



**COLD LAKE ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE**

MEETING MINUTES OF WEDNESDAY, MAY 2, 2019
CHAMBER OF COMMERCE BOARD ROOM

PRESENT

Chairperson Bernard Lefebvre
Councillor Vicky Lefebvre
John Usher
Lorie Jacobsen
Allison Untereiner
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**

ABSENT

Councillor Kirk Soroka; Eric North; Larry Ashcroft

**CALL TO
ORDER**

B. Lefebvre called the meeting to order at 7:04 p.m.

**ADOPTION OF
THE AGENDA**

Moved by J. Usher that the agenda be adopted.

CARRIED

**ADOPTION OF
THE MINUTES**

Moved by L. Jacobsen that the minutes of the April 3, 2019 Economic Development
Advisory Committee meeting be adopted.

CARRIED

OLD BUSINESS

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

B. Lefebvre called E. North to give an update on the conference preparations:

- Posters are ready.
- All logistics have been covered
- One more meeting with presenters will be held. The meeting time and date will be decided later.
- Registration will start at 7:30 am with volunteers ready to assist.
- Working with Stacey at the Lakeland Inn for room preparation.

A. Untereiner reported that Eric's presentation to BILD Alberta was well received.

A. Serba gave a media advertising update that press release was going out tomorrow, Lakeland Connect on Monday and the newspaper next week.

Discussion continued on other avenues of release, steps leading up to the day and follow up after the event.

NEW BUSINESS:

5.1 Sign Ideas

B. Lefebvre distributed the presentation in report form of what will be presented to Council regarding Wayfinding signage.

Discussion followed that wayfinding signs were in the budget and members agreed on taking the presentation that was distributed to Council. Delegation to Council will be made.

The Committee continued with discussion of the "Doing Business with the Government" conference and B. Lefebvre went over the questions that members had submitted for the survey that would follow for feedback on its success.

**5.2 Chamber of
Commerce
Updates**

ROUNDTABLE

S. Buckle was not available to report on the Chamber of Commerce activities.

B. Shultz reported on an internal meeting of City staff regarding wayfinding signs was held and it was decided that there needed to be more signage on the Highway 55 entrance to the City. He stated that a consultant was being selected to work on the IDP and the MDP and there would be an Open House coming up for public engagement on these.

L. Jacobsen stated that the Interagency Group were holding a Meet and Greet on May 22. She explained what the group was and how social agencies work together in the community.

N. Perreault suggested he would like to see more ideas presented to Council for economic development.

J. Usher had attended the Travel Tourism and Trade Show in Fort McMurray and their numbers were down with 173 vendors. He noted that businesses are looking to diversify and the conference will open opportunities to help them do that. He will pass along the conference information to ROABA the Regional One Aboriginal Business Association.

B. Lefebvre reported that the real estate market was active and there are more sales with prices dropping an average of about 25.3% It is a buyers' market.

ADJOURNMENT

Moved by N. Perreault that the meeting be adjourned, at this time being 8:06 p.m.

CARRIED

NEXT MEETING

June 6, 2019

**ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE**



CHAIRPERSON



DESIGNATED OFFICER