



**COLD LAKE ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE**
MEETING MINUTES OF THURSDAY, MARCH 5, 2020
CHAMBER OF COMMERCE BOARD ROOM

PRESENT	Chairperson Bernard Lefebvre Councillor Vicky Lefebvre Councillor Kirk Soroka Lorie Jacobsen Allison Untereiner John Usher Kim Warnke
ALSO PRESENT	Howard Pinnock, General Manager of Planning and Development – City of Cold Lake Andrew Serba, Strategic Initiatives Manager - City of Cold Lake Denise Pollard, Recording Secretary – City of Cold Lake
COMMUNITY LIAISONS	Maj. Jean-Michel Racine, 4 Wing Lisa Ford, Community Futures Lakeland
ABSENT	Norman Perreault Larry Ashcroft Jessica Radford Sherri Buckle, Cold Lake Regional Chamber of Commerce James Tessier, Economic Development and Trade
CALL TO ORDER	B. Lefebvre called the meeting to order at 7:03 p.m.
ADOPTION OF AGENDA	Moved by K. Warnke that the agenda be adopted as presented. Carried Unanimously
ADOPTION OF MINUTES	Moved by L. Jacobsen that the minutes of the February 6, 2020 meeting be accepted as amended to read: Roundtable: 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. Carried Unanimously
OLD BUSINESS	Subcommittee Update – 2020 Workshop K. Soroka provided the following symposium details: Date: April 29, 2020 Location: Lakeland Inn Fees: <ul style="list-style-type: none">▪ Pre-register - \$15 (includes lunch)▪ Drop-in - \$25 Morning - Review of all “Winning the Contract” sessions Lunch Afternoon – 5 +/- Break Out Sessions

Committee members were requested to volunteer to work at the symposium as well as the upcoming Home and Leisure Trade Show April 3-5 to promote the symposium; a sign-up sheet was circulated.

K. Soroka also noted that the Cold Lake Chamber of Commerce's Annual General Meeting is scheduled for March 25. The AGM will be followed by a 1pm presentation on Industrial Technological Benefits by Denean Tomlin with Peraton.

NEW BUSINESS

Chamber Updates

Not available.

Community Futures Updates

L. Ford advised that the Winning the Contract: Cold Lake and Bonnyville sessions have been going well with participants coming from as far as Lac La Biche and Lloydminster.

These free lunch workshops help prepare businesses to work with the government. All sessions are from 12pm to 1:00pm. The most recent session in Cold Lake was on March 4: Opportunities with DND. The DND presenter did a good job and provided great information to the participants. Upcoming sessions are as follows:

Cold Lake:

- March 18 : Bidding On Contracts
- March 25: Industrial Technological Benefits
- April 1: Supplier Debrief - When you did not get the contract

Bonnyville:

- March 11: Opportunities With DND
- March 25: Bidding On Contracts
- April 8: Supplier Debrief - When you did not get the contract

L. Ford also advised that they are looking for volunteers to help with the "Reality Check" sessions that are being held at the local High Schools. Students will be given a budget to pay for housing, transportation and other expenses. The purpose of the session is to prepare students for life's realities.

ROUNDTABLE

B. Lefebvre: Board Member N. Perreault has not been attending meetings. EDAC's support staff noted that N. Perreault did not respond to either the February or March meeting invitations. EDACs Bylaw #578-BD-16 Section 6 - Term Of Office states:

6.5 If any member of the Committee is absent from three (3) consecutive regular meetings of the Committee during their term, Council, on recommendation from the Committee, may declare a vacancy in respect of the office of such member.

Discussion ensued. Members agreed that it was necessary to declare a vacancy and try to fill the position.

Moved by L. Jacobsen that the Committee recommend that Council declare a vacancy in respect of the office of N. Perreault.

Carried Unanimously

V. Lefebvre: The City is hosting two 2020 Hockey Alberta Provincial Championship tournaments at the Energy Centre:

- Bantam Female B - March 19-22
- Midget Female B - March 26-29

These tournaments present good economic opportunities for the community (hotels, restaurants, retail, etc.)

V. Lefebvre also noted:

- She received positive comments regarding Snow Fever events and the outstanding collaboration between the City, the MD of Bonnyville, and 4 Wing.
- Parent Link programs are currently funded until April 30.
- 2020 City budget still not finalized; awaiting response from the province regarding the distribution of ID349 funding.

H. Pinnock: Reminded members to please respond promptly to meeting invitations in an effort to determine if quorum has been established.

K. Warnke: Kinosoo Beach is one of the City's tourist attractions and needs to be protected. With last year's closure due to E.coli she thinks it would be beneficial to educate the community to keep harmful things out of the storm drains (i.e. dog poop) by starting a Storm Drain Marking Program where fish are painted on the drains to remind the public that storm drains on our roadways empty back into the lake or other local streams.

Discussion ensued. It was suggested that she establish the logistics of the program and present the idea to the City as this program could be launched during National Public Works Week.

K. Warnke also advised that she has been thinking about tourism and how to attract people to our community. Currently Red Arrow is the only bus service; the service hours are limited. Wondering if it might be beneficial to entice them to do a trial this summer by teaming up with other business and offering a package of some sort (bus fare, hotel, event tickets, etc.).

L. Ford noted that Travel Alberta is hosting a Partnering & Packaging workshop in St. Paul on March 16. This workshop explores ways businesses can work with other businesses to reach new customers and increase sales while bringing together opportunities for travelers.

Discussion ensued. The Board agreed that Partnering & Packaging can create many economic benefits for the region. The Committee can look into funding opportunities and hosting a future Partnering & Packaging workshop. Tools can be given to the business community but it will be up to them to do the work and develop a business case.

Maj. Racine: Advised that 4 Wing:

- Is looking at how to build in the future.
- Anticipates many infrastructure upgrades in the future.
- Is still looking for secure, warm storage options for aircraft parts, on or off base. Currently aircraft parts are shipped from either Montreal or Edmonton. Long wait times keep aircraft grounded longer than necessary; they want to have more parts readily available.
- Is planning and preparing for the airshow.

K. Soroka requested that Maj. Racine encourage RP OPS to improve communications with the community regarding upcoming contract opportunities (both big and small) on 4 Wing. It will be of great benefit to the community if local contractors are aware of opportunities and how to bid on them.

L. Jacobsen: Noted that she has been reading up on tourism strategies and suggested that Cold Lake needs a solid identity and slogan as we are currently identified in several ways (i.e. City of Sails). This could be a good opportunity to embrace the community and schools for branding ideas.

Discussion ensued. B. Lefebvre noted that the Board will need to decide if branding is a priority of the Committee and, if so, make a recommendation to Council.

J. Usher: Noted that one of his biggest concerns is with the recent provincial budget announcements, doctors in particular. He also noted that internet is terrible in rural areas and that the County of Lac La Biche will be making an upgrade announcement in the near future.

A. Serba: Advised of the following:

- Way-finding project requires budget top up so Public Consultation will be put on hold until budget is finalized.
- The new Park signs are in production and delivery is anticipated in 2-3 months.
- The City will be advertising the upcoming provincial hockey tournaments so the business community can prepare.
- The City has a booth at the Edmonton Boat & Sportsmen's Show March 12 - 15. Local businesses can display their info (i.e. brochures, business cards, etc.) at the City booth; only one local business has taken advantage of this opportunity. If Committee members know of any other interested businesses they should advise them to contact the City ASAP.

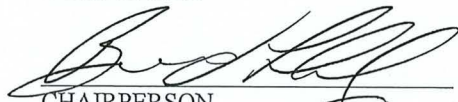
K. Soroka: Advised that the Lac La Biche Flying Club hosted a "Fly In" in February in collaboration with the County's Winter Festival of Speed; 129 aircrafts flew in. He said he was going to ask the Cold Lake Flying Club to consider hosting a winter Fly In; maybe in collaboration with Snow Fever or the Snowmobile Races.

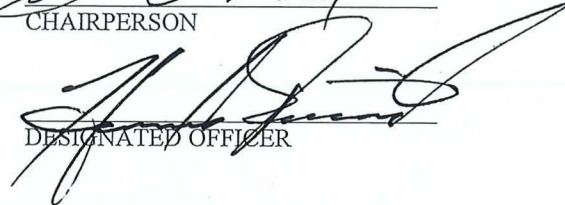
ADJOURNMENT Moved by V. Lefebvre that the meeting be adjourned at this time being 8:38 p.m.

Carried Unanimously

NEXT MEETING April 2, 2020

**ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE**


CHAIRPERSON


DESIGNATED OFFICER