



**Tourism & Economic Development Committee Meeting**  
**1/24/2024**

**Minutes**

Gary Bikman in the Chair:

1. Call to Order @ 5:15 PM
  - a. In attendance: Gary Bikman, Evan Barr, Sandra Nelson
  - b. Excused: Ron Bore, Devynn Bohn, Scott Barton
  - c. Absent: Josh Shockey
2. Evan moved adoption of the agenda
  - a. Sandra added review of goals (as advertised in original “invitation to join” the committee)
  - b. Gary added: Focus on fewer topics
3. Sandra moved approval of the Minutes for 9-27-2023
4. Items for Discussion
  - a. Business/trade skills incubation
    - i. Evan provided significant details about the Registered Apprenticeship Program (RAP)
      1. How his company does it and info about how other businesses do
      2. Discussion with Westwind (W/w) superintendent
        - a. Unlike other divisions, W/w has no coordinator.
      3. We think we should move fwd here by discussing with Inge and getting permission to approach the Parent council.
        - a. Inform about RAP and the “Try a Trade”
          - i. Offer, if desired, to organize a “Try a Trade” orientation night for parents & interested high school students
          - ii. Career and summer employment potential
        - b. How we can adapt it to Stirling
          - i. Using a school secretary to do the basic registration paperwork?
          - ii. Class schedule adaptations needed/desired when/if RAP is implemented.
    - ii. Evan, Sandra & Gary will identify all the tradesmen/businesses within Stirling area
      1. To discover what opportunities may exist for the students apprentices
        - a. As we started to “think out loud” we were surprised at how many there are
  - b. Tourism challenges
    - i. How to leverage what we currently have
      1. A brief “SWOT” analysis spontaneously occurred, based on some inside info about a current challenge one “destination” is experiencing
        - a. Needs and intervention/assistance possibilities were briefly discussed
          - i. Each of us will reach out as opportunities allow
    - ii. Resurfacing old basketball court and repurposing it for pickleball courts would cost about \$30,000



1. Popular activity
2. Places to play are in short supply
3. may attract people to visit and play, as well as to be used by our own citizens
4. Lions have enough casino money to just about cover the cost
  - a. But they think new ones (at about 5 times the cost) may be a better, long term/more cost effective solution
- c. Operating efficiencies
  - i. Incentives to look for places and ways to work/serve more cost effectively
    1. Cost/benefit (independent) analysis
  - ii. Clear performance expectations
  - iii. Measurable results
  - iv. Free up funds for other uses
5. Motion to adjourn at 6:30 PM – by Sandra Nelson