

**Economic Development Advisory Committee Meeting Agenda**

**Date:** Thursday, October 24, 2024  
**Time:** 4:00 pm  
**Location:** Committee Room 3-City Hall  
66 Charlotte Street, Port Colborne, Ontario, L3K 3C8

**Pages**

- 1. Welcome and Call to Order**
- 2. Adoption of the Agenda**
- 3. Introduction**
- 4. Disclosures of Interest**
- 5. Approval of Minutes**
  - 5.1 Economic Development Advisory Committee Minutes - May 23, 2024 1
- 6. Correspondence**
- 7. Business Arising from the Minutes**
  - 7.1 Advisory Round Table - Updates and Questions
  - 7.2 Labour Market and Future Labour Attraction (Larry Fontaine)
- 8. Staff Comments**
  - 8.1 Cruise Tourism Update
  - 8.2 Industrial Development Update
  - 8.3 Development Charges By-law Update
  - 8.4 Canal Days Recap and Update
- 9. Members Recruitment**
- 10. Next Meeting Date**

## 11. Adjournment

**Attendance:**

Larry Fontaine  
Marilyn Barton  
Kate O  
Len Stolk  
Sara N.

**Regrets**

Dave Elliott  
Gary Bruno  
Kevin Reles  
Mike Smith

**Staff**

Rachel  
Gary Long  
Olga Loeffen  
Greg Higginbotham  
Bram Cotton

**Call to Order**

4:02

**Approval of Agenda**

Marilyn  
Kate

**Reintroductions:**

Sara N. (DBIA Rep) and Rachel (summer student)

**Approval of Minutes**

Marilyn

**Declaration of Interest**

None

**Correspondence**

None

## **Staff Remarks**

**Gary L.** - AK is making a major investment in PC and was announced May 14th with the Prime Minister and Premier and other dignitaries Japanese Ambassador and AK Board members.

City and Region staff working on this since last summer under an NDA. AK was contemplating this for awhile and worked on it but no official knowledge until the board made their decision.

Great for City and Niagara. Spanning over several phases 2 M square feet. \$1.6 B investment but this all they announced due to continued planning. Gov Can, investing with tax credits and provincial investment and City Region TIG and DC Exemptions. Significant amount of direct investment jobs and 3-5 spin off jobs. Staff continue to meet, planning and building. That is it at a high level. We appreciate EDAC's support of the staff and Mayor as we have moved through this project.

**Marilyn** connected to Japanese in TO, coach etc. Can we have a Japanese restaurant in PC.?

**Gary**- The Mayor is speaking with a local restaurateur

**Marilyn** – I can help with Japanese contacts for that in TO?

**Larry** – Thank you for the comments and appreciation for EDAC's support.

**Kate** – Can you talk about housing developments etc.

**Gary**- looking at 5,000 units in various stages of development. Growth and development is happening and has been verified by an independent consultant. Things can and will speed up.

**Kate** – People are staying in their homes as there is no place to move too.

**Gary** – we do think that will come with condos and apartments and a variety of housing options. Developers are building accordingly.

## **Cruising Tourism Update**

**Greg** – first ship came earlier this year. The City in working in partnership with the museum have a historic walking tour and ends with a wine tasting at Breakwall and Canalside. Passengers are now allowed to walk off the dock so we do not have the shuttle anymore.

**Kate** – how much was the cost of the shuttle?

**Greg**- \$12 to \$15 K. Was more than matched by spending in town. Wait and see how it is goes.

**Kate**- can taxis service it?

**Greg** – Yes but they cannot wait outside the docks but all the ships have the taxi's contacts

**Greg**- Ship visits down this year but new developments in 2025 – Pearl Mists is increasing it next year. American Queen Voyage sold and pulled out. But have now announced that a new company has bought them and is coming back in 2025 so visits will increase next year another 10 to 20 stops to get us back to our high from last year. Going to conference for smaller cruise lines later this summer to meet with additional companies. Lots of demand for Niagara Fall for visitors but more and more and more happening in PC.

**M. B.** – Did any dock on the west side?

**Greg** – Pearl Seas can and the Seaway is finishing off their traffic plan for this to happen.

**Kate** – Do we offer fishing charters and cooking classes.

**Greg** – We are trying but the economics don't quite work yet but we are pitching it and will continue to work on it. They are coming around to it and we are optimistic it will move forward and grow.

Accessibility for passengers for activities is an issue at times.

**Marilyn** – What about Roselawn theatre?

**Greg** - We received a grant to improve the east side docking area and can help make it more accessible and create a "seating" area with shade and kiosk type area for people to learn about some of these activities.

We are continuing to work and develop this. It has been a long time getting to this point but it is moving forward and getting better.

**Len** – Is building welcome Centre is it moving forward?

**Greg** – It is still on the table but it has been going slower. Seaway is still working on the traffic issue and once that is resolved it can move faster. Seaway rehab of Wharf 18.2 and 18.3 will help move this along but we have no idea of where that fits in terms of timelines.

We continue to advocate for it with the Seaway and will run with it once we can.

**Greg**- how do we drive more business from the Cruise ships? Greg we are seeing success but really want to work with more local businesses to be open and incentive people to go through the door. Businesses will offer a promo, offer and deals - discounts. A landing page people can use and expand to Main Street. Working with Bandego Available to all tourists and locals in the future.

**Marilyn**- Each company marketing their difference and what they are good at.

**Sara**- Is their a QR Code?

**Greg** - Yes and we are working to get it out.

**Sara** – Anything I can do with the downtown businesses to help please let me know.

**Olga** – We have gone to shop.

**Sara** – here to help as needed

**Greg**- Some don't want to as they do well in the summer but are interested in slower seasons and Christmas. Needs to be an enticing and attractive offer. What is special businesses need to differentiate and entice.

**Kate** – Decals in the windows is great.

**Sara** – this can work really well with the collective mindset.

**Marilyn** – Can businesses put stuff out on the sidewalk?

**Bram**- Yes through an encroachment agreement

**Larry** – CIP's

**Olga** – Approved by Council back in December, Jan and Feb released to staff. Want to host an open house in October so that people can roll it out and ask / answer questions.

**Olga** – Lots of interest but we need to continue to promote. Business owners are telling other business owners which is really helpful.

**Greg** – Public awareness campaign will continue to help get this out and perhaps clear up some misconceptions and help gain their support.

**Marilyn** – The beautification of Welland Avenue for walking to Nickel Beach can this be worked on.

**Bram** – Public works is working on that now and we expect something over the next few years.

#### **Advisory Table**

New Business –

- Olga – 2024 Canal Days Sponsorship presenting sponsor GIO Rail \$75,000
- Approaching \$285,000 for the event
- June 27th exclusive event for Canal Days music launch

**Larry** – Next meeting July 25th, 2024

**Adjournment** – Marilyn and Kate 5:25 PM