



The Pas Community Development Corporation

Meeting Minutes

February 12 – Virtually, Teams Meeting

Noon

Attendance: Andre Murphy, Doug Lauvstad, Linda Markus, Jerome Conaty, Kent Cook, Rob Penner, Trevor Lane

Regrets: Rod Berezowecki, Roland LeSann

Call to Order: 12:07 PM

AGENDA

- | | |
|-----------------------------------------|-----------------------|
| 1. Approval of Agenda | 5. Old Business |
| 2. Approval of previous meeting minutes | 6. General Discussion |
| 3. Review A/D Log | 7. Next Meeting |
| 4. New Business | 8. Adjournment |

MINUTES

1. Approval of Agenda

Motion to approve February 12 agenda

Motion/Seconded: Doug/Kent

Motion Denied/Carried: all for, 0 against. Motion carried

2. Approval of Minutes

Motion to approve January 15 minutes

Motion/Seconded: Rob/Jerome

Motion Denied/Carried: all for, 0 against. Motion carried

3. Review A/D Log

No new updates

4. New Business

4.1 2021 Budget

Motion to approve the 2021 budget as attached.

Motion/Seconded: Linda/Doug

Motion Denied/Carried: all for, 0 against. Motion carried

4.2 Immigration Update

Had a call with the Team Lead of Community Immigration Initiatives and we discussed the process of how to move forward with the MB Provincial Nominee Program. The first move is to conduct an analysis of the gaps in the labour force. The results of this will determine what stream/how we direct our marketing.

Action: Jackie to contact Morden/Winkler and see what their analysis looked like, and to research on the business entrepreneur recruitment stream/opportunity

4.3 Competitive Advantage Analysis

Have been contacted by Urban Systems, to possibly apply to the Building Sustainable Communities Grant to receive up to 50% funding towards a potential project. After



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discussions with them, I believe a Competitive Advantage Analysis would provide the greatest benefit. Three main components:

- A. Understanding relative cost of development, business and investment in the Town through a cost of business analysis
- B. Understanding the Towns/RM land base in respect to its capacity and suitability to accommodate development of different land uses (residential, commercial and industrial) – Vacant Land Analysis
- C. Develop a final report that summarizes findings, outlines areas of competitive disadvantage for The Pas, provides recommendations to improve competitiveness and includes a value proposition

Budget is \$35k – \$45k, would get up to 50% covered through grant – so \$17,500 to \$22,500 cost to CDC or “Kelsey Planning District”

Jackie to ask: Has Urban Systems worked in a community with similar challenges? (Large geographic region small population). Ask Urban Systems how we implement the report after, and steps to move forward with it.

Could it be more tailored to the key employers, the state of the companies, the state of the industries? A main struggle in the area is relying too heavily on one or two industries and not having enough diversity. What is the realistic future if we don't diversify? How do we sustainably diversify?

4.4 Tourism Update

We are currently looking to hire a creative contract position: calling it a Content Creator. Essentially it is someone who can write and take photos of different experiences in the area, to provide content for the whole area to promote the region. Posting is up till Feb 17th. Darryl and Jackie will review applications, and move forward. Coming out of the \$20k grant from Travel MB.

The official place brand community launch will be around the first week of March – invites coming soon.

4.5 Fischer Clinic Update

Talking with NRHA to discuss challenges and opportunities with Fischer clinic, potentially losing the doctors and our investment, long term clinic management options. to come up with a solution.

4.6 Call for Board Positions

Put something in the paper – Treasurer and Citizen at large

4.7 In camera

5. Old Business

6. General Discussion



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7. Next Meeting

March 12, 2021 @ 12pm

8. Adjournment

Motion to adjourn at: 12:49PM

Motion/Seconded: Trevor/Linda

Motion Carried: all for, 0 against. Motion carried