



City of Brockville

Economic Development, Recreation & Tourism Committee Meeting Minutes

7:00 PM - Tuesday, June 1, 2021
Virtual Meeting

The Economic Development, Recreation & Tourism Committee meeting was called to order on Tuesday, June 1, 2021, at 7:00 PM, in the Virtual Meeting, with the following present:

Members Present:	Councillor Jane Fullarton, Member Jessica Barabash, Member Jamey McTavish, Councillor Matt Wren, and Mayor Jason Baker
Regrets:	Nil.
Others:	Councillor Larry Journal and Councillor Cameron Wales
Staff:	Janette Loveys, City Manager, Lynn Murray, Deputy City Clerk, and Robert Nolan, Director of Economic and Development Services

1. CHAIR'S REMARKS

Councillor Fullarton noted that there will be a special vaccination clinic for youth ages 12-18. This clinic will run from June 14-25. She noted that it is for youth and their families and included youth 18 to 21 who are in secondary school.

Councillor Fullarton communicated that she had been getting good feedback about the operations of the Assessment and Vaccination Centres. She noted that the Assessment Centre now has a rapid test where results are available within 15 minutes. Councillor Fullarton was happy to share that Lanark, Leeds and Grenville County have a very high number of citizens that have been vaccinated.

2. DISCLOSURE OF INTEREST

Nil.

3. DELEGATIONS AND PRESENTATIONS

1. St. Lawrence Corridor Economic Development Commission (Charlie Mignault, Commissioner)

C. Mignault reviewed his presentation for the Committee.

2. Aquatarium
(Thomas Harder, Executive Director)

T. Harder reviewed his budget presentation for the Committee.
[2021 06 01 Aquatarium Budget Presentation Mid Term Final](#)

4. **CORRESPONDENCE & COMMUNICATIONS**
Nil.

5. **REPORTS FROM BOARDS AND COMMITTEES**
Nil.

6. **STAFF REPORTS**

1. SR2021-104
Local Economic Development Initiatives

Moved by: Councillor Wren

THAT Council receive Report SR2021-104 Local Economic Development Initiatives for information.

For: Councillor Fullarton, Member Barabash, Member
McTavish, Councillor Wren, and Mayor Baker

CARRIED 5-0 on a recorded vote

7. **NEW BUSINESS FROM COMMITTEE MEMBERS**
Nil.

8. **EDRTC - CONSENT AGENDA**

Moved by: Member Barabash

THAT the following items as recommended by the Economic Development, Recreation and Tourism Committee be placed on the Consent Agenda:

1. SR2021-104
Local Economic Development Initiatives

For: Councillor Fullarton, Member Barabash, Member
McTavish, Councillor Wren, and Mayor Baker

CARRIED 5-0 on a recorded vote

9. **MEDIA QUESTION PERIOD**

10. **ADJOURNMENT**

Moved by: Member McTavish

THAT the Economic Development, Recreation and Tourism Committee adjourn its meeting until the next regular meeting scheduled for July 6, 2021.

CARRIED

The meeting adjourned at 8:30 pm.



2021 OPERATIONS FINANCIAL REPORT

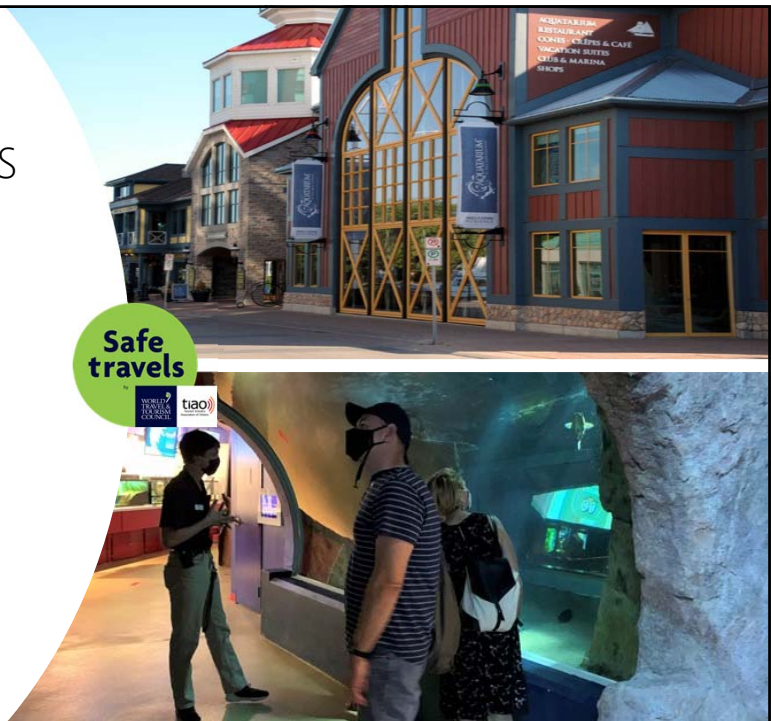


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2021 ACHIEVEMENTS

- COVID safe operations
- Online Giftshop
- Private tours
- Virtual Tours
- Birthday Parties
- Private Ropes Packages
- Virtual Classroom Tours

**Safe
travels**



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2021 ACHIEVEMENTS

- 8 Weeks of Summer camps
 - Donor Program
- Capital Campaign
- Grants and Donations
- Tourism



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2021 CHALLENGES

- Continued Lockdowns
- Loss of Admissions Revenue
- Audited Financial Statements
- CEWS
- Limited Cost Savings



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2021 BUDGET SNAPSHOT

		2020 Budget	2021 Budget	2021 YTD
Guests		52000	15500	954
Revenue				
	AQ Generated Income	\$ 768,000	\$ 288,000	\$ 24,199
	Contributions from City	\$ 575,000	\$ 550,000	\$ 150,000
	Donations and Grants	\$ 405,000	\$ 519,187	\$ 190,036
	Parking	\$ 45,000	\$ 25,000	\$ 2,102
Gross Income		\$ 1,793,000	\$ 1,382,187	\$ 366,337
	Cost of Goods Sold (Gift Shop)	-\$ 62,000	-\$ 25,000	-\$ 3,151
Total Revenue		\$ 1,731,000	\$ 1,357,187	\$ 363,186
Expenses				
	Salaries and benefits	-\$ 907,000	-\$ 844,191	-\$ 218,855
	Tourism Wage Recovery		\$ 72,000	\$ 546
	Occupancy Costs	-\$ 280,250	-\$ 242,600	-\$ 47,484
	Administration	-\$ 46,500	-\$ 53,800	-\$ 15,256
	Specified Donations	-\$ 198,250	\$ -	-\$ 8,809
	Exhibits and Programing	-\$ 172,500	-\$ 184,375	-\$ 27,194
	Parking	-\$ 58,000	-\$ 49,100	-\$ 12,964
	Marketing and Advertising	-\$ 68,500	-\$ 23,815	-\$ 6,700
	Health and Safety		-\$ 31,241	-\$ 263
Total Expenses		-\$ 1,731,000	-\$ 1,357,123	-\$ 336,979
Surplus		\$ -	\$ 64	\$ 26,207

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2021 PRIORITIES, GOALS AND OPPORTUNITIES



FUNDING

- Apply for grants and funding
- Capital campaign
- CEWS Extensions



ALTERNATIVES

- Continue to develop alternative products
- Further reductions in operations
- Increase Retail Sales
- Run the train on Blockhouse



TOURISM

- Staff efficiencies
- Later in the season advertising
- Ambassadors into the Fall

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QUESTIONS?



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