

Northeast Alberta Information HUB Board/Membership Meeting Minutes May 27,2020 Virtual meeting

Attendance: Bob Buckle/Cold Lake, Caroline McAuley/Vermilion, Soren Odegard/County of Two Hills, Jocelyne Lanovaz/Mannville, Greg Sparklingeyes/Whitefish Lake First Nation, Gerald Aalbers/Lloydminster, Bev Lockett/Portage College, Lorin Tkachuk/Lac La Biche County, Stan Delorme/Buffalo Lake Metis Settlement
Via Zoom Steve Upham/St. Paul County, Lindsay Haag/EMW, Mike Tartkowski/Two Hills, Mary Lee Prior/Vermilion, Daniel Hobson/Lloydminster, Bob Bezpalko/Alberta HUB, Jennifer Leroux/Alberta HUB

Regrets: Tim MacPhee/Vegreville

Steve Upham called the meeting to order at 9:40am and welcomed everyone.

- 1) Steve asked for any additions to the agenda, hearing none Steve asked for a motion to approve.

Jocelyne Lanovaz moved to accept the agenda

Carried

- 2) Steve asked for a motion to approve the minutes as presented from March 24,2020

Gerald Aalbers moved to accept the March 24, 2020 meeting minutes

Carried

- 3) Steve asked Jennifer Leroux to present/review the financial report as of April 30,2020

Jen reviewed the report. Steve asked if there are any questions.

Lindsay Haag asked about the population numbers for the region. Bob Bezpalko responded by stating Alberta HUB member population comes in around 135,000. The Alberta HUB region is slightly higher as some communities are not members. The Lloydminster population includes the Saskatchewan side. Steve also mentioned no community member would exceed a membership total of \$10,000.

Hearing no further discussion Steve asked for a motion to approve the financial report.

Soren Odegard moved to accept the financials as of April 30, 2020 as presented.

Carried

- 4) Steve asked Bob Bezpalko to speak to agenda item #4 – Alberta HUB operations

Please see the attached PowerPoint presentation

Bob spoke to the need of an Alberta HUB Industry/Tier one business Taskforce.

Industry drives economic activity that results in business development. The two main regional drivers are Oil/gas and agriculture. Localized drivers consist of AT&D, Petrochemical, Forestry, Manufacturing (industry specific) example EMW and applied research for commercialization ie Innotech. All these industries have the ability to be regional economic drivers however it needs the Alberta HUB board of directors to create a narrative/message to the Alberta and federal government about the importance of the Alberta HUB region contribution to the Provincial/Federal GDP like they view the regions of Calgary, Edmonton, Lethbridge, and Grande Prairie.

The Alberta HUB region contributes close to 25% of the total provincial oil production and has a strong regional Agriculture sector. Opportunities exist in other sectors however Alberta HUB struggles to gain the attention of Government departments to proceed with actions to move forward. Steve Upham stated he feels the Alberta HUB region does not get the attention and respect it deserves from the Alberta Government in many areas.

Tourism has the potential of being a major economic driver bringing in dollars from outside the region. A more focused regional approach is needed to build a Tourism industry and Bob Highlighted the fact that Councillor Bob Buckle from Cold Lake has been advocating the development Of “cottage country” for over 10 years.

Bob Buckle spoke to the fact this message has been brought forward to MLAs, Alberta Ministers And MPs in the past however the barriers remain at the bureaucratic level with “red tape” that makes it impossible to move this forward.

Bob Bezpalko also added there is opportunity concerning supply chain development especially with food Supply however policy changes are required for growers/processors to start and to scale up.

Stan Delorme asked about the need for “broadband” development and cell service.

Bob advised that he was going to highlight it on the presentation however broadband is an Ongoing priority for the Alberta HUB region. Bob stressed this needs to be a regional effort as individually, though important, must be addressed universally.

Stan also asked about the information on the Site rehabilitation funding from the Government.

Bob advised that he sent this information to all the members at the ec/dev and administration level But not to the elected officials. Bob was nervous about adding to the amount of info/emails elected Officials were receiving.

Bob spoke to CD Howe’s webinar with Minister Fir on May 19 where she spoke to:

- the 10-year tourism strategy
- emerging industries (Technology, AT&D, FinTech) no mention of “broadband” requirements
- EDTT partnered with Advanced education (colleges)
- Investment Attraction agency – focus on high impact investment

Bob recommended that the Alberta HUB board of directors request a meeting with Minister Fir to discuss the recovery points she stated within a rural context.

5) Meeting with Minister Fir – Steve Upham

Based on the previous agenda item and discussion Steve asked for a motion to

Send a letter requesting a meeting with Minister Fir.

Loren Tkachuk moved for Alberta HUB to send a letter requesting a meeting with Minister Fir.

Hearing no further discussion

Carried

Bob to draft a letter for approval and to forward to Minister Fir’s office.

- 6)) **Steve Upham advised the board that a request to change the day of the Alberta HUB Board meeting was made due to a conflict with council meetings. Alberta HUB's Board meetings currently happen on the third Monday of Sept/Nov/Jan/March of each Operating year. Start time 10am.**

After a discussion it was decided to remain on Monday s with a start time of 9:30am. This meets the request of the change if meetings remain in a virtual format. Once restrictions On personal meetings are lifted a virtual option to attend will be explored to alleviate travel time.

7) **Alberta HUB AGM June 24 – Steve Upham**

Steve asked the board since the AGM will be a virtual event what start time would be preferred. The Alberta AGM has always been an evening event. After a brief discussion it was decided to Start the AGM at 5:30pm.

Bob asked if the board would like a featured speaker virtually. There was an agreement that we should. Bob to advise.

8) **Stingray Radio advertising – Bob Bezpalko**

Bob advised the board that Alberta HUB was successful in its application in receiving Radio advertising time at no cost. This airtime will take place on the radio stations of Cold Lake, Bonnyville, Lac La biche, St. Paul and Lloydminster.

Bob advised the board he requested if the option of this advertising can also air on CFCW as it covers the west side of the Alberta HUB region. No response yet. Content will focus on business supports highlighting chambers, CF's as well as Opportunities for businesses and entrepreneurs.

Soren Odegard suggested highlighting success stories from communities as well as the Communities themselves.

Steve thanked everyone for their time and input and adjourned the meeting at 11:30am

Steve Upham
Chair

Lorin Tkachuk
Sec/Treasurer