



**COLD LAKE ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE**

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

PRESENT

Chairperson Bernard Lefebvre
Councillor Vicky Lefebvre
Allison Untereiner
John Usher
Larry Ashcroft
Lorie Jacobsen

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, Cold Lake Regional Chamber of Commerce,
James Tessier, Regional Economic Development Specialist

ABSENT

Councillor Kirk Soroka; Norman Perreault

CALL TO ORDER

B. Lefebvre called the meeting to order at 7:01 p.m. A welcome to new EDAC member, Kim Warnke and introductions to EDAC members were done.

**ADOPTION OF
THE AGENDA**

Moved by L Ashcroft that the agenda be adopted.

CARRIED

**ADOPTION OF
THE MINUTES**

Moved by L Ashcroft that the minutes of the September 6, 2019 Economic Development Advisory Committee meeting be adopted.

CARRIED

OLD BUSINESS

**4.1 Review of
McSweeney Report**

B. Lefebvre reintroduced the Implementation Plan and McSweeney Report and asked for any feedback or ideas from the members, starting with any actions in the Investment Readiness section.

L. Ashcroft pointed out Section #2 and #5 and discussion ensued.

B. Schultz gave input on #4 regarding the offsite levies costs and explained the City's position.

Discussion followed on the City's priorities.

J. Tessier point out Bill 7, recently passed, allows for Municipalities to create a Bylaw that allows them to give tax incentives or write offs for certain areas for development. He suggested the City could make offers to any new business or businesses of a certain industry.

A. Serba reported that the AUMA had been presented with the Bill 7 and there were briefings from them that were available.

Discussion followed for attracting business and being Investment Ready and what attracts industry such as skilled labor being available and working with educators to offer courses for what is needed.

J. Tessier will supply a list of site selectors that business uses when looking at a location. He stated that collaborative working between municipalities is advantageous.

B. Lefebvre suggested that #11 the development of an Economic Development website and stated that the current one needs review and updating to show potential business investors any areas that could fill their site selector list.

J. Tessier stated that the Aerospace engineering – Centre of Excellence developed in the south by Medicine Hat was considering linking with the development that Cold Lake was considering as a link to the north.

Discussion followed on Investment Readiness highlights being #3, #4 and #5 for working with developers, #11 for website development and #2 supply of utilities by infrastructure to far reaching sites and the difficulties that arise.

S. Buckle suggested cataloguing properties available for businesses that may be bought, leased or 'build to lease'

Discussion followed on promoting Cold Lake tourism and its natural beauty attraction for tourists. The City has a program for promoting tourism in place that is expanding.

B. Lefebvre addressed the Community Development section and stated #13 and #14 focuses on the available skilled labor. Discussion followed.

Discussion continued on the Industry Development section and the acquiring of an air service to Cold Lake. #1 and #2 speaks to the access if skilled labour for the Aerospace sector and programs in place for business retention and expansion.

A. Serba, Strategic Initiatives Manager gave a presentation of the work that his department had done on the development of signs and planning of placement for wayfinding signage throughout the City. He gave the background from when EDAC brought it to Council to the current plan and passed out photo shop pictures with the sign design, size and type that will be going up. He went through the interactive webpage that is available and will pass on the link to it for members. Discussion on the presentation followed.

4.2 Wayfinding Signs

NEW BUSINESS:

5.1 Chamber of Commerce Updates

- S. Buckle reported on the Chamber of Commerce activities:
- o Business of the Year awards will be at the end of October. There were no nominations for the large business award but the other categories were good. Ticket sales have started to pick up.
 - o Community Guide being prepared but is in need of photos as the photo contest was not well participated in.
 - o Canadian Chamber of Commerce AGM and Chamber Executive meeting was held in New Brunswick and was a bit of East versus West. The Alberta Premier spoke at the event. She had a supply of "Support Canadian Energy" T-shirts for Alberta Chamber representatives.
 - o Feast at the Beach was very successful and they found during the organizing it took off. 92 - 93,000 Feast at the Beach dollars came in with \$24,000 back to the Chamber but they did have a deficit of \$22,000. They is still waiting for the provincial funding to come through but now they qualify for Federal funding grant money. Hotel discounts were given. Next year they will set up to track postal codes and see where participants are coming from.

5.3 RABC Updates

L. Ford, RABC Advisor was not available to report on the RABC activities.

5.5 Roundtable and Ideas

J Usher informed that Lac La Biche held the World Champion Archery contest the first week of September and will be looking at hosting the Nationals in two years.

Councillor Lefebvre stated that Mayor Copeland and Kevin Nagoya, City's CAO were doing podcasts and answering a lot of questions from the public.

J. Tessier reported he was waiting to hear on provincial funding for his program. October 8th and 9th the Power Up North session will be held in Lac La Biche.

L. Jacobsen stated she received more funding for Employment Insurance plans. She has helped 101 people already and there were 117 new unemployment applicants that logged on to apply. Starbucks is posting for jobs in October for hiring in November in order to open in December.

K. Warnke informed that she was relatively new to the area and was amazed at what she found that Cold Lake is a beautiful place to come to. She hopes to get the Visual Arts Society group active in the community and registered as a society.



B. Lefebvre reported that listings in Cold Lake have reached about 227 with prices bottoming out and sitting at about 18 foreclosures.

ADJOURNMENT Moved by J. Usher that the meeting be adjourned, at this time being 9:39 p.m.


CARRIED

NEXT MEETING November 7, 2019

**ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE**



CHAIRPERSON



DESIGNATED OFFICER