



***Tourism & Economic Development Committee Meeting
(March 15/2023)***

The Committee meeting of the TED *Committee* was held in the Village of Stirling board room located at 237 4 Avenue, on 03-15-2023.

IN ATTENDANCE

Committee members:

Present: Gary Bikman, Ron Bore, Sandra Nelson, Josh Shockey

Absent: Evan Barr, Scott Barton, Devynn Bohn

MINUTES

1. Call to Order at (5:40 PM) by Chair or acting chair: Gary Bikman
2. Moved by Ron Bore to approve the agenda as presented.
CARRIED
3. Moved by Sandra Nelson to approve the minutes from the 03-15-2023 meeting as presented/amended. (Select amended if changes were made based on suggestions.)
CARRIED
4. Item(s) for Discussion plus attached motion(s)
 - a. *1A Provincial Tournament update, including ways Sandra engaged and helped*
 - b. *Budget for our committee to pay for travel, ticket attendance, etc at relevant training events and opportunities to meet with regional and provincial leaders, and hold an annual dinner for our committee members*
 - i. *Moved by Josh Shockey that we ask for \$1,000.00*
 - c. Ways to leverage/piggyback on business development and growth along Hwy 3 Ag Corridor; how we might be able to create/attract local businesses related to Stirling
 - i. Sandra moved we talk with Trevor about this
 - d. Promo items
 - i. Moved by Josh, that T-shirts and hoodies should be simple, one color, like we used to have.
 - e. Tourism: our biggest attraction is the Pool, made even more so by the snack bar
 - i. Moved by Josh that we offer 8- or 10-hole Punch Card passes to non-residents ("show us your postal code) – first 2 swims free. The likelihood being that they may not end up using all "holes" but either way, we get their money, and they have an incentive to return all summer.



- f. Business/trade skills incubation: offering trades training and perhaps even basic entrepreneurship classes, in a building we'd dedicate and offer to Westwind School Division (Connie's Dream). Are there ways to involve LC and local or Leth. trades companies/people to participate.
 - i. Motion for Gary to approach Inge and Maz
 - ii. Motion by Josh to visit Nobleford to see how they've attracted light industrial businesses to discover what, if anything, we might emulate.
- g. How can we help Events Committee with system/structure for improved foresight, follow-up, engagement, delegation and oversight to leverage skills, devotion and dedication of all members?
 - i. Moved by Gary that he pursues this.
- h. Need for Village engagement/discussions with Lions & Silver Saddle club.
 - i. Moved Sandra that we have this on next month's agenda and in the meantime, reach out to Scott and council for collaboration and in-camera discussion for, among other things, leveraging Rec. Director position/duties

All Motions were CARRIED

- 5. Moved by: Josh Shockey to Adjourn at 6:50 PM