



The Pas Community Development Corporation Presentation to Town of The Pas Council

April 9, 2018

Town of The Pas Office

6:00 p.m. – 6:30 p.m.

CDC Projects

1. **OCN Aerospace Initiative (CAHRD North Initiative) Update – CAHRD is the Centre for Aboriginal Human Resource Development, located in Winnipeg.**

There was a discussion about the possibility of duplicating CAHRD's model out here in our area. There is a demand for trained workers at Canadian Kraft Paper Industries. Also, Manitoba Aerospace will be coming to OCN to build a manufacturing plant, they would also require trained workers. I wanted to provide a brief overview of the Centre for Aboriginal Human Resource Development Inc.

CAHRD's mandate is to assist Indigenous people living in Winnipeg with literacy, education, training and employment services.

They have two campuses onsite where clients can achieve their high school diploma. Then they can move on to bigger and better things with training programs. They have a college next door, known as Neeginan College of Applied Technology, and only offer trades/training programs that are in demand, where upon completion they have a better chance of finding employment, for example: welding, TIG welding, carpentry, Business Administrative Assistant, Computer Numerical Controlled Operator (CNC)/Machining, Power Engineering, Gas Turbine and Overhaul Repair Program (partnership with Manitoba Aerospace). And why CAHRD's system works so well, is the supports that are offered throughout the process. In their programs they incorporate essential skills, on the job training, and employment counselling (resume, cover letter, interview skills, mock interviews). They also have healthy living programs, daycare, housing, breakfast programs and referrals to other agencies (emergency counselling, drug addiction programs.) It is basically a one stop shop. Which is what we are hoping to create over here with the CAHRD North Initiative.

The meeting and tour were a success that I organized back in February.

The group met again on March 7, 2018 to have a debrief session, over 17 individuals showed up. Manitoba Aerospace Consultant: Marc Groenewegen wanted to provide an update on where they are with their OCN project. We got to see the product that the manufacturing plant would be producing. A project team was formed to take the next steps in duplicating the

CAHRD model. It will be customized to our areas needs for employment, education and training.

PBDC, VP Special Projects; Chris Cook has agreed to take the lead on this initiative. The project team is:

- Jackie Lagimodiere
- Donna Ouellet
- Josh Brown
- Rob Penner
- Louise Contois
- Kim Ballantyne
- Ron Constant

CAHRD Executive Director: Marileen Bartlett has agreed to help the group anyway she can. The project team will be meeting this Wednesday April; 11th at Opaskwayak educational authority – Otineka Mall to get started. I'm really excited about our CAHRD North Initiative and all the partnerships that have been created to duplicate this model.

2. **Construction Association of Rural Manitoba**

At our last CDC meeting held on March 19th, it was decided that I would get in touch with the Construction Association of Rural Manitoba, also known as CARM. This was completed and I am now a member.

3. **Contractor Directory Advertisement**

I now have membership with CARM and I drafted up an ad for Residential and Commercial Contractors Wanted. It has been approved by the CDC, it will be sent to CARM to be distributed at no cost to their Contractor network. I have started a Contractor Directory List which will be going on thepas.com website, CDC website www.thepascdc.com and social media pages. This will be beneficial for local residents to have as a resource to hire contractors to help them start building on their properties, such as the lots purchased at Clearwater Lake.

4. **CDC Website**

I was also given the option of the CDC having their own website from Ken Munro vs getting access to TOTP website as it is under construction, I will be asking the CDC for approval once I receive the quote from Ken to have our own website.

Update: The CDC had asked I go with someone local, I approached 623 Professionals, and we now have a fully functional website: www.thepascdc.com

5. Biz Pal

I'm working with Jerome Conaty to have Biz Pal launched on the CDC website under the current projects tab. Biz pal is an online research and planning tool for anyone looking to open a business. It finds all the required licenses and building permits required on the Biz Pal website, I worked closed with TOTP to gather all this information, so once again thank you Randi for helping me with this venture.

(Biz Pal is now up and running on www.thepascdc.com)

6. Townfolio

What is townfolio?

Townfolio is a network of municipalities to assist economic development professionals with investment attraction.

It lists your demographics and can be customized to your communities needs, we could show case our manufacturing, agriculture, and growing tourism industry. And best of all its already done for you, stats come from stats Canada.

I claimed The Pas profile, and was completely free to join Townfolio. We can actually merge our community into a single Region and one user account to manage them all. By combining The Pas, OCN and RM, we look better to potential investors, because it increases our population and other stats, and makes us more visible and accessible.

If we decide to do this option as a group, you can simply link your website to your Townfolio.

If you would like the data embedded into your website (I attached an example), the cost would be \$2500.00 per/yr. (3yr plan) for the Region. I have attached a quote for the region. Alternatively, it would be \$2k/yr. (3yr plan) for just The Pas have this option.

(I need to follow up on this request, but for now the claimed profile is up and visible on www.thepascdc.com under projects.)

DMC Projects

1. **Update:** Bill Bannock fishing derby went very well, I had a great time working with Chair of Bill Bannock Fishing Derby: Rick Hubbs to advertise and market the derby on Facebook, Instagram, Snap Chat, thepas.com, Travel Manitoba.

I advertised on our board outside the Visitor Information Centre "Fishing Derby Tickets www.BillBannock.com April 7"

I attended the Bill Bannock Fishing Derby to 'Snap Chat,' on April 7th and took photographs, and I stayed after and helped with clean up after the event. You can find the Destination Marketing committee's Snap Chat by adding us: dmarketing37

- 2. Update:** Finalized the Northern Woods & Water Highway Guide Article on March 5th, 2018. This will help promote The Pas and Area with destination marketing. The final draft that has been sent to printers. This guide will produce 20,000 copies. They are distributed in communities and businesses along the Highway. They're distributed at info centres at the Canadian US borders, and info centre at inter-provincial crossings. Also, distributed to over 200 information centres. Several large RV dealers put them in their rental fleets that cater to International travellers. They are also handed out at the Calgary RV show. They create an electronic version to put on the Association website along with a page that creates a hotlink to back to advertising communities' own website

Tri-Council Projects

1. Update on the Smart Cities Application

As you may know, the CDC gave me permission back in November to organize and coordinate all future meetings for the Tri-Council, I approached them back in December with the idea of submitting an application to the Smart Cities Challenge on December 13, 2017. It was approved, and a working group was created. This is a federal challenge open to all of Canada, and I have been informed by the Smart Cities advisory committee, we are the only group of our kind that is submitting out of more than 100 applications. After we submit our application, we will find out later this summer if we get the \$250,000 to write our proposal. I am fairly confident we will. Currently there is one 5 million, two ten million-dollar prizes and one 50-million-dollar prize. The group has also decided we will be going for the 10-million-dollar prize.

Right now, we have:

TOTP Rep: Brian Roque

R.M. of Kelsey Rep: Jim Berscheid

OCN – OHA Reps: Glen Ross, Rose Nuefeld, John Ter Horst, Crystal Krost

Engineer – Derek Nuefeld

And myself as the working group on behalf of the Tri-Council. The application is due April 24th and we will be meeting again this Wednesday, April 11th to review our answers. There are 20 on the application.

If successful, the Tri-Council can leverage 10 million dollars from the Federal Government to enhance the benefits of OCN's LED Smart Farm. The LED Smart Farm has the potential to provide food security to our region and assist us to battle the effects of diabetes on the people

of our tri-community. The Smart Farm can grow and harvest fresh fruits and vegetables that are free of chemicals/pesticides, are readily/locally available as well as being cheaper to produce and distribute.

The LED Farm also has the capability to become a wholesale distributor to the local supermarkets and restaurants. In order to enter the challenge, we needed to hear from the community. We want to know if the region would support and utilize a fresh produce distribution program where you have the ability to have locally grown fruits and vegetables delivered right to your business for a lower cost.

We are also doing a survey which closes this Friday, and is available on thepas.com on Facebook, this survey will help answer a community engagement question. This is a community effort and we have over 10 individuals assisting with the application.