



**COLD LAKE ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE**

MEETING MINUTES OF WEDNESDAY, APRIL 3, 2019
CHAMBER OF COMMERCE BOARD ROOM

PRESENT

Chairperson Bernard Lefebvre
Councillor Vicky Lefebvre
Councillor Kirk Soroka
Eric North
Larry Ashcroft
John Usher
Norman Perreault

ALSO PRESENT

Howard Pinnock, General Manager Planning and Development
Andrew Serba, Strategic Initiatives Manager
Brad Schultz, Planner
Irene Poirier, Recording Secretary

**Community
Liaisons**

Sherri Buckle, Executive Director Chamber of Commerce

ABSENT

Isabel Myshaniuk, Vice Chairperson; Lorie Jacobsen; Allison Untereiner;

**CALL TO
ORDER**

B. Lefebvre called the meeting to order at 7:00 p.m.

**ADOPTION OF
THE AGENDA**

Moved by N. Perreault that the agenda be adopted.

CARRIED

**ADOPTION OF
THE MINUTES**

Moved by Councillor Soroka that the minutes of the March 7, 2019 Economic Development Advisory Committee meeting be adopted.

CARRIED

OLD BUSINESS

**4.1 "Doing
Business with the
Government"**

E. North reported on the conference preparations:

- soft launch last week.
- A. Serba interjected with information on the soft launch, having received email inquiries and sold 3 tickets as of Monday. People are asking about the agenda and speakers. Tomorrow his department will launch a regional advertising on Facebook and next week put it in the newspaper and on the Cold Lake and Bonnyville radio stations. He is looking into the cost for Lac La Biche and Lloydminster stations.

E. North continued reporting

- tentative speakers and details on session scheduling with flexibility.

Discussion followed.

It was agreed that a letter of invite from the Mayor should go out to the 4 Wing Commander to come and speak and also request for speakers from 4 Wing base.

Discussion followed on options of other speakers such as the WCDIA (Western Canadian Defense Industries Association) and invitations directly to other towns.

Further discussion of outreach and who to contact to assist such as Bob Pezalko with the HUB and Lisa the new director at the RABC. It was discussed that the conference survey be ready also, with about 4 questions.

NEW BUSINESS:

5.1 Sign Ideas

B. Lefebvre distributed pictures of block letter town name signs that attract a lot of tourists and a mock up picture for one that could work on the beach in Cold Lake. Discussion followed for other locations in Cold Lake that would attract tourists for photo opportunities.

B. Lefebvre had inquired from Sylvan Lake about the cost for setting up and purchasing their block letter sign and total price was around \$25,000.

Further discussion around the picture of the 52.5 pound fish and possible mounting of a fish at the Marina for tourist's photo opportunities

It was decided that a June 11th presentation to Council on the City signage with 3 or 4 slides of the sign examples would be put together with the results of the May 22 "Doing Business with the Government" conference.

B. Lefebvre to put together a presentation and on a large Cold Lake block letter sign on the beach and a large fish at the Marina and to bring it to the next meeting for discussion.

5.2 Business Indicators

B. Lefebvre explained what business indicators are in attracting business to an area. He distributed a look at Stettler's community information posted on their website for businesses to get all their information from one place when they are considering Stettler as a business venture place.

Discussion followed on setting up the City webpage with central information of a similar design.

5.2 Chamber of Commerce Updates

S. Buckle reported on the Chamber of Commerce activities:

- involved in the Election Forum scheduled for tomorrow at 5:30 – 7:00pm. Six candidates to speak.
- Trade Show coming next week but had to down size to one arena.
- Feast at the Beach for September long weekend.
- attended the Disney leadership training program in Calgary. It covered leadership, quality of service and employee engagement and was very good.

ROUNDTABLE

N. Perreault stated that a contractor asked if he could buy a ticket at the door for the conference.

Discussion followed on the pros and cons of offering tickets at the door, especially if you need numbers for the lunch.

Councillor Soroka suggested that a request be made in a letter to the Wing Commander for a dedicated 4 Wing liaison to the Economic Development Advisory Committee (EDAC). A. Serba and B. Lefebvre to collaborate on a letter.

A. Serba reported that

- the wayfinding sign program had kicked off and Jolaine was working with roads and the signage examples of Vermillion to put together draft signs for presentation at the Corporate Priorities Committee meeting in June.
- Park signage replacement was being worked on.
- working on the City Wide Garage Sale for August 17-18.
- Commercial Air service has positive movement.

J. Usher suggested that ROABA the Regional One Aboriginal Business Association be informed of the conference event so they could get it out to their contacts.

Councillor Lefebvre reported the March 26th Council Meeting hosted presentations of interest:

- Communities in Bloom is now working with the Community Gardens and will aid in beautifying the City which has Local, Provincial and Federal recognition.
- Cold Lake Cruisers event coming up on August 17.
- McSweeney presented the draft of the Economic Development Strategy report and their suggestions were:

- to assign a committee to work on Cold Lake enhancements.
- have a central place
- seek alternative to Oil and Gas industry
- find new employment plans such as tourism, culture, arts and theatre.
- work on downtown parking.

Councillor Lefebvre stated that the CLFN Economic Development and Tourism Strategy Committee have not met to this date.

Discussion followed on having a Cold Lake Events calendar on a website that is user friendly and eye-catching. An internet search would attract people to the area with easy access to the events occurring. It was deferred to the next meeting for members to present ideas for an events page on the web.

S. Buckle informed EDAC that, being the Visitor Information Centre is accredited through the province, it participated in a survey done by people visiting the Centre. The results were Cold Lake was second highest in surveys returned and the only VIC to get 100% in the survey results.

B. Schultz reported that Annexation was approved so planning proposals are out for work on the Intermunicipal Development Plan and the Municipal Development Plan in the new areas. There will be more public engagement.

ADJOURNMENT


Moved by N. Perreault that the meeting be adjourned, at this time being 9:05 p.m.

CARRIED

NEXT MEETING

May 2, 2019

**ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE**



CHAIRPERSON



DESIGNATED OFFICER

