



Corporation of the Village of Cumberland

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Economic Development Strategy Steering Committee Agenda

March 20, 2018, 6:00 pm
Council Chambers

- 1. Approval of Agenda**
- 2. Adoption of Minutes**
 - 2.1 Feb 6, 2018
- 3. New Business**
 - 3.1 Project Update
 - 3.2 Foundations
 - 3.3 Strategic options evaluation and development
 - 3.4 Implementation
 - 3.5 Monitoring
 - 3.6 Further Communications/Consultation
 - 3.7 Next Steps
- 4. Delegations**
- 5. Unfinished Business**
- 6. Correspondence**
- 7. Reports**
 - 7.1 Community Forum Event Report
 - 7.2 Strategic Opportunities Overview
- 8. Upcoming meetings**
 - 8.1 To be determined
- 9. Adjournment**



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Economic Development Steering Committee Minutes

February 6, 2018, 6:00 pm
Council Chambers

Members Present:

Jan Neuspiel, Chair
Kaelin Chambers, Alternate Chair
Vickey Brown (arrived at 6:20 pm)
Shayla Hall
Evan Loveless
Nick Ward
Jesse Ketler, Councillor

Staff & Guests:

Sundance Topham, CAO
Paul Siggers, EcoPlan

Regrets: Darren Adam; Toby Reid; Tina Willard-Stepan.

Mr. Neuspiel called the meeting to order at 6:00pm.

1. Approval of Agenda

1.1 Loveless/Ward

THAT the Committee approve the agenda of February 6, 2018.

Carried Unanimously

2. Adoption of Minutes

2.1 Hall/Chambers

THAT the Committee approve the minutes of December 12, 2017.

Carried Unanimously

3. New Business

3.1 Project update

The consultant reviewed the work done since the December 12th meeting with a review of the communications activities and materials used and an update on survey distribution. At that time, approximately 330 online surveys had been completed.

3.2 Objectives development

The consultant reviewed some preliminary survey results related to vision and objectives development and provided a description of how those should be checked against relevant content in the Official Community Plan (OCP). The Committee reviewed the visioning results from the survey and compared that to the vision in the OCP. The Committee determined that the OCP provided a strong vision on which to base the economic development strategy.

The consultant presented a draft list of general objectives synthesized from survey results. The Committee discussed each in turn to detail and modify them to the specific context in Cumberland. Clarifications, additions and modifications will be incorporated by the consultant into a more detailed set of objectives to be reviewed by the Committee before review by the community at a community planning event in March.

3.3 Other preliminary survey results

The consultant presented more detailed results about the profile of survey respondents, both residents (including employment status, age, time lived in Cumberland) and businesses (sector, size, age). Where possible, this was compared against data from the Census and other sources on the known composition of the population (residents and businesses). This information was used to discuss whether there were important gaps in survey coverage. The Committee identified potential gaps among older residents and those that have lived here more than 15 years. Committee members Brown and Chambers volunteered to deliver communications materials and paper surveys to the Wandering Moose Café, the Seniors Lodge and bingo night at the Cumberland Legion in an attempt to fill those potential gaps.

The Committee discussed the purpose, design and logistics of a community planning forum. It was determined that the event should be an open house on Thursday March 8th at the Village Council Chambers running from 5pm to 8pm. The event will be organized around a series of interactive stations to provide a project introduction and update, collect input and feedback on the draft economic development objectives, some key topics/potential strategy opportunities, and other action ideas.

The consultant will provide a brief event description describing the design and content for Committee review, including potential topics for interactive station discussions.

The Steering Committee members will play an active role in facilitating discussions at the interactive stations and recording feedback and input from the community. Upon receipt of the event description brief, Steering Committee members will volunteer for specific roles. Following review of the event description, the consultant will prepare more detailed content and materials for Steering Committee review.

It was decided that other engagement that may occur leading up to the community event will depend on the specific topics to be discussed at stations. Should additional background materials or information be needed for any of those topics, additional engagement (calls by the consultant or targeted discussions by Committee members) will be conducted as needed.

3.4 Next Steps

The consultant reviewed work and deliverables to be conducted up until the end of project work. A next Steering Committee will be scheduled during the week of March 19th to 23rd in advance of Spring Break.

It was decided that to provide sufficient time for the Steering Committee to review a draft economic development strategy in April, the presentation of a final strategy to Council should take place in May rather than late April.

4. Delegations

None

5. Unfinished Business

None

6. Correspondence

None

7. Reports

7.1 Economic Development Priorities Review Package

8. Upcoming meetings

Expected during week of March 19th to 23rd in order to avoid conflicting with Spring Break Consultant to provide scheduling options for the Steering Committee.

9. Adjournment

The meeting was adjourned at 9:00pm.

Certified Correct:

Chair

Corporate Officer