



**COLD LAKE ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE**
MEETING MINUTES OF WEDNESDAY, SEPTEMBER 5, 2019
CHAMBER OF COMMERCE BOARD ROOM

PRESENT

Chairperson Bernard Lefebvre
Councillor Vicky Lefebvre
Councillor Kirk Soroka (via call-in)
Lorie Jacobsen
Larry Ashcroft

ALSO PRESENT

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

**Community
Liaisons**

Lisa Ford, RABC Small Business Advisor

ABSENT

Allison Untereiner ; John Usher, Norman Perreault

CALL TO ORDER

B. Lefebvre called the meeting to order at 7:00 p.m. A welcome to Lisa Ford, RABC Small Business Advisor and introductions to EDAC members were done.

**ADOPTION OF
THE AGENDA**

B. Lefebvre amended the agenda to add 5.4 Bylaw Review and move Roundtable to 5.5. Moved by L Jacobson that the agenda be adopted as amended.

CARRIED

**ADOPTION OF
THE MINUTES**

Moved by Councillor Lefebvre that the minutes of the June 6, 2019 Economic Development Advisory Committee meeting be adopted.

CARRIED

OLD BUSINESS

4.1 Review of

McSweeney Report

Copies of the McSweeney Report and the Implementation Plan spreadsheet were handed out.

B. Lefebvre gave overview of the reports and stated that the Implementation Plan should be looked at by EDAC for action items that they could work on.

Discussion followed on the Pros and Cons of the Report, how EDAC could undertake some of the strategies given and how the City and EDAC are already working on some of the ideas.

K. Soroka observed that the McSweeney report consolidated the existing actions already being taken and actions to take from factual data, confirming that the City is moving in the right direction.

Discussion followed as to how EDAC can move forward with the information. Sub committees were suggested but noted that sub committees could prolong the productivity of tangible action whereas the committee as a whole could use the Implementation plan as an inspiration and a tool for items to look into.

B. Lefebvre suggested that members look at the Implementation Plan and choose three top action items that EDAC could adopt into an action plan. At the next meeting these items would be pooled and a focus established with three different levels of financial resources needed to accomplish the action.

**4.2 Wayfinding
Signs**

A. Serba reported that Wayfinding signage project has started and his staff were looking at ideas of where signage was needed and what locations were best. They were working with Roads department on placement. A meeting with stakeholders such as the MD of Bonnyville and 4 Wing for consultation on what they would like to see and a public Open House in the fall will be scheduled. At this point a request to Council for an increase in the budget will be necessary to add to the current funds.

Discussion of signage, sign programs and pedestrian as well as motorist wayfinding ensued with possible historical information booklet to go along with signage.

B. Lefebvre stated that his presentation from EDAC's information gathered on Wayfinding Signage was presented to Council at the June 11, 2019 Council meeting and was well received.

NEW BUSINESS:

5.1 Member Application – Warnke

B. Lefebvre brought forth the membership application from Kim Warnke. Discussion followed.

MOTION

Moved by L. Ashcroft that Ms. Kim Warnke's application be recommended to Council for membership appointment to the Economic Development Advisory Committee for a two year term expiring in October 2021.

CARRIED

5.2 Chamber of Commerce Updates

S. Buckle was not available to report on the Chamber of Commerce activities. B. Lefebvre stated that the Feast at the Beach event was very well attended and reports say there were 93,000 tickets sold out of 100,000 on hand. K. Soroka added that it was a quality event and well organized for the first one.

5.3 RABC Updates

L. Ford, RABC Advisor since January 2019, gave an overview of her activities and reviewed the upcoming workshops listed in her brochure hand out. She reported that a new women's group would be starting up as they have stepped away from the WOW event. Discussion followed and she answered questions regarding activities and statistics of small business startups.

5.4 Bylaw Review

B. Lefebvre recapped the EDAC Bylaw drawing attention to Items 4.0 Mandate and 6.0 Term of Office. He read the mandate to members stating that it was important they kept in mind what the purpose of the Economic Development Advisory Committee

Councillor Lefebvre reiterated that the purpose was to focus on projects to bring before Council in an advisory capacity as some discussion had previously deviated from this original mandate.

5.5 Roundtable and Ideas

A. Serba reported that with the Wayfinding signage projects this was the first 2 Capital Projects that the Marketing Department had ever taken on. The City Wide Sale in August went very well with 199 registered sales. This was the fifth year for it and it was a great success.

Councillor Lefebvre stated that Council will be busy looking at the Budget for the next couple of months.

L. Jacobsen stated there has been no increase in employment rates. Unemployment Statistics went up during summer due to school related employees being laid off. There is a greater number people in the 50 – 60 year old range looking for work.

ADJOURNMENT

Moved by L. Ashcroft that the meeting be adjourned, at this time being 8:45 p.m.

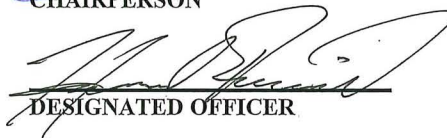
CARRIED

NEXT MEETING

October 3, 2019

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE


CHAIRPERSON


DESIGNATED OFFICER