



# MINUTES

## Committee of the Whole Meeting

**4:00 PM - Monday, April 25, 2022**

Fruitvale Memorial Center and Zoom Video Conference

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Minutes of the Village of Fruitvale Council Committee of the Whole Meeting held on Monday, April 25, 2022 in the Fruitvale Memorial Center and by Zoom Video Conference.

### **1. CALL TO ORDER - 4:00 PM**

Acting Mayor Kniss called the meeting to order at 4:14 pm.

**PRESENT:** Acting Mayor Kniss, Councillor Fitzpatrick and Councillor Wenman

**EXCUSED:** Mayor Morissette and Councillor Kenny

**STAFF:** Chief Administrative Officer Tuttle and Office Assistant Halifax

**PUBLIC:** 2

### **2. LAND ACKNOWLEDGEMENT**

We acknowledge and appreciate that the land on which we gather is the converging, transitional and unceded territory of the Sylix, Secwepemc, Sinixt and Ktunaxa Peoples as well as the Metis Peoples whose footsteps have also marked these lands.

### **3. APPROVAL OF THE AGENDA**

The agenda was accepted as presented.

### **4. DELEGATIONS, PRESENTATIONS & RECOGNITIONS**

Chris Rynic from Rynic Communications attended the meeting to present to Council the Economic Development Strategy workplan. The Village of Fruitvale is exploring options to bring more tax dollars to the Village through economic development. The Strategy presented is compiled from informed data, surveys. Council must choose by intent, to stay or diverge from the current plan. Our Future, Our Choice. To achieve a positive outcome, helpers are needed and change must be embraced. The uncomfortable conversation needs to happen. Who are we and why do we matter? How does the Village stand out from the crowd? What are you willing to struggle for? Think of creative ways to stand out from a crowd. Advance broadband to GB based fiber optics. Think about facing Beaver Creek instead of having our backs to it. Initiatives are building blocks. Keep it small, but keep it going, it is very important. "Fruitvale - Life Well Lived".

Mr. Rynic then spoke about Branding. Branding is the story to tell to achieve a strong positive perception of the Village of Fruitvale. To achieve this, Council must step out of their comfort zone. The logo was discussed. Do not get stuck on the logo. It is the tip of the iceberg so to speak. Start with using it on the website and move on from there. Logos can always be updated or changed.

The next steps:

1. Council needs to finalize the logo (brand), and
2. Decide what to do with the remaining \$15,000 of grant funding.

It is important that Council does not leave an open strategy through the election. Prioritize the initiatives. To move forward, he requires Council to endorse the Economic Development Strategy, pick their top three initiatives and choose a logo.

## **5. UNFINISHED BUSINESS**

## **6. DISCUSSION ITEMS**

- A.** Economic Development Workplan
- B.** Branding Project

Council directed staff to schedule a Special Committee of the Whole meeting for May 3 or 6, 2022, whichever date Mayor Morissette is able to attend, to discuss the Economic Development Strategy, brand logo, prioritize the top three initiatives and decide how to spend the remaining \$15,000 of the grant money.

- C.** Bursaries Discussion – tabled until next meeting.

## **7. EMERGENT CORRESPONDENCE**

## **8. IN CAMERA SESSION**

Council moved to closed session under the authority of the *Community Charter* Section 90 (2) (b) the consideration of information received and held in confidence relating to negotiations between the municipality and a provincial government or the federal government or both, or between a provincial government or the federal government or both and a third party at 6:50 pm.

## **9. ADJOURNMENT**

Council reconvened the Committee of the Whole meeting and adjourned at 7:50 pm.

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Chief Administrative Officer

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Mayor