



**COLD LAKE ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE**
MEETING MINUTES OF THURSDAY, FEBRUARY 6, 2020
CHAMBER OF COMMERCE BOARD ROOM

PRESENT	Chairperson Bernard Lefebvre Councillor Vicky Lefebvre Larry Ashcroft Lorie Jacobsen Jessica Radford Allison Untereiner John Usher
ALSO PRESENT	Howard Pinnock, General Manager of Planning and Development Brad Schultz, Planner
COMMUNITY LIAISONS	Maj. Jean-Michel Racine, 4 Wing Sherri Buckle, Cold Lake Regional Chamber of Commerce Lisa Ford, Community Futures Lakeland James Tessier, Economic Development and Trade
ABSENT	Councillor Kirk Soroka Norman Perreault Kim Warnke Andrew Serba, Strategic Initiatives Manager
CALL TO ORDER	B. Lefebvre called the meeting to order at 7:00 p.m.
ADOPTION OF THE AGENDA	Moved by J. Usher that the agenda be adopted as presented. Carried Unanimously
ADOPTION OF THE MINUTES	Moved by L. Ashcroft that the minutes of the December 7, 2019 Economic Development Advisory Committee meeting be adopted. Carried Unanimously
OLD BUSINESS	
4.1 Subcommittee Update – 2020 Workshop	L. Ford provided a review of related workshops that Community Futures has held focusing on security clearance for contractors wishing to do business with the government. The next workshops will focus on Provincial Procurement. The workshops can also be viewed as a live webinar. The next subcommittee meeting will be held Thursday, Feb 13 at 3pm. Committee members were requested to volunteer to work at the symposium to be held April 29, 2020 as well as at the upcoming Home and Leisure Trade Show April 3rd-5th to promote the symposium. A sign-up sheet was circulated.
4.2 Review of McSweeny Report	B. Lefebvre briefly discussed the McSweeny report and reviewed the top three priorities for the committee to work on, being Procurement, Tourism and Updating of the City's website.
NEW BUSINESS	
5.1 Chamber Updates	S. Buckle briefly discussed the group that has approached Council regarding concerns with crime and vandalism in the city, particularly within the downtown area. The Chamber is busy planning the Feast at the Beach and is actively seeking sponsors as well as Federal and Provincial Grants. It was noted that the MD of Bonnyville had provided a grant of \$10,000 for the event. It was noted that the local radiologist has opened a clinic in Bonnyville which has been decreasing traffic to the Cold Lake clinic. Concerns were brought forward that the

Hospital may not be referring patients to the clinic. The Chamber will continue to follow up this issue as the leakage out of the community is a concern.

5.2 Community Futures Updates

L. Ford discussed opportunities to market the Cold Lake/Bonnyville region as a tourism destination. The CDEA (Conseil de Development Economique de l'Alberta) has been promoting Metis Crossing as a tourism destination and is seeking additional opportunities to extend vacation stays by identifying other attractions within the region. Community Futures has been working with CDEA to assist with this venture.

J. Tessier added that other staff in his department have been working to compile an e-binder of tourism opportunities/providers within northeastern Alberta. The Alberta government would like to see tourism to the province doubled and acknowledges that mountain parks are already saturated and tourism growth will need to focus on developing destinations in other parts of the province. The Lakeland/Northeast Region is the current focus area.

ROUNDTABLE

L. Jacobsen advised that some positive movement has been seen in the local job market. Companies such as Esso and the Commissionaires have recently been hiring new staff.

S. Buckle mentioned that Cap'n Ronn Fishing Charters has ceased operations after many years.

L. Ford discussed upcoming workshops hosted by Community Futures and advised that future workshops will provide information for succession planning for business owners who are looking to transfer their businesses to new owners.

V. Lefebvre noted that while travelling recently, she had seen boards in one community providing a complete listing of all upcoming community events.

Maj. Racine provided a brief summary of projected upgrades at 4-Wing. Over the next several years DND is anticipating construction opportunities for roads, utilities, security fencing and demolition. A new High Security Facility is also projected by 2021-2022. DND is also exploring opportunities for aircraft parts warehousing within the Lakeland region. Currently aircraft parts are shipped from either Montreal or Edmonton and the wait times to receive parts can affect uptime for aircraft.

J. Usher advised that Lac La Biche County would be hosting a golf tournament in June to serve as an opportunity for regional municipal and provincial leaders to network and share ideas.

B. Lefebvre provided an overview of housing market activity in 2019. Average selling price was \$304,227, a 4.99% decrease from the previous year; however, a total of 214 units were sold, which represents a 4.9% increase in volume. It was discussed that many foreclosures were on the market which brings the average price down as financial institutions are typically seeking a quick sale, rather than a higher selling price.

ADJOURNMENT

Moved by J. Usher that the meeting be adjourned, at this time being 8:35 p.m.

Carried Unanimously

NEXT MEETING

March 5, 2020

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE


CHAIRPERSON


DESIGNATED OFFICER