

**Minutes of the Operational Review Committee
Meeting Held
Tuesday, May 22, 2018**

Present:

Councillor Maroosis, Committee Chair
Mayor McDonald, Committee Member
Councillor King, Committee Member
Councillor Bain, Committee Member
Councillor Anthony, Committee Member
Councillor Serran, Committee Member
Councillor Mayne
Keith Robicheau, Chief Administrative Officer
Margaret Karpenko, Chief Financial Officer
John Severino, Managing Director Community Services
David Euler, Managing Director Engineering, Environmental and Works
Jason Whitely, Fire Chief
Erin Richmond, Manager Economic Development

Regrets:

Lea Janisse, Managing Director, Corporate Services
Gord Mulcahey, Executive Member North Bay Professional Firefighters' Association
Marti Gerbasi, President CUPE Local 122

Special Review Committee Chair, George Maroosis, called the meeting to order at 5:16 p.m.

Chair's Remarks:

Chair George Maroosis noted the importance of referring to the Strategic plan when reporting on City business and noting which part of the plan is referenced when making recommendations. The Chair also noted the importance of the City's mission statement and a recommendation came forward to post this on the overhead screens in the Council Chambers during meetings.

1. Adoption of Minutes:
The Minutes of April 24, 2018 were approved and will be presented to Council on June 5, 2018.
2. Business Arising from Minutes:
None
3. Economic Development and Invest North Bay
Erin Richmond, Manager of Economic Development, provided a presentation regarding Economic Development and Invest North Bay. Copies of the presentation will be provided to all Council members electronically.
 - Economic Development Strategic Plan
 - What is the strategy around communicating what is happening in Economic Development and Invest North Bay?
 - There is a requirement that Invest North Bay provide an annual report. They have just recently received their audited statements.
 - When was Invest North Bay formed?
 - An Advisory Committee was established in January 2015 and in June 2015 Council adopted this initiative. Invest North Bay was established in June 2016. The terms of reference were established 6 months earlier.
 - The metrics for 2017 are posted online at the Invest in North Bay website. Tourism North Bay was officially launched in 2017.
 - January - May 2018 Metrics: Lead generation continues to come from repeat clients and local business champions. Investment: Year to date, 7 public funding applications have been completed in support of private sector investment projects. Community Exposure: Year-to-date Economic Development has participated in 6 events in Southern Ontario promoting

North Bay opportunities. Events: Year-to-date we have participated in 20 events and worked with a variety of partners.

- How much was leveraged through the 7 Public funding applications?
 - We are unable to provide specific details and we will not see results until late 2018 or early 2019 due to the hold status of the Northern Ontario Heritage Fund Corporation.
- The World Curling event was a success for the City of North Bay. The City of North Bay logo was seen by millions as this event was broadcast around the world. This provided great exposure in promoting the City.
- In mid-June 20 representatives from global markets will be visiting North Bay.
- North Bay participates with 4 other Municipalities as a member of Ontario's North Economic Development Corporation or ONEDC.
 - What is our networking experience with the Provincial entity?
 - Marketing and Receivers. The City works to ensure that information about North Bay is current and we travel to meet with them twice annually. Invest Ontario represents the entire province.
 - How do we as a community break through to Invest Ontario and maintain the relationship through Northern Development & Mines?
 - Northern Development and Mines has specialists across the North and we work with this organization yet still work with Invest Ontario as well. We have the opportunity to pitch North Bay twice annually.
 - Recommend that we invite Invest Ontario to North Bay to take advantage of this investment arm.
 - The Federation of Northern Ontario Municipalities and Northwestern Ontario Municipalities Association are happy to work with Ontario's North Economic Development Corporation or ONEDC to have Invest Ontario travel more and work more frequently with the City of North Bay.
 - Do you have the sense that Government entities know where North Bay is located?
 - We run into this frequently as some people mistake North Bay for Thunder Bay.
 - It is important that we educate people as to where North Bay is located. For example, sending maps so that people know that we are located within 4 hours of Toronto.
 - What is the Industrial make up of North Bay?
 - The week of May 14, 2018 was Mining Week. The City has 60 plus firms with many of those firms crossing over into other areas as well. Many companies are diversified and able to support other industries.
 - If you had a blank cheque, and could do what you want, what tools would you need?
 - The biggest challenge facing Economic development is the workforce. We need to lobby for a better match of skills.
 - We will be onboarding soon for the vacant position in Economic Development.
 - Through your participation as a member of Ontario's North Economic Development Corporation or ONEDC, do you have a mechanism to see the budget breakdown of other Economic Development Corporations?
 - Yes. We do have access to this information and can provide it to the committee.

4. Action Items:

- 4.1. Implement the new Council Report template to include referencing the Strategic Plan in all Council Reports.
- 4.2. Prepare a status report of the first year's progress of the Strategic Plan.

- 4.3. Post the City's mission statement on the overhead screens in the Council Chambers.

Next Meeting: Tuesday, June 5 @ 5:15 p.m.

Agenda Item:

1. Status report of Action Items.
2. Transient Accommodation Tax: Tourism North Bay.

Meeting adjourned at 6:22 p.m.

Councillor George Maroosis
Chair Operational Review Committee

Judy Bechard
Deputy City Clerk