



THE CORPORATION OF THE VILLAGE OF ASHCROFT

COMMITTEE OF THE WHOLE AGENDA

**FOR THE MEETING OF COUNCIL TO BE HELD IN THE COUNCIL CHAMBERS
OF THE VILLAGE OFFICE AT 5:00 PM ON MONDAY, SEPTEMBER 30, 2019**

1. CALL TO ORDER

Mayor Roden called the meeting to order at 5:02 pm

2. ADOPTION OF THE AGENDA

M/S Roden / Tuohey

“That the Committee of the Whole Meeting Agenda be adopted as presented.”

CARRIED

3. PRESENTATIONS

**3.1. EDCD Consulting – Presentation of Economic Development and Tourism Strategy
Process - 5:00 – 7:00 pm**

EDCD Consulting, Colleen Bond and Dale Wheeldon provided an overview of the process to develop the Ec. Dev. and Tourism Strategy, stating there are 4 key components to develop a successful strategy.

1. Stakeholder and Community Engagement:

Dale and Colleen will be in Ashcroft the week of Sept. 30- Oct. 4 This is considered a critical piece of the plan and they will meet one-on-one with business owners/managers, host four (4) focus group sessions and two (2) community consultation sessions.

2. Strength, Weakness, Opportunity, Threat (SWOT) Analysis: Council participated in a SWOT exercise.

3. Follow up – Implementation will include step by step strategies including timelines and budget. Consultants will follow up with the community to ensure the implementation of the plan is successful.

4. Lasting Relationship – ongoing relationship between consultants and VOA

In order to have a successful strategy Council and to move Economic and Tourism development forward, was asked to consider “12 Things”:

1. Community and Economic Development should be considered as “together”;
 2. Understand what Ec. Dev. staff does and have a working structure;
 3. Ec. Dev. Plan and strategy should be in place;
 4. Be realistic about community readiness;
 5. Understand regional and local assets;
 6. Develop partnerships;
 7. Foundation pieces in place eg: Ec. Dev. website;
 8. Engage with existing business;
 9. Foster an entrepreneurial environment;
 10. Use tourism assets;
 11. Celebrate small wins;
 12. Measure your success.
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3.2. Curling Club – Informal discussion with Curling Club members regarding facility use
7:00 PM –

- CAO Yanciw explained that Council is not able to make a decision at a COTW meeting, however, Council may choose to bring a recommendation forward at the next Council meeting.
- CFO Bhalla provided account balance for the Capital Asset Reserve Fund (CARF) = \$55,000
- Chiller options:
 1. \$15,000 to complete a full assessment
 2. Replace \$65,000 - \$80,000
- WorkSafe needs to complete their assessment of the facility
 - WorkSafe could shut the facility down, however, they tend to provide timelines for required repairs
 - Stantec report seems inflated, cost is for a very high level of service.
- If Council chooses to close the facility, the building still requires maintenance.
- Both parties need to be realistic about the costs of bringing the building into compliance.
- It was estimated by the Curling Club that they could contribute maximum of \$2,000 towards maintenance annually
- Local business sponsorship has been used in the past as a revenue source
- VOA will contact TNRD Area “I” Director Rice and request financial support from his discretionary Gas Tax funds.
- Develop maintenance list at lease development phase, include beginning of season walk through with CC and establish items to be completed by the end of season facility walk through.
- Set targets that satisfy both parties
- Move forward with a positive collaborative relationship
- CC willing to promote in hopes of attracting more curlers, increase catchment area – look outside of Ashcroft
- Measure success at the end of the season
- After Council decision is made, develop lease agreement if required.
- Multi year lease was suggested
- CC urged Council to make the decision sooner than later so that they could plan for the season.

4. TERMINATION

M/S Roden / Anderson

“That the Committee of the Whole meeting on September 30, 2019 be terminated at 8:05 pm.”
CARRIED

**Certified to be a true and correct copy of the
Committee of the Whole Minutes of Council
held Monday, September 30, 2019.**

Barbara Roden, Mayor

Anne Yanciw, Chief Administrative Officer

AY/sdd