



## CITY OF PORT COLBORNE

Municipal Offices  
66 Charlotte Street  
Port Colborne, Ontario  
L3K 3C8  
[www.portcolborne.ca](http://www.portcolborne.ca)

### PLANNING AND DEVELOPMENT DEPARTMENT

### ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING AGENDA

**Date:** Tuesday June 13th 2017  
**Location:** City Hall Committee Room 3 (Third Floor)  
**Time:** 6:00pm

1. Call To Order
2. Confirmation of Previous Minutes
  - a. Monday May 29th 2017
3. Business Arising from the Minutes
4. Delegations
  - a. David Oakes, Director of Economic Development for Niagara Region  
Mr Oakes will present on the role of Niagara Region Economic Development and Team Niagara
5. Business
  - a. Chair's Update
  - b. Staff Update
  - c. Organizational Review for the City of Port Colborne  
Updates from Scott Luey, CAO, on the status of the City's organizational review.
  - d. Motions from May 4th EDAC Meeting on Committee Composition  
Item deferred from Business Arising from Minutes at May 29<sup>th</sup> EDAC meeting. Staff will provide feedback from the City Clerk on the committee's proposals.
  - e. Staff Memorandum to City Clerk  
Review of staff memorandum to city clerk for inclusion on Council agenda on EDAC's motion recommending a vision statement.
6. New Business
7. Information/Correspondence
8. Adjournment

**May 29, 2017**  
**MEETING OF THE PORT COLBORNE ECONOMIC DEVELOPMENT**  
**ADVISORY COMMITTEE**

Minutes of the eighth regular meeting of the Committee Members of the Port Colborne Economic Development Advisory Committee, held in the Third Floor Committee Room 3, City Hall, 66 Charlotte Street, Port Colborne May 29, 2017, 6:00 pm.

The following Committee Members were in attendance:

Committee Members: Gary Bruno, Betty Konc, Jeni LaMarre, Kate Ostryhon-Lumsden, David Semley, Dee Tilbrook

Councillors: Mayor John Maloney, Councillor Dave Elliott, Councillor John Mayne

Guest: Kim Reep, Ministry of Agricultural, Food and Rural Affairs and Brindan Baskaran, Ministry of Agriculture, Food and Rural Affairs

Regrets: Fred Davies, Len Stolk, Jordan Sherlock

Staff: Evan Acs, Karen Walsh

**1. CALLED TO ORDER:** 6:05 pm

**2. CONFIRMATION OF MINUTES:**

a. Thursday, May 4 2017

Moved by: Mayor John Maloney

Seconded by: Kate Ostryhon-Lumsden

CARRIED

**3. BUSINESS ARISING FROM MINUTES:**

- a. Discussion with the Clerk regarding last motions on recommended changes to committee terms of reference. Fluid membership structure is not permitted – a councilor may not be designated ex-officio at the start of each meeting. Matt Cherevaty has resigned. His position is a vacancy. Under the City's procedural by-law, vacancies still count towards quorum.

Defer discussion until next meeting.

**5. Delegations:**

none

## 6. BUSINESS

### a. Chair's Update:

none

### b. Staff Update:

none

- b. Vision Statement Development facilitated by Kim Reep, Agriculture Economic Development Advisor with the Ontario Ministry of Agriculture, Food and Rural Affairs. (Please see attachment)

### **Motion**

That the Port Colborne Economic Development Advisory Committee will develop a vision statement for the city to be recommend to council to be adopted.

Moved by: David Semley  
Seconded by: Councillor David Elliott

CARRIED

### **Motion**

That the committee recommends the vision statement for the City of Port Colborne be: "A place to live well and enjoy life in a safe, healthy, prosperous, well-run, inclusive and respectful community."

Moved by: David Semley  
Seconded by: Kate Ostryhon-Lumsden

CARRIED

Staff will enquire on process for committee involvement in forwarding motions to council. The recommendation on the vision statement will go to Council on June 26th.

## 4. NEW BUSINESS

None

## 6. INFORMATION/CORRESPONDENCE

None

**7. ADJOURNMENT:**

Moved by: Dee Tilbrook  
Seconded by: Councillor Dave Elliott

Resolved that we do now adjourn.  
CARRIED

Time of adjournment 8:09 pm

**Next meetings** – Tuesday, June 13<sup>th</sup> at 6 pm  
Tuesday, June 27<sup>th</sup> at 6 pm

Next meeting  
Discuss potential input in the City of Port Colborne organizational review.  
David Oakes will be joining us to discuss the Niagara Region Economic Development.



PORT COLBORNE

**Economic Development Advisory Committee**

**Visioning Session**

**Monday, May 29, 2017**

# “What I love most about my town”

- Small town / sense of community
- Friendliness / Inviting
- Variety of the city / Vibrancy
- Walkable downtown / Waterfront Community
- All kinds of attractions
- Art community / culture / tourism / food
- Canal
- Uniqueness (physical and cultural)
- Close but far away – no rush
- Lifestyle / boats through canal
- Great place to raise a family
- The little city that CAN



# ***Vision Statement***

A **vision statement** provides direction to the group. It should provide a clear and compelling picture of the future if the group is successful in implementing their plan. It can be a desired end state that makes sense to work forward.

A **vision statement** can be used to motivate the group, prioritize use of limited resources, as well as keep decisions and discussions on-track.

# ***Mission Statement***

A **mission statement** describes:

- What the group does, its purpose and reason for existence.
- Who the group serves, i.e. its membership, primary clients, the geographic area it serves or operates within.
- The function of the group.



# Comparing Vision & Mission

	Vision Statement	Mission Statement
About	A vision statement outlines WHERE you want to be. It communicates both the purpose and values of your group.	A mission statement talks about the purpose and function of the group.
It answers the questions	“Where do we aim to be?”	“What do we do? What makes us different?”
Time frame	A vision statement looks to the future.	A mission statement talks about the present.
Function	It creates a picture of the future and helps to inspire.	It serves as an ongoing guide that communicates what the group is all about.

# Activity A

## POSTCARDS FROM THE FUTURE

Picture yourself flying over the community in a hot air balloon in five years. What would you see, if your wishes for the City came true? What would your postcard look like?

### Activity:

As a group **draw** a picture of:

- What it is that you see?
- What has changed?
- What are the things we did that made a difference?

# Activity B

## HEADLINE

Imagine you are sitting at home, reading an article about Port Colborne five years from today. The article talks about the remarkable success of the city. Imagine the headline and the story that accompanies the headline.

### Activity:

Individually, on a sheet of paper, write down the newspaper **headline** and a brief story. In the story, describe what enabled this success.

# *What Do We See?*

## *Report Back*

Connectedness  
Community connected to waterfront  
Nickel Beach  
Publically accessible pier  
Thriving marina  
Little Promenade boardwalk  
Beautified downtown  
Music playing outside / Patios  
Buildings with commercial on main floor  
/ apts on second and third floor  
East side housing redeveloped  
Public access east side of canal  
Downtown redevelopment / condo  
development

Estate development / Housing  
development in west end  
Accessible Parkland / Green spaces  
Prosperous / healthy  
Lots of people at nickel beach  
Better signage  
Better street / food trucks / bike path  
Wooden boardwalks  
Lots of housing / shops  
More businesses on east side  
Efficient run municipality  
Respectful / Inviting / Accepting

## ***Report Back cont'd***

Major condos from brownfields  
Nickel Beach Promenade linking with trails  
Lakeside residential with boutiques  
A place to live well –  
Safe, healthy, prosperous, inclusive  
The little city that did  
Tourist destination of Niagara  
Shopping, dining, beaches, canal, boat watching  
Grows without losing community feel  
Downtown revitalization  
Open for business  
Development fees waived  
Condo views  
Waterfront paradise

Public accessible pier  
Multicultural eateries  
Parkbenches  
Art exhibits  
Seasonal and casual boaters  
Vibrancy of Port Colborne  
Artists, musicians, shoppers  
Increased standard of living / jobs

# *Top Priorities (Nov 2016) Summarized*

- Reserve funds and pay down debt.
- Business Retention and Expansion
- Develop a Brand (marketing campaign)
- Attract new (young) families to work and live here
- Attract industry (with serviced lands)
- Residential development
- Safe and prosperous environment
- Revitalized downtown
- Focus on progressive events and services
- Business friendly approvals from City Hall
- Aesthetic Beautification projects on municipal lands
- Better connections between businesses and business organizations
- Transform Roselawn Centre into seasonal accommodation
- Cultural hub
- Waterfront cleanup and development
- Strategic Plan
- New-build upscale neighbourhoods
- Offer unique shopping, dining and service experiences

# ***Some examples...***

## **Oxfam**

A just world without poverty.

## **The Nature Conservancy**

To leave a sustainable world for future generations.

## **Habitat for Humanity**

A world where everyone has a decent place to live.

## **Save the Children**

A world in which every child attains the right to survival, protection, development and participation.

## **Smithsonian**

Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world.

## **Special Olympics**

To transform communities by inspiring people throughout the world to open their minds, accept and include people with intellectual disabilities and thereby anyone who is perceived as different.

## **Goodwill**

Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life.

# *Port Colborne...*

A place to live well and enjoy life in a safe, healthy,  
prosperous, well-run,  
inclusive and respectful community.



**May 4, 2017**  
**MEETING OF THE PORT COLBORNE ECONOMIC DEVELOPMENT**  
**ADVISORY COMMITTEE**

Minutes of the seventh regular meeting of the Committee Members of the Port Colborne Economic Development Advisory Committee, held in the Third Floor Committee Room 3, City Hall, 66 Charlotte Street, Port Colborne May 4, 2017, 6:00 pm.

The following Committee Members were in attendance:

Committee Members: Gary Bruno, Fred Davies, Betty Konc, Jeni LaMarre, Kate Ostryhon-Lumsden, David Semely, Jordan Sherlock

Councillors: Mayor John Maloney, Councillor John Mayne

Regrets: Len Stolk, Councillor Dave Elliott, Dee Tilbrook

Absent: Matthew Cherevaty

Staff: Dan Aquilina, Karen Walsh

**1. CALLED TO ORDER: 6:06 pm**

**2. CONFIRMATION OF AGENDA:**

Updated agenda.

Moved by: Gary Bruno  
Seconded by: Kate Ostryhon-Lumsden

CARRIED

**3. CONFIRMATION OF MINUTES:**

a. Monday October 17th, 2016

Moved by: Dave Semely  
Seconded by: Jeni LaMarre

CARRIED

**4. BUSINESS ARISING FROM MINUTES:**

a. Motion to approve report to council.

Moved by: Dave Semely  
Seconded by: Jeni LaMarre

CARRIED

- b. Terms of Reference for the Tourism Marketing Advisory Committee to be sent to EDAC committee members.

## 5. Delegations:

Jim Hupponen, Manager of Engineering provided an overview of East Side Employment Lands project – work that has been completed to date and next steps. (presentation attached)

## 6. BUSINESS

### a. Chair's Update:

- i. Chair attended the council budget meeting for presentation to do an Economic Development Strategic Plan.
- ii. Chair attended Monday, May 1<sup>st</sup> special meeting of council for the Downtown Community Improvement Plan.
- iii. Quorum – Do we need to change the structure on the committee? And/or if you do not make so many meetings you are off.

### **Motion**

To request amendment to the bylaw for councilors to be ex-officio.

Moved by: Dave Semely  
Seconded by: Katie Ostryhon-Lumsden

DENIED

### **Motion**

Committee recommend to council to facilitate quorum one member of council and one ex-officio plus the mayor to meet quorum. Designated one councilor at each meeting.

Moved by: Gary Bruno  
Seconded by: Jeni LaMarre

CARRIED

### b. Staff Update:

- i. Niagara Region is doing Niagara Employment Inventory for 2017, starts week of May 8 and will be coming to Port Colborne in August.

- ii. Updating City's marketing material, including community profile, with data coming in from 2016 census.
- iii. The Chief Administrative Officer, Mayor and Economic Development Officer are restarting a formal corporate call program with a goal to visit two or three of the City's manufacturers and other major employers each month.
- iv. The Economic Development Division has started its own twitter account (@portcecddev) to share pertinent news about developments in the City, vial statistics on the local economy's health and department achievements;
- v. Investment opportunities are low right now, but there are a handful of local business contemplating expansions that the City is working with.

**Motion**

Contact clerk for confidential agreement for the Economic Development Advisory Committee members to sign.

Moved by: Betty Konc  
Seconded by: David Semely

CARRIED

- vi. Chief Administrative Officer is doing an organization review. An RFP has been issued and three people have submitted a proposal.

c. Economic Development Strategic Planning Process

In the 2017 Budget, City Council earmarked \$25,000 for an economic development strategy. Staff has approached Niagara Region for additional funding. The Region has agreed to \$2,500. Staff has submitted an application to the Ontario Ministry of Agriculture, Food and Rural Affairs' Rural Economic Development (RED) program.

Staff will assembly a steering committee for the project and writing the RFP. The composition of the steering committee has not yet been determined, but will include the City's Chief Administrative Officer, Director of Planning and Development, Manager of Special Projects and Corporate Strategic Initiatives and Economic Development Officer. Representatives from Niagara Region's Economic Development Department and the Ontario Ministry of Economic Development and Growth will also be invited to join.

**Motion**

David Semely appointed on the steering committee for the RFP Economic Development Strategic Plan.

Moved by: Gary Bruno  
Seconded by: Kate Ostryhon-Lumsden

CARRIED

**Motion**

Should a member miss three consecutive meetings, the member would be consider resign from the committee.

Moved by: David Semely  
Seconded by: Betty Konc

CARRIED

**4. NEW BUSINESS**

Sub-committees:

Tourism – Gary Bruno  
Residential  
Industrial  
Commercial/Retail  
Marketing

**6. INFORMATION/CORRESPONDENCE**

None

**7. ADJOURNMENT:**

Moved by: Dave Semely  
Seconded by: Gary Bruno

Resolved that we do now adjourn.  
CARRIED

Time of adjournment 8:12 pm

**Next meetings** – Monday, May 29<sup>th</sup> at 6 pm  
Tuesday, June 13<sup>th</sup> at 6 pm  
Tuesday, June 27<sup>th</sup> at 6 pm



PORT COLBORNE

Economic Development Division

## MEMORANDUM

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**DATE:** June 9, 2017  
**TO:** Ashley Grigg, City Clerk  
**FROM:** Evan Acs, Economic Development Officer  
**RE:** Economic Development Advisory Committee  
Motion Regarding a Vision Statement for the City of Port Colborne

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Please be advised that at its meeting on May 29th 2017 the Economic Development Advisory Committee worked with facilitators from the Ontario Ministry of Agriculture, Food & Rural Affairs to develop a vision statement for the Corporation of the City of Port Colborne. Through a number of exercises, captured in the attached report, the Committee made the following motion:

Moved by David Semley  
Seconded by Kate Ostryhon-Lumsden

That the committee recommends the vision statement for the City of Port Colborne be: "A place to live well and enjoy life in a safe, healthy, prosperous, well-run, inclusive and respectful community."  
CARRIED.

Please place this item on the June 26th 2017 Council Agenda for consideration.

Thank you.

Signed:

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Evan Acs  
Economic Development Officer  
Staff Liaison, Economic Development Advisory Committee

DRAFT

**COPY OF OMAFRA SLIDES TO BE ATTACHED**