galon

### **1. CALL TO ORDER**

**Mike Korman** called the meeting to order at 4:02 pm

### **2. AGENDA - AMENDMENTS & ADOPTION**

Chair Mike Introduced Neil Egsgard from Surf Anywhere to speak to the group

Moved by Mayor Genung the adoption of the August 19th agenda as circulated with addition of guest speaker Neil Egsgard.

Unanimously adopted

### **3. ADOPTION OF PREVIOUS MINUTES**

Moved by Jo-Anne Oucharek the adoption of the July 22nd minutes as circulated

Unanimously adopted

### **4. BUSINESS**

#### **Special Guest Speaker: Neil Esgard from Surf Anywhere**

Neil spoke about the feasibility study for the Bow River surf park that has been a project of Cochrane Tourism for the past two years. The report is 180 pages long which covers all aspects of building the park.

Jo-Anne spoke about the impact to Cochrane. Several members asked about liability, costs and marketing of the project. Discussion followed on how to present this to council to get it into the books for budget process. The members felt that this is a project that the ERTF could support for future Tourism growth.

**Moved by Bruce Kendall that an ASK be formulated to take to council about the Surf Park. Unanimously approved**

Mayor Genung suggested for wording of presentation to council which Chair Mike will look at for his presentation.

**You may view his full presentation on Utube**

4(a) Old Business

### **1. Campaign updates**

Chair Mike reported that we now have over 130 businesses signed up and continue to work on getting more. The new masks are in and residents are continuing to come to the VIC for these. Videos are being made for meet your neighbor. So far Bike Bros. and Paisley have been produced.

There will be a Christmas component to the Open and Safe which communications is working on.

The Adopt A Bed post cards have been delivered to the Historic business area. 2 businesses have signed up. With it being late in the year this is just a start to promoting and places the campaign in a good position for the spring for planting the beds.

Chair Mike shared the screen to show the proposed Think Big Live Small campaign to entice people and businesses to move to Cochrane. It promotes Big Dreams, innovation, adventures and opportunity.

The timeline is being worked on for launch and approval from the ERTF to present to council.

Kelly Sinclair had concerns about the small town feel wording. Jo-Anne Oucharek and Chair Mike spoke about the number of people at the VIC and on surveys that mentioned that was exactly what drew them to Cochrane.

**Moved by Bruce Kendall to endorse the external marketing campaign. Unanimously approved.**

Chair Mike requested that anyone having more items to bring to council get them to him by the next meeting so he may prepare his presentation of ASKS for the September council meeting.

### **Roundtable Discussions**

Jo-Anne Oucharek commented on the Cochrane Tourism summer campaign of which 15,000 dollars is being used by Historic downtown business. She also reported that

the mini itineraries and videos about the businesses in town have seen an 80% increase in online traffic in the past 6 weeks. 300 % increase on social media.

Mayor Genung just commented on the positivity he is hearing and seeing around the town.

**Actions:**

Chair Mike to compile ASKS for council

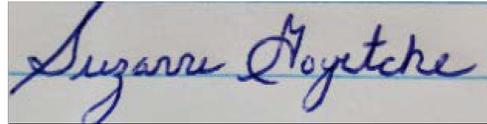
**5. ADJOURNMENT**

**Mike Korman** adjourned the meeting at 5:56 p.m.



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Chairperson



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Recording Secretary