

**Minutes of the Operational Review Committee
Meeting Held
Tuesday, May 16, 2017**

Present:

Councillor Maroosis, Committee Chair
Councillor Anthony, Committee Member
Councillor King, Committee Member
Councillor Serran, Committee Member
Mayor McDonald, Committee Member (4:55 p.m.–5:25 p.m.; 5:40-6:22 p.m.)
Councillor Forgette
Councillor Mayne
Keith Robicheau, Chief Administrative Officer
David Euler, Managing Director Engineering, Environmental and Works
Lea Janisse, Managing Director of Corporate Services
Margaret Karpenko, Chief Financial Officer
Jason Whitely, Fire Chief
Erin Richmond, Manager Economic Development
Paula McCloskey, Senior Manager, Parks, Recreation & Leisure Service
Melinda Fry, Manager, Sports & Events

Regrets:

Councillor Bain, Committee Member
John Severino, Managing Director Community Services
Gord Mulcahey, Executive Member North Bay Professional Firefighters' Association
Brian Phillips, President CUPE Local 122

Special Review Committee Chair, George Maroosis, called the meeting to order at 4:55 p.m.

1. Adoption of Minutes:
The Minutes of May 2, 2017 were approved and will be presented to Council on May 30, 2017.
2. Business Arising from Minutes:
 - i. None
3. Operational Review of Economic Development
 - Erin Richmond was present in relation to Economic Development. Copies of the presentation were provided to the Committee.
 - An overview of the evolution of the Economic Development Department was provided to the committee highlighting the changes from prior to 1996 to the present day.
 - The organizational structure of the Economic Development Department was provided. This included a description and listing of standalone not-for-profit corporations governed by independent boards that maintain a formal memorandum of understanding with Economic Development. These not-for-profit corporations

include The Business Centre Nipissing-Parry Sound Inc., Ontario North Economic Development Corporation, Invest North Bay Development Corporation, Tourism North Bay, and the North Bay Newcomer Network.

- Ontario North Economic Development Corporation consists of 5 major communities: North Bay, Greater Sudbury, Sault Ste. Marie, Timmins and Thunder Bay.
 - Do you sit on this group?
 - ❖ Yes. This group uses the “Pay to Play” model.
 - The staff in the Economic Development Department consists of one Manager, 3 Business Development Officers and one Administrative Assistant. We have one vacant Business Development Officer Position that we hope to fill soon.
 - Did you mention ION yet as one of your groups?
 - ❖ Not yet. They will be participating with us as well.
 - The City completed a Strategic Plan which gives direction to the departments and their responsibility to determine how they fit into the plan. What has your department done around the Baylor Report and the Strategic Plan?
 - ❖ This will be covered soon when we look at the slides that will explain what we will be doing. We understand that Economic Development is the priority in the Strategic Plan. We are working with Invest North Bay to develop a strategy and vision and how this might tie into Council’s plan.
 - What comment do you have about Downtown Inc. and their involvement with Invest North Bay?
 - ❖ It is our hope that there would be collaborative efforts between the Downtown Improvement Area (DIA) and Invest North Bay. I am not able to speak to the duplication. This would be better answered by Invest North Bay.
 - Is Economic Development still a City Department or an Invest North Bay Group?
 - ❖ We are working with Invest North Bay but we are a department under Community Services at the City of North Bay.
 - Is there anyone on your team that is dedicated to research?
 - ❖ We do not have a dedicated person for research. We access the research completed by David Plumstead of the District of Nipissing Social Services as well as the research completed by the Labour Market Group of Nipissing-Parry Sound.
 - Do these groups charge back for services?
 - ❖ No. The information is provided at no charge.
- The Committee took a brief recess from 5:15 pm – 5:18 pm

- Do we still keep the list of businesses by sector? If so, do we pursue areas like government services?
 - ❖ We do not publish a list because we do not have time or resources to ensure accuracy. We do rely on David Plumstead and the information provided through his analysis of Stats Canada data.

- The Committee took a brief recess from 5:25 pm – 5:28 pm
 - If half of all jobs in the City of North Bay are Government services, are we pursuing government service jobs for the community?
 - ❖ We are always working to attract business including the Public Sector.
 - Who is responsible for your communication and media releases?
 - ❖ It is a team effort and we complete news releases through Invest North Bay Development Corporation.
 - How did the Communications Position work with the Economic Development Department?
 - ❖ It is a key position and we could have worked closely with them however we never had a chance to further develop the communication processes.
 - Are there plans to identify how we develop the skillset to attract companies?
 - ❖ There are a lot of activities ongoing in this area. We are working to attract the skilled workforce. This is part of the Economic Development Plan.
 - When the new Hotel was opening up there were statements made that the Keg and Starbucks was being attracted to North Bay. When we hear this news do we contact the Developer and try to assist?
 - ❖ We offer to support if we are contacted. We work with developers all over North Bay.
 - When we have someone like the President of Honda in North Bay, do we network with them to see if there are other industries that we could attract to North Bay?
 - ❖ In some instances we try to do that. We were at the Honda event but unable to reach the President.
 - With respect to business retention and expansion, do we have a mechanism to help businesses like Arclin who may be shutting down and closing operations? What do we have in place to keep this from happening again?
 - ❖ Sometimes we hear the news about the closing of a business in the same way everyone else does. If we can find out in advance we can work with companies through retention and development. Sometimes there is nothing you can do. In other times there may be options.

- Based on the response we had last week at the Federation of Northern Ontario Municipalities Conference, as a Northern Ontario community we may need to work with government services. Housing prices are out of control in the Greater Toronto Area and we need a mechanism to let them know that the price is more affordable here.
 - ❖ Invest North Bay is working on a marketing process and I will let them know about this.
- Where is Yakutia? Uzbekistan?
 - ❖ These communities are located in Russia.
- Is Tourism North Bay established now and someone hired?
 - ❖ Yes. The Tourism launch will be May 31. They are taking a digitized approach.
- Do you assist a private entrepreneur with getting funding?
 - ❖ Yes. We inform about groups such as the Angel Investment Network. There is a growing interest by investors.
- How much capital is to be invested?
 - ❖ The Angel Network is Pan Northern.
- Is it a digital network?
 - ❖ Yes.
- Can we get a copy of this presentation for all of Council?
 - ❖ Yes. I will send to the Deputy City Clerk for distribution to members of Council.

4. Action Items:

- i. Contact the new Union President, Marti Gerbasi, to extend the invitation to attend the Operational Review Committee Meetings.

Next Meeting: Tuesday, May 30, 2017– 4:45 p.m.

Agenda Item: Economic Development – Sports Tourism

Meeting adjourned at 6:22 p.m.

Councillor George Maroosis
Chair Operational Review Committee

Judy Bechard
Deputy City Clerk