

**MINUTES
CITY OF IQALUIT
STRATEGIC PLANNING AND ECONOMIC DEVELOPMENT
COMMITTEE OF THE WHOLE MEETING #03
NOVEMBER 24, 2022 at 6:00 p.m.
CITY COUNCIL CHAMBERS**

PRESENT FROM COUNCIL

Councillor Paul Quassa, Chair
Mayor Solomon Awa
Deputy Mayor Kyle Sheppard
Councillor Ookalik Curley
Councillor Simon Nattaq
Councillor Kimberly Smith – via teleconference
Councillor Romeyn Stevenson
Councillor Samuel Tilley

PRESENT FROM ADMINISTRATION

Rod Mugford, Acting Chief Administrative Officer
Tammy Ernst-Doiron, City Clerk
Katrina Sarmiento, Executive Assistant
Jeanie Eeseemailee, Senior Interpreter/Translator
Geoffrey Byrne, Economic Development Officer
Livete Ataguyuk, Community Communications Liaison

Councillor Quassa opened the meeting at 6:00 p.m. with a prayer.

ADOPTION OF AGENDA

Motion SPED 22-07

Moved by: Councillor Stevenson
Seconded by: Mayor Awa

Adoption of agenda as presented.

Unanimously Carried

1. MINUTES

None

2. DECLARATION OF INTEREST

None

3. **DELEGATIONS**

None

4. **DEFERRED BUSINESS AND TABLED ITEMS**

None

5. **NEW BUSINESS**

a) Request for Decision – Nunavut Black History Month

Geoffrey Byrne, Economic Development Officer, presented a Request for Decision for Nunavut's Black History Society Calls of Action, which were received in early 2021. Mr. Byrne noted that due to staff changes and the water emergency, he apologized for not bringing the request forward earlier.

Mr. Byrne commented that staff are recommending that the City:

- Encourage and seek qualified Black, Indigenous and People of Colour (BIPOC) candidates for employment.
- Ensure equitable and proportional representation is followed.
- Provide a signed letter with a resolution to the Nunavut Black History Society outlining the response and capabilities to the Calls of Action, including a Council response for three requested motions within the letter (6.1, 6.2, 6.3).
- Provide Nunavut Black History Society with a written letter of support for funding applications related to breaking the cycle of systemic racism.
- Work with the Public Safety Committee to develop an Anti-racism Communications Campaign.
- Seek external funding for costs related to additional staff training and communication campaigns around anti-racism.

Motion SPED 22-08

Moved by: Councillor Smith

Seconded by: Deputy Mayor Sheppard

Committee recommends that Council implement Nunavut's Black History Society Calls of Actions as follows:

1. Encourage and seek qualified Black, Indigenous and People of Colour (BIPOC) candidates for employment.
2. Ensure equitable and proportional representation is followed.
3. Provide a signed letter to the Nunavut Black History Society outlining the City's current response and capabilities to the Calls of Action, and further request consultation regarding the three requested motions in Section 6.
4. Provide Nunavut Black History Society with a written letter of support for funding applications related to breaking the cycle of systemic racism.
5. Work with the Public Safety Committee to develop an Anti-racism Communications Campaign.
6. Seek external funding for costs related to additional staff training and communication campaigns around anti-racism.

For – Awa, Curley, Sheppard, Smith, Stevenson, Tilley

Opposed – Nattaq

Carried

Councillor Stevenson asked for clarification regarding the motions in Section 6 (6.1, 6.2 and 6.3).

Mr. Byrne explained that the signed letter would outline the motions that Council will address in the Nunavut Black History Society's requested motions.

Councillor Stevenson noted that 6.2 is requesting Council to create an Anti-Oppression Committee as a subset of the Public Safety Committee. He asked what an Anti-Oppression Committee does, why it is necessary as a subcommittee and why the issues cannot be dealt with by the Public Safety Committee.

Mr. Byrne commented that depending on the purpose of an Anti-Oppression Committee, it would determine if it would differ from the Public Safety Committee. He suggested that the motion could include discussing with the Nunavut Black History Society to determine the differences in the committees.

Deputy Mayor Sheppard suggested that staff's recommendation be amended to provide a signed letter to the Nunavut Black History Society outlining the City's current response and capabilities to the Calls of Action, and further request consultation regarding the three requested motions in Section 6.

Councillor Nattaq commented that people coming from outside of Canada and moving to Iqaluit should be welcomed.

b) City of Iqaluit Communications Policy

Rod Mugford, Acting Chief Administrative Officer, presented a Communications Policy, which is a standard practice for municipalities, and outlines current and intended future practices relating to communication and language.

Mr. Mugford explained that the policy would provide guidelines to standardize the City's branding and commitment to Inuktitut language. He pointed out that all communications with residents will be available at a minimum in Inuktitut and English.

Mr. Mugford noted that communications relating to safety and City services would also be provided in French. He advised that there is a considerable cost to provide all communications in French. Mr. Mugford asked for the Committee's input regarding the French Language Policy.

Mayor Awa asked for clarification as to whether this was a new Communications Policy that would replace the existing policy.

Mr. Byrne advised that the proposed Communications Policy would replace the existing policy. He noted that the existing policy did not include any reference to social media, which is a key communication method, and also includes branding guidelines.

Councillor Nattaq commented that Canada has two official languages, and Nunavut has three official languages, which includes French. He noted that he thinks it is fine having the three official languages in the policy.

Deputy Mayor Sheppard commented that French is an official language in Canada and must be included despite the cost.

Deputy Mayor Sheppard asked that a definition be included for media relations. He felt that a community resident who is also a member of the media requesting a publicly available document, should be provided with the document in the same quick and easy manner as any resident's request.

Motion SPED 22-09

Moved by: Deputy Mayor Sheppard

Seconded by: Councillor Stevenson

Committee recommends that Council adopt the Communications Policy as amended, and further, that the definition of media relation will be reviewed by Council.

Unanimously Carried

c) 2023 Projects for Economic Development Officer – Verbal

Geoffrey Byrne, Economic Development Officer, reviewed the 2023 Economic Development projects as follows:

- Community Economic Development Plan
 - Will take a year to complete
 - Access Government of Nunavut funding
 - Similar to the outdated plan
 - Comprehensive plan with two parts
 - Community values, goals, priorities and actions
 - Action plan with the economic sector
- Collection of tourism data
 - Two phases
 - Tourism data from outgoing passengers at the Iqaluit airport
 - In person data collection at the Iqaluit airport – this would be undertaken in 2024
- Summer in the Square
 - In collaboration with the Recreation Department
 - Successful artisan market for two weekends in 2022
 - Opportunity to expand the event in 2023 during summer tourism
- Budget included additional funding of \$50,000 and details of the project will be provided at the next meeting
- Annual projects include
 - Community clean up with partners
 - Attending local trade shows and conferences to advocate for Iqaluit
 - Supporting other departments on five additional projects
 - Asset Management Plan
 - Waste Transfer Station – opportunities for composting and waste diversion
 - Department of Emergency Services – Adopt a Fire Hydrant Program
 - Communications – website development
 - Rapid housing

Mayor Awa suggested that promotions and advertising on local television would be very informative. Mr. Byrne commented that once the collection of tourism data has been compiled, an advertisement could be created to target a specific audience. He suggested to wait until 2024 to develop the advertisement.

Deputy Mayor Sheppard commented that having a place for harvesters to sell country food would be a worthwhile long-term goal.

Deputy Mayor Sheppard noted that the demand in the community for locally produced arts, crafts and foods provides sales that benefit artisans.

Councillor Nattaq commented that some people are not originally from Iqaluit and he would like to see the route travelled by dog team in the documents.

Motion SPED 22-10

Moved by: Councillor Stevenson

Seconded by: Deputy Mayor Sheppard

Committee recommends that Council accept the 2023 Economic Development projects as presented, and further, that a written report outlining the projects be presented to Council.

Unanimously Carried

d) Q2/Q3 Strategic Plan Update

Rod Mugford, Acting Chief Administrative Officer, presented the Q2 and Q3 Strategic Plan update. The following are the highlights:

- Iqaluit is recognized as the economic and cultural capital of Nunavut
 - Supported the Papal visit and Alianait Festival
 - Recreation Department supported two farmers markets
 - Summer in the Square Artisans Market
- Affordable housing project
 - 18 affordable units available for occupancy in 2023
 - Units for Inuit, with 50 percent going to women and women with children
- Ensure cultural sensitivity and understanding across the organization
 - 15 percent of staff have received introductory language training
 - Identifying additional classes and opportunities for staff language training
- Five new staff have been hired
- Planning future infrastructure for climate change and environmental consideration
 - Received \$214 million from Canada's Disaster Mitigation and Adaption Funding for water infrastructure improvements
 - Long-term water source identified and selected
 - Short-term supplementary pumping from Apex River from June to September to ensure the reservoir was full for the winter months
- 10-year Capital Plan was developed
- Operations Centre construction is underway
- Phase 2 of sewer infrastructure upgrade to be completed in 2022

e) Habitat for Humanity ReStore Presentation – An Option for Circular Economy

Geoffrey Byrne, Economic Development Officer, presented an option for Iqaluit's circular economy through Habitat for Humanity ReStore or another ReStore. The following are the highlights from the presentation:

- October was Circular Economy Month in Canada
- Helps with climate, biodiversity and pollution

- Current economy extracts, uses and then disposes of resources, which puts pressure on natural systems, communities and public health
- A linear economy moves from resource extraction to waste disposal
- Circular economy does not have waste
 - Retains and recovers as much value as possible from resources by reusing, repairing, refurbishing, remanufacturing, repurposing or recycling products and materials
 - Using valuable resources wisely
 - Thinking of waste as a resource, not a cost
 - Finding innovative ways to better the environment and local economy
- Habitat ReStore is a home and building supply store that accepts and resells quality new and gently used building materials
 - Funds from the Habitat ReStores are used to fund Habitat for Humanity home building projects
- Habitat ReStores are the leading model across the world
 - Store front where individuals can shop
 - Inventory relies on donations from retailers and individuals
 - Sells new and gently used furniture, home accessories, appliances and building materials at a fraction of the retail price
 - Aim to make a profit and profits are used to support programs such as affordable homeownership programs in the community they serve
- Iqaluit would operate a ReStore seasonally and use the space during the off-season for training opportunities and do-it-yourself transformations
- Seasonally, ReStores work, as shown in Yellowknife
- Purpose for a ReStore in Iqaluit
 - Discarded construction material represents 40 percent of the waste going into the landfill
 - 75 percent of the waste has value and the potential to be recirculated back into the community
 - Lifecycle of construction material is not being considered after the first use
 - Due to the cost to export material out of Iqaluit, an effort must be made to reduce, reuse and divert waste from the landfill
 - Resale value of various items such as furniture, appliances, tools, equipment and vehicles
 - There is a significant sell/swap community in Iqaluit
 - Transient nature of the city
 - Cost and accessibility of new items
 - Current culture of resell and reuse of found materials, such as shipping containers, sealift boxes, pallets and other construction waste proves that construction material has potential to be of value past their initial use
- How would ReStore work in Iqaluit
 - After researching ReStores in other areas in Canada, it was determined that a seasonal ReStore with reduced capabilities in the beginning
 - Allow time to build stock and see how the ReStore works for Iqaluit
 - Sell items provided by community members and/or businesses within the community

- There is potential to divert waste from other communities in Nunavut
- Supporting a partnership with the local Habitat for Humanity
- Seasonal store would operate during the summer months
- During winter months, the space would be used for refurbishing and training and development programs
 - This would encourage Iqalummiut to join different trades
- Additional economic opportunities
 - Create strong cooperation with businesses and non-profit organizations
 - Training opportunities – basic home improvement projects such as painting and repairs
 - Create employment opportunities for learning a new skill
 - Supporting local Habitat for Humanity would provide financial support for their programs
 - Educate residents on waste diversion and importance to use what is available
 - New business growth for salvage programs to carefully extract items that could be donated to the ReStore

Councillor Quassa noted that there are a number of people erecting cabins or students going to college who need furniture and this would be a good way for them to buy items they need.

Deputy Mayor Sheppard commented that having this program start in conjunction with the new solid waste facility will help to divert materials. He noted that there could be incentives for construction companies to divert waste from the landfill and donate to the ReStore.

Mayor Awa asked the cost to build a ReStore. Mr. Byrne advised that he has not researched the cost to build a facility. He explained that the presentation was to seek approval on the project and pursue the idea further.

Councillor Smith spoke in favour of the project and suggested to include a tool library. She explained that in some instances, an item requires a repair, but the homeowner does not have the tool to repair the item so it is thrown out. Having a tool library would allow a homeowner to borrow a tool to repair the item, which could then continue to be used.

Motion SPED 22-11

Moved by: Councillor Smith

Seconded by: Councillor Stevenson

Committee recommends that Council direct staff to further pursue the idea of a circular economy and in particular, a ReStore.

Unanimously Carried

6. **IN CAMERA SESSION**

() As per Section 22 (2) (a) CTV Act and By-law 526 Section 67

7. **ADJOURNMENT**

Motion SPED 22-12


Moved by: Mayor Awa

Seconded by: Deputy Mayor Sheppard

Committee adjourns at 7:23 p.m.

Unanimously Carried




Paul Quassa
Chair


Tammy Ernst-Doiron
City Clerk

Approved by City Council on the 13th day of December 2022.

