



ECONOMIC DEVELOPMENT STANDING COMMITTEE
AGENDA

Monday, March 15, 2021, 5:15 pm
Virtual Meeting

Pages

1. ROLL CALL
2. DECLARATION OF CONFLICT OF INTEREST
3. MINUTES OF THE PREVIOUS MEETINGS
 - 3.1. November 18, 2019 3
4. PUBLIC PRESENTATIONS
5. INTRODUCTION AND CONSIDERATION OF CORPORATE REPORTS
 - 5.1. Report of the Manager of Economic Development - 6
re: February 2021 operations
 - 5.2. March 11, 2021 Report of the Manager of Economic Development 12
re: Boat slips at Elliot Lake Boat Launch
 - 5.3. March 11, 2021 - Report of the Manager of Economic Development 15
re: GIS project funding
 - 5.4. March 11, 2021 - Memo of the Manager of Economic Development
re: update on commercial/industrial lands including pending sales and
vacant land

As this matter deals with the potential disposition of property owned by the Municipality it may be discussed in closed session as per section 239(2)(c) of the Municipal Act

 - 5.5. March 11, 2021 - Memo of the Manager of Economic Development
re: Review of proposals submitted for the sale of the former MNR
worksite

As this matter deals with the potential disposition of property owned by the Municipality it may be discussed in closed session as per section 239(2)(c) of

the Municipal Act

6. PRESENTATION OF COMMITTEE REPORTS
7. UNFINISHED BUSINESS
8. NEW BUSINESS
9. CORRESPONDENCE
10. PUBLIC QUESTION PERIOD
11. ADDENDUM
12. CLOSED SESSION
13. SCHEDULING OF NEXT MEETING
April 19, 2021
14. ADJOURNMENT



**ECONOMIC DEVELOPMENT STANDING COMMITTEE
MEETING MINUTES**

Monday, November 18, 2019, 4:00 pm
COUNCIL CHAMBERS

Present: C. Patrie, Chair, E. Pearce, Councillor, T. Turner, Councillor, D. Marchisella, Ex-Officio

A. Vlahovich, Recording Secretary, D. Gagnon, CAO

Others Present: A. Roy, Community Development Officer

1. ROLL CALL

The meeting was called to order by the Chair at 4:00 P.M

2. DECLARATION OF CONFLICT OF INTEREST

4. PUBLIC PRESENTATIONS

3. MINUTES OF THE PREVIOUS MEETINGS

3.1 October 21, 2019 - Regular

Res#: 41/19

Moved By: E. Pearce

Seconded By: D. Marchisella

That the minutes from the meeting held October 21, 2019 be accepted as presented

Carried

5. INTRODUCTION AND CONSIDERATION OF CORPORATE REPORTS

5.1 Report of the Economic Development Coordinator - November 2019

re: departmental updates

Res#: 42/19

Moved By: E. Pearce

Seconded By: T. Turner

That the Report of the Economic Development Coordinator be received and forwarded to Council for information

Carried

5.2 November 13, 2019 Memo from the Economic Development Coordinator

re: potential disposition of a parcel of land on Oakland Boulevard

As this matter deals with the potential disposition of property owned by the Municipality it may be discussed in closed session as per section 239(2)(c) of the Municipal Act

Res#: 43/19

Moved By: T. Turner

Seconded By: D. Marchisella

That item 5.2 Memo from the Economic Development Coordinator re: potential disposition of a parcel of land on Oakland Boulevard be moved to closed session

Carried

6. PRESENTATION OF COMMITTEE REPORTS

7. UNFINISHED BUSINESS

7.1 August 27, 2019 Letter from the Economic Development Advisory Committee

re: Accommodation Tax

Res#: 44/19

Moved By: E. Pearce

Seconded By: T. Turner

That the referral letter and report from EDAC re: Accommodation Tax be forwarded to Council for debate

Carried

- 8. **NEW BUSINESS**
- 9. **CORRESPONDENCE**
- 10. **PUBLIC QUESTION PERIOD**
- 11. **ADDENDUM**
- 12. **CLOSED SESSION**

Res#: 45/19

Moved By: T. Turner

Seconded By: E. Pearce

That the meeting enter closed session at 4:37 P.M.

Carried

Res#: 46/19

Moved By: T. Turner

Seconded By: E. Pearce

That the meeting come out of closed session at 5:05 P.M.

Carried

- 13. **SCHEDULING OF NEXT MEETING**

December 16, 2019

- 14. **ADJOURNMENT**

Res#: 47/19

Moved By: D. Marchisella

Seconded By: E. Pearce

That the meeting be adjourned at 5:06 P.M.

Carried

Report of the Manager of Economic Development

February 2021

CITY OF ELLIOT LAKE

Report from the Economic Development Coordinator

February 2021

Community Development Officer

The Community Development Officer assists the Economic Development office with ongoing projects, including implementation of the Economic Development & Diversification Strategy, the City of Elliot Lake's Strategic Plan, writing staff reports and grant applications, and other support where needed. The Community Development Officer is also responsible for fostering of partnerships among various stakeholders and coordination of all activities associated with implementing the Age Friendly Action Plan.

Committees

- Recording secretary to the Seniors Advisory Committee, and Accessibility Advisory Committee fill in as recording secretary to other committees when needed, and member of the Seniors at Risk Committee.

Projects

- Age Friendly Checks-In/Age Friendly Delivers
 - Developed age friendly checks-in service in short turn around as response to covid-19 pandemic
 - Completed calls and check-ins for over 35 clients daily and semi-daily
 - Assisted in transition of system to the ELFHT
 - Provide daily support for online ordering of Age Friendly Delivery
 - Update website and provide support in relation to continued Age Friendly Services
 - Programs have had a major impact on community members and actually saved multiple lives since implementation
- Accessibility
 - Procurement and installation of Accessible beach mats at Spruce and Spine Beach
 - Procurement of consultant for Accessibility Audit and Review as well as development of Accessibility Plan required for AODA compliance for the City
 - Worked with Consultant on audit and accessibility plan booking facilities and liaising with committee
 - Working with Accessibility Advisory Committee as recording secretary and dedicated support for accessibility projects
- Wellness Fair 2020
 - Due to pandemic the typical structure of an in person wellness fair was not possible therefor required creative thinking to continue to offer a version of fair for the public and service providers

- Wellness Fair transitioned to an online platform to be included on City website at no cost to participants
- Previous participants were contacted to submit video content of their organizations offerings that would be posted to the City website and shared using the City's youtube page.
- There was definite interest, but have only received a handful of videos to date – believe many organizations being health related were more focused on pandemic policy/procedures and serving clientele over external marketing/information sharing.
- Staff are hopeful that more participants will have time to submit videos over the next quarter and are working with them to have more videos online.
- Inclusive Communities Grant
 - Worked with Accessibility Advisory Committee for support of a project under the Inclusive Communities Grant
 - Project was submitted for multiple charging stations for mobility scooters as well as retrofitting existing picnic tables at municipal parks for accessibility.
 - Total project funding requested \$60,000
 - If approved project expected to be completed in 2021
- Healthy Communities Initiatives Grant
 - Working with Accessibility Advisory Committee for development of project for submission to the Healthy Communities Initiatives Grant
 - Bike paths, accessible trails identified as possible project – staff working on project description and budget for grant submission through AAC
 - Grant will fund 100% up to \$250,000
 - Grant submission anticipated for intake 2 May 14th
- Departmental Support
 - Ongoing support of departmental operations including
 - Investment inquiries and phone calls to department
 - CIP applications
 - Website updates and uploads

Economic Development Coordinator

Committees

Recording secretary to Economic Development Standing Committee and resource to multiple committees as required.

Projects

- **Age Friendly Pandemic Programming**
 - Developed programming to support safety of those most vulnerable in community as a result of the Covid-19 Pandemic
 - Age Friendly Delivers program has delivered over 3400 deliveries as of March 4 and council supported extension until June 30, 2021
 - Age Friendly Checks-in program ran for 6 months and then picked up by Elliot Lake Family Health Team
 - Both programs proved to be extremely successful and definitely met their intended purposes
- **Fox Drive Servicing Project**
 - Funding contingent on anchor tenant.
 - Still working with potential investment inquiries to secure anchor tenant
 - Discussion on this project vs. airport required as both are industrial/commercial lands development and would be competitive in funding options
 - Council committed to costs for this project, in near future will have to determine if continuing with project or priority changing to airport.
- **Waterfront Development at Elliot Lake Boat Launch**
 - Phase 1 & 2 of project complete
 - Accessibility review complete summer of June 2020
 - \$50,000 budgeted in 2021 capital for landscaping
 - Landscaping plan inclusive of accessibility review being developed for implementation in 2021
- **Mississagi Park Commission Project**
 - Mississagi Park Commission not-for profit corporation approved by three communities
 - Representatives from partner communities appointed to 'founding board'
 - MPC incorporation documents approved by all three communities
 - MPC incorporation to be completed March 2021 (estimated)
 - Meetings continuing bi-weekly, working on draft agreement and determining business operations in preparation for negotiations with Ministry
 - Goal to transition operations from COEL agreement to MPC January 1, 2022

- **Investment in Canada's Infrastructure Program (ICIP) - Transit Stream**
 - Developed Transit review and capital expansion project for submission to the ICIP Transit Stream
 - Project involves complete review and overhaul of transit routes for improved access and service delivery as well as funding for multiyear capital purchases for implementation of new route system and rehabilitation of existing assets for improved accessibility
 - Total Project Costs: \$937,500 (over 3 years)
 - Total Municipal Contribution: \$250,000 (over 3 years - can use Gas Tax)
 - Total Funding approved : \$687,500
 - Approval and Transfer Payment Agreement received - going to Council March 22, 2021
 - Staff working on RFP with Director of PW's to start project with review
- **Transit Accessibility- Next Stop Announcement and Tracking**
 - Sourced consultant for installation and development of hardware and software to support the transit accessibility project
 - Working with Director of PW's and consultant on the route development and software requirements for project and scheduling of install
- **Economic Development Intern/Tourism Strategy**
 - Funding approved for intern for 2 years to focus on tourism
 - Main goal to develop tourism and marketing strategy
 - Delayed hiring due to covid-19 pandemic
 - FedNor approved moving start date and 2 year funding still in place
 - Advertised for position - review of submissions for interview pending
- **GIS**
 - Approved project in 2021 Capital budget
 - Sourced funding opportunity for GIS project and submitting application for March 15, 2021
 - Intent to contract consultant for digital data capture and development of GIS database and staff training
 - On-going support maintenance of program may be option for regional partnership
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- **Land Sales/Investment Inquiries**
 - Investment/land sale inquiries are at all time high
 - 10 land sales have reached Council in the last 18 months with 6 closing, 2 repealed and 2 ongoing
 - City's efforts in investment readiness have proven to be successful
 - Future discussion around available lands to be had as inventory is depleting

- **Airport Industrial Land feasibility**
 - Recommended investment readiness land feasibility budget under economic development capital in 2020
 - Budget to be used for investment readiness pertaining to land development
 - Resolution to utilize funding toward spine road servicing project in April 2020
 - Preference towards expanding land for development at Airport
 - Future discussion required on priority area for development and costs due to potential competing project with Fox Drive
- **Former MNR Worksite Sale by RFP**
 - RFP for sale of property was posted on City website December 2020
 - Closed February 2021 - 3 proposals received
 - To be reviewed by staff and EDC March 2021
- **Industrial/Commercial CIP**
 - CIP updated to include Industrial/Commercial incentives for new developments
 - Council approved updates, and a public meeting required as per *Planning Act*
 - Public meeting was delayed due to no in-person meetings
 - Looking to hold virtual public meeting to complete process for upgrades



STAFF REPORT

REPORT OF THE MANAGER OF ECONOMIC DEVELOPMENT FOR THE CONSIDERATION OF COUNCIL

OBJECTIVE

To provide Council with information pertaining to operations of boat slip rentals at the Elliot Lake Municipal Boat Launch

RECOMMENDATION

THAT the report of the Manager of Economic Development dated March 11, 2021 be received

AND THAT Staff be directed to develop detailed rental program for the boat slips at the Elliot Lake Municipal Boat Launch for the 2021 season;

AND THAT the rental program details include; departmental responsibilities, short and seasonal rentals, capital and human resources costs, and liability mitigation for municipality.

Respectfully Submitted

Approved by

Ashten Vlahovich
Manager of Economic Development

Daniel Gagnon
Chief Administrative Officer

BACKGROUND

The City had undergone a revitalization and upgrade of the waterfront at the Elliot Lake Boat Launch to develop a tourism nodal point. Part of this project included the installation of marina style docking that provides docking for up to 20 boats, and an opportunity for the municipality to implement a boat slip rental program.

During the 2020 season the docking was operated as day use only due to the covid-19 pandemic and limitation on social gatherings or implemented stay at home orders; however with vaccination roll-outs staff are optimistic that boat slip rentals could be implemented for the 2021 season.

ANALYSIS

The initial intent of the waterfront revitalization project was to complement existing tourism infrastructure and improve attraction to the area, as well as provide opportunity for business development. The marina style docking was intended to provide boat slip rentals for 10 seasonal spots and 10 short term rentals for tourists. In order to implement a boat slip rental program, the decision of being in-house or a contracted service must first be made by Council. Council may wish to consider the following options

Option A: Rental program managed in house (Recommended)

- Manage the rental of boat slip spots internally by municipal staff
- Similar to rental spots of camping at Simpson Trailer park
- Require development of rental agreement and policy/procedures for operations and penalties for those not removing boats when required
- Require some additional costs for human resources and capital expenses
- Municipal asset managed municipally for quality control
- Marketed with other municipal tourism assets ie: trails, fire tower look out, camping
- Retain revenue to offset cost of operations and/or apply to reserves to fund future expansion of boat slips
- Control asset in relation to unknowns associated with ongoing pandemic ie: required closures, social distancing rules etc.

Option B: Contract operations of boat slip rentals through RFP

- Develop RFP for contracted services for management of boat slip rentals at Elliot Lake Boat Launch
- Does not require cost to municipality for human resources
- Limited quality control of asset
- Mixed management of asset as most of area is publicly managed
- Minimal revenue for future planning

Due to the unknowns expected with the ongoing pandemic, and an intent to foster the area as a tourist attraction it is recommended that the City undertake management of the boat slip rentals internally similar to



camping at the Simpson Trailer Park. This will allow the municipality to set rates, and operations for its benefit as well as market the areas as a complement to existing tourism attractions in the area. As the revitalization of the area was a significant investment it also allows for quality control of the asset and program implementation.

To ensure boat slips are managed properly it is recommended that a rental program be developed inclusive of staff responsibility for management, rental agreements mitigating liability, fees including policy and procedures involved in rental of the spaces and costs for implementation including human resources and capital. A report should be developed for approval prior to the May long weekend which is a typical kick off season for tourism attractions in the City.

FINANCIAL IMPACT

Overall financial impact will be determined at the next phase when a detailed boat slip program is developed, but overall costs should be mitigated by cost sharing in department of existing staff as well revenues from boat slip rentals.

LINKS TO STRATEGIC PLAN

Implementation of a boat slip rental program supports the strategic plan in the following areas:

- Explore eco-tourism and geo-tourism possibilities and challenges as part of a tourism package
- Capitalize on opportunities for diversification and community growth
- Support local business community
- Customer service excellence
- Provide activities and promote healthy lifestyles through recreation for all age groups

SUMMARY

Developing an in-house program for boat slip rentals will allow the City to take strategic advantage of its newly revitalized waterfront at the Elliot Lake Boat Launch and market the area for tourist attraction. It will ensure quality control of a significant city asset and provide potential revenues that can be utilized for expansion of the area in the future.





STAFF REPORT

REPORT OF THE MANAGER OF ECONOMIC DEVELOPMENT FOR THE CONSIDERATION OF COUNCIL

OBJECTIVE

To provide Council with information pertaining to an application to the Municipal Modernization Program Intake 2 – Implementation Stream from the Ministry of Municipal Affairs and Housing (MMAH).

RECOMMENDATION

THAT the report of the Manager of Economic Development dated March 11, 2021 be received

AND THAT Council support an application to the Municipal Modernization Program Intake 2 – Implementation Stream for GIS capital project with a municipal contribution of 35% or 140,000 and 65% or \$260,000 from MMAH

Respectfully Submitted

Ashten Vlahovich
Manager of Economic Development

Approved by

Daniel Gagnon
Chief Administrative Officer

BACKGROUND

The City has identified a major gap for information with the lack of a Geographic Information System (GIS) database for municipal infrastructure, utilities and plans. A GIS database is an essential planning tool for asset management, as well as project development and approvals spanning across multiple departments.

There are many uses for GIS applications from mapping of physical assets ranging to improving community safety and emergency planning. There are both economical and social benefits with an almost never ending list of possibilities due to the constant ability to grow the database.

The City undertook a current environment review with Acorn Solutions to determine the current situation and digital data available as well as requirements for the development of a GIS database. The intent was determine a general project cost and scope to be added to the capital budget and source funding options. The project was intended for 2020 but has been delayed due to the Covid-19 Pandemic. GIS project was included and approved in the 2021 capital budget.

ANALYSIS

As an approved project in the 2021 Capital budget staff have been working to determine funding options to support the implementation of GIS project using the Acorn Solutions review/requirements report for project scope.

The GIS project involves the digital data capture of all municipal infrastructure, utilities, maps and plans while incorporating existing platforms/programs used within departments, as well as development of the GIS database, hardware/software purchases and training for staff to utilize system to retrieve data. The goal is one digital database that staff will be able to access as needed for project planning, development and investment readiness needs, building and planning controls as well as community based planning like emergency management.

Due to a large amount of data not being available digitally, the project will be heavily consumed with data capture and then development of the layers for the GIS database. The anticipated project timeline is 15 months including RFP for contractor to undertake initiative, project deliverables and reporting for funding.

The project should improve overall planning for the municipality inclusive of asset management and community development, resulting in potential efficiencies in staff time and professional fees associated with project development and implementation.



FINANCIAL IMPACT

Total estimated cost for the project was initially estimated at \$293,285 after HST in 2019 however did not include contingency or travel/accommodation associated with data capture. The Acorn solutions report quantifies roughly data capture and database development work in 346 days. For budget purposes the 2019 estimate has been increased to a maximum of \$400,000 including additional costs for travel/accommodation and contingency.

The MMAH Municipal Modernization Program Intake 2 – Implementation Stream funding will fund up to 65% of costs resulting in a request of \$260,000 in funding and a contribution from the municipality of \$140,000 funded through reserves.

LINKS TO STRATEGIC PLAN

Implementation of the GIS project aligns with multiple areas of the Strategic Plan being;

- Investigate feasibility of obtaining/developing a GIS system
- Establish investment readiness tools
- Customer service excellence

SUMMARY

Supporting an application to the MMAH Municipal Modernization Program Intake 2 – Implementation Stream will allow the municipality to develop a detailed GIS database that will incorporate municipal infrastructure, utilities and plans to improve municipal planning and implementation of projects. The City of Elliot Lake is one of the few municipalities without such a database and applying to this program will provide 65% funding to achieve a much needed outcome, and goal of the 2021 capital budget.

