

Economic Development Committee
Meeting Minutes
June 21st, 2022

Opening

The regular meeting of the Economic Development Committee was called to order at 6:00PM on June 21st, 2022 via zoom by Edie Fairburn.

Present

Edith Fairburn- Chair
Patricia Hnatuik
Amanda Ellsworth

Kevin Burke
Brian Channon
Special Guest: Jim Clarke

Regrets

Tammy Manitowabi
Adam Martel

Charlene Puzak

Old Business

1. East/West Township Signage

- a. EDO informed the committee of the East sign location change- 88m further west to accommodate for the wet grounds. The sign will now be installed on a rock face to ensure the integrity of the cement base lasts. The signposts have been modified at an additional cost to secure properly to the rock. The sign should be installed the week of June 27th in accordance with Laird and Aecon's work schedules.
- b. West sign installation to be determined asap.

After meeting note: Laird is having staffing issues and is arranging another week to install the East sign with Aecon Construction-possibly mid-July.

2. Pole Banners

- a. The encroachment permit has been submitted to MTO and banner design/bracket attachments sent to Espanola Regional Hydro for approval as required by MTO.
- b. The EDO has been in contact with the Massey Legion President and will be receiving information from him regarding the process of initiating veteran's banners.

New Business

1. MyCatch Fishing Tournament

- a. Jim Clarke from Anglers Atlas gave more details regarding the three tournament options they provide and what services are included in the different price ranges (full summary for the discussion attached).
- b. The committee recommends option #3 at a cost of \$5,000+ taxes and 20% of entry fees be chosen to deliver a township sponsored fishing tournament from August 26th to

September 5th. Both residents and non-resident participation would be encouraged to boost participation, increase the prize amounts, and promote support local spending.

- c. The committee acknowledges that a “champion” would need to be acquired to volunteer to support the event- ideally someone well versed in the fishing world within our township. The EDO would be the administrative support for this person along with Anglers Atlas.

After meeting note: The tournament was discussed briefly at the June 23rd council meeting and the EDO was provided potential “champions” to contact regarding their interest in participating.

2. Tourism Packages

- a. Discussion: the committee is looking for physical pamphlets/ brochures to promote township businesses and provide to motels/lodges in the area.
- b. The EDO to start collecting this information.

3. Other

- a. Historical markers were discussed- the committee and EDO will investigate creating a digital platform to direct residents/tourists to the sites.
- b. It was noted that the replacement of the markers has been discussed in the past meetings and the condition of all markers are to be assessed to determine replacement costs. There is concern residents/tourists will not be able to find the site based solely on the digital platform directions with some locations missing the physical signage.

The meeting was adjourned at 7:05PM by Edie Fairburn. The next meeting will be held on July 19th, 2022, at 6:00pm or at the call of the chair. Meeting platform to be determined closer to the meeting date, depending on current Covid-19 restrictions.

Minutes Submitted by: Amanda St.Michel

Approved by: Edie Fairburn

MyCatch Fishing Tournament by Anglers Atlas

Discussion with Jim Clarke- Key Points

Options Proposed by Anglers Atlas

The Proposal:

Working with Organiser's, we will host a competitive fishing tournament in your area (boundaries TBD). This event will focus on your choice of any number of fish species - and attract angler's to participate in a fun-filled, competitive fishing event.

Pricing Options:

- Option 1**
- Angler's Atlas will work with the organiser to set up the event and provide access to the use of our App platform
 - The organiser will be responsible for managing the event i.e. taking entry fees, managing angler issues, approving of angler catches, awarding of all prizes and monies.

Cost:
\$1000.00 plus taxes

- Option 2**
- Same as option one but Anglers Atlas / Mycatch collects entry fees through the app and either awards cash prize awards directly to winning anglers or sends a lump sum of entry funds to the organizer for disbursement.

Cost:
\$1000.00 plus taxes + 20% of entry fees

- Option 3**
- Angler's Atlas will work with the organiser to come up with the rules and set up the event. Angler's Atlas will look after all other aspects of the tournament. The organiser will have final say on the rules and set up of the event and final approval of winners of cash prizes.

Cost:
\$5000.00 plus taxes + 20% of entry fees

Option #3 Details

- Anglers' Atlas completes everything for the township- rules creation in partnership with the township representatives, determining entry fees (\$20-\$25 recommended), advertising products, their team of 14 biologists research entries and approve them to be loaded in the app leaderboard constantly (the other options require the township to take on this responsibility).
- They create a logo for the tournament.
- Provide a team lead who oversees all submissions and provides customer service to participating anglers, including tech support for the app.
- They designate a social media representative to create a promotion pack for distribution on their sites, including an email mailout to all anglers in their system to notify them about the tournament and for the township to distribute.

Prizes

- Entry fees make up the main cash prizes based on the prize structure that Anglers Atlas and the township decide on.

- Jim encourages additional local prizes to boost morale and in option #3 Anglers Atlas would award them for the township.
- Jim suggests prizes that include all participants e.g., hidden length prizes, smallest fish prizes etc. so people who don't catch the biggest fish don't get discouraged and will continue to participate.
- He also notes that Anglers Atlas tries to encourage all sizes of fish be entered so that the scientific statistics side of the tournament benefits from the broader base of information.

Tournament Details

- Tournaments can be any length- the price per option is the same no matter the timeframe chosen.
- Jim notes the ideal tournament length is 10 days to accommodate all work schedules participants may have and this length promotes economic activity within the township as non-residents occupy local accommodations and spend money in town.
- Jim noted that new events should strive for approx. 100 participants.
- Anglers Atlas does provide rules outlines in option #3 that the township can modify however strongly recommends the rules on how to take the picture to be uploaded be outlined/enforced. The fish picture is to be taken a certain way to avoid cheating of anglers by uploading the same fish.
- A "champion" of the tournament should be chosen to help promote the event and provide local fishing knowledge to Anglers Atlas.

App Details and Development Advertising

- Anglers Atlas employs writers and developers for both apple and android platforms to update the app.
- Anglers Atlas encourages the township to complete additional advertising to what they provide- radio, newspapers ads, posted ads around town etc. An example from another municipality was a play on a Bob and Doug McKenzie radio ad.
- Recommends a lead time of approx. 2 months for advertising.
- The app is GPS based and participants can upload submissions while not in data/wifi, the submission remains in the cache until they return to service then it will automatically upload when they refresh the app.
- The app can be programed to make the tournament boundary anything that is desired. It could be the township borders, or a buffer can be determined to extend the area to include property outside of the township limits.
- To get people to use the app- "show me your fish picture or it didn't happen" advertising.

Timeframe

- The tournament should ideally happen before the new school year starts.
- The committee feels August 26 12:00am-September 5 at 6:00pm would be the best timeframe based on Jim's recommendations and the other tournament dates going on in the area as provided by Brian.