



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

August 22, 2018

Town of The Pas Office

6:00 p.m. – 6:30 p.m.

CDC Projects

1. North Forge

The Pas Community Development Corporation and UCN in partnership organized a special presentation back in May, that was conducted by North Forge President Jeff Ryzner at UCN. A few months after, Doug Lauvstad and Jeff Ryzner put in application to have a North Forge here in our area at UCN. North Forge is basically an incubator to help produce Entrepreneurs. Which you all know is what we need more of in our region. It's important to have a North Forge because the community needs to start creating more businesses and this program will work with local entrepreneurs on their ideas to help them be successful. Will provide updates as this progresses.

2. CDC Website – Free Job Posting Resource

We recently launched a free job posting tab on our website, which is a new resource available to the tri-community. All you need to do is send me a job description in PDF form and our I.T. guy will upload the job posting on the CDC careers page. We will also post on our social media webpage on Facebook; The Pas Economic Development. The response to this new resource has been excellent, I receive job descriptions from OCN, RM and Town of The Pas.

To view current projects that the CDC is working on, you can visit our website at:

www.thepascdc.com

3. UPDATE: OCN Aerospace Initiative (Formerly known as CAHRD North Initiative)

Our task as a project team was to develop a comprehensive training plan with costs completed by August 1, 2018. This has been completed. Manitoba Aerospace continues to work closely with OCN in preparing the next phase of the project, to move ahead with the next step to potentially build a manufacturing plant in the Bertram Building located at CKPI. This comprehensive training plan will be to have 20 individuals trained and ready by the 24th month (2nd quarter 2020) to work in the manufacturing plant, where they will be producing up 2-3 airplane parts for Manitoba Aerospace to start.

We created an effective recruitment strategy to make sure that we are able to capture and reach all potential trainees/future employees for this project. We will ensure clients will have sponsorship options for them. (coordinated assessments, client flow finalization, and funding arrangements)

We have a curriculum developed for the training itself, and UCN is to be the service provider.

If approval for the business is granted in October, UCN will have a program ready for a January 2019 start date.

CAHRD Executive Director; Marileen Bartlett, who is located in Winnipeg, sent me their curriculum for the Industrial Manufacturing Technician Program. This helped to develop a portion of the curriculum, many thanks to CAHRD.

4. UPDATE: Health Clinic Project

At my last presentation we were asked to find other communities that were doing something similar to our return of service contract with Dr. Wilson. I wanted to mention a newspaper article that was recently written. Its regarding the Northwest Territories and how they have been successful in using Return of Service contracts or locums to recruit Doctors. I will send this article to council.

I also wanted to formally invite CAO Randi and Mayor Jim Scott for a presentation that will be given by Project Coordinator: Wayne Heide from Manitoba Health Care Providers Network on August 30th at Good Thymes. I will send an invite by email. He wanted to come up to The Pas, possibly with one other physician that works in his office, to meet with The CDC and talk about a longer-term Doctor recruitment plan that we could work through together. Also, so Randi and Jim could get a full update on the Health Clinic Project from CDC Board Member Kent Cook, as he could not be here today. We have received a final report and budget from our consultant from B6B Strategies regarding the Integrated Health Clinic and Education Centre.

5. President of Manitoba Hotel Association Visit

Discussed the possibility of The Pas hosting a northern MHA conference. Will be discussing more about my idea that I pitched to the Scott who is the President of MHA.

The Manitoba Hotel Association (MHA) came into being in 1927 and currently has the majority of the hotels located throughout the Province of Manitoba as its members. The Manitoba Hotel Association has one of the highest membership rates among hotel associations in North America.

Our Mission

The Manitoba Hotel Association is a not-for-profit corporation whose mission is to serve the needs and promote the common interests of the hotel and accommodation industry in Manitoba. Will provide updates as this progresses.

6. CDC By-Laws

There's an updated version of the CDC By-Laws being circulated with the board; the previous version was not up to date with the current agreement with Town of The Pas. I worked with an Economic Development Specialist named Ruth Mealy who helped me with the update. Once it is approved by the CDC at our next meeting at the end of the month, I will forward to Town of The Pas for your review and approval.

7. New CDC Board Member – Election

We also have a vacant board position, as Danny Halpin stepped down. I did advertise in the newspaper, radio and social media. There are a few community members interested in the position. Once they nominate an individual, I will have the CDC elect the new member and will let Town of The Pas council know, so that you can pass a resolution to have the new member become an official CDC Board of Director.

DMC Projects

8. Update: Travel Manitoba Live Influencer

Our Live Influencer we hired came to The Pas and OCN for August 15-18, 2018. This was also during Opaskwayak Indian Days. Her name is Nisha Tuli.

To back up a little bit, OCN Chief and Council presented a \$500.00 cheque to the DMC, which was a contribution for a partnership that went towards the Live Influencer from Travel Manitoba.

The Live Influencer gathered content, video and photos. And she will be writing up a blog post as well as creating social posts on our behalf. I will share these everywhere once we receive.

I am really pushing to market and advertise our Indigenous Culture, its important to share our unique traditions with the rest of the world. And Travel Manitoba is the platform and lead on helping us accomplish this goal.

9. Update: Place Branding

In April I was asked to take the lead on the Place Brand, and my first task was to form a committee: Alan Gibb, Jerome Conaty, Ben Guay, Jim Berscheid, Andre Brandt, Don Dunnigan, Kim Ballantyne.

The purpose of the committee is basically to serve as the group responsible for implementation of the brand. The first function would have been to approve the Creative Brief. That being done, On July 19th, the Place Brand was presented to the Place Branding Committee by McKim Advertising. Afterwards, Travel Manitoba had asked for our feedback.

McKim advertising and Travel Manitoba will be taking our feedback from the presentation and coming back with a final version of the 'Place Brand,' to be presented to the Tri-Community. Much like the session that was held back in April of this past year at the Kikiwak. All will be invited once I know the date.

As part of the ask for the place brand, we are expected to give Travel Manitoba a contribution of \$10,000.00 per year for three years, totalling \$30,000.00 minimum. This was presented to the Tri-Council, and we had asked that each community contribute \$5000.00 each per year, which totals \$15,000.00 as a Tri-Community all together for the year. At the end of three years, as a Tri-Community we would have contributed \$45,000.00 for our place brand. This gives us the rights to trademark our logo, marketing and advertising materials that will be presented from McKim Advertising.

Tri-Council Projects

10. Update: Transit System Group

I wrote an (EOI) Expression of Interest for the Investing in Canada Infrastructure Program. The EOI was submitted August 10, 2018 for a Tri-Community Transit System using two Electric Buses. The EOI was for \$1,625,000.00. I will provide an update as this progresses. (TOTP – Crystal Krost, R.M. of Kelsey – Wayne Anderson, OCN – Duncan Lathlin). Organizing next meeting for August 2018.

11. Update: CRED Fund

Organizing next meeting hopefully for the end of August, 2018. A Working Group was created from the Tri-Council, a representative from each territory has been assigned to work on the application. (TOTP – Brian Roque, R.M. of Kelsey – Jim Berscheid, OCN – John McKenzie)

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12. UPDATE: Smart Cities Challenge Working Group

On June 15, 2018, the Smart Cities Challenge working group met with the National Smart Cities Advisory Committee via teleconference call, to discuss the next steps regarding the \$250,000.00 prize to write our business plan.

A funding authorization process form was signed at the last Tri-Council meeting which was August 9, 2018.

We have received a finalist guide to begin the next part of the competition. Moving forward, Rose Neufeld will be the Project Coordinator and Derek Neufeld will be the Program Manager for the Smart Cities Challenge – business plan. This is not a lot of time, and we will need to help Rose and Derek anyway we can as a Tri-Community when they need.

The deadline for the business plan is for Winter 2019, they said to plan for mid-January.

As part of our finalist journey, we will be engaging with the National Smart Cities Challenge Advisory Committee along the way. We will be assigned an advisor and may have some visits from the National SCC team.

There was also a call this morning with our Smart Cities Advisor which will be a bi-weekly thing.

I will keep the CDC and TOTP updated on our progress.