



**COLD LAKE ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE**

MEETING MINUTES OF OCTOBER 7, 2021
ENERGY CENTRE, 2nd FLOOR BOARDROOM

PRESENT

Chairperson Bernard Lefebvre
Councillor Vicky Lefebvre via Microsoft Teams
John Usher
Kim Warnke
Marilyn Laviolette

ABSENT

Councillor Kirk Soroka
Garrett McKenzie

ALSO PRESENT

Brad Schultz, Planner
Terra Dimion, Intermediate Secretary Planning and Development, Recording Secretary
Andrew Serba, Manager of Marketing and Communication

**COMMUNITY
LIAISONS
PRESENT**

Lisa Ford, Community Futures Lakeland
Ray Cowell, Chamber of Commerce

**1.0 CALL TO
ORDER**

Chairperson Bernard Lefebvre called the meeting to order at 7:10 p.m.

**2.0 ADOPTION
OF AGENDA**

Moved by Kim Warnke that the Agenda be adopted as presented.

CARRIED UNANIMOUSLY

**3.0 ADOPTION
OF MINUTES**

Moved by Councillor Lefebvre that the recorded minutes of the meeting from September 2, 2021 be adopted as presented.

CARRIED UNANIMOUSLY

**4.0 OLD
BUSINESS**

**4.1 Committee
Mandate**

K. Warnke requested feedback from Administration and present Council members regarding the mandate within the Bylaw.

Discussions ensued regarding the advisory committee intent, content of the Bylaw, timeline of the projects supported by the Committee.

B. Schultz noted recommendations by the Committee that require financial resources would follow the City's budget cycle; last year was difficult due to COVID.

It was determined further review of the Bylaw was not necessary at this time.

V. Lefebvre requested this matter be added to the next Agenda as an action item. The Committee may discuss their mission and reasonable expectations.

**4.2 EDA Leaders'
Summit:
Additional
Information
regarding
Bootstrap**

K. Warnke reached out to bootstrap and are waiting for them to get back with news and requested this matter be carried forward to the next meeting.

BL
BES



4.3 Crime
Prevention
Through
Environmental
Design Incentive
Program

V. Lefebvre noted ideas from the last meeting, being a credit on a utility bill, checklist delivered within the utility bill, completion of the checklist and submission to City Hall for a draw.

Discussions ensued regarding the effort behind sharing the information with the water bill, bringing attention to crime prevention, simple checklist, information being a deterrent, banner on the website, price of brochures.

Further discussions ensued regarding a draw, Google Nest doorbell monitor, submitting the security checklist, Subscription versus non-subscription providers, list of resources, gift certificates.

Moved by Marilyn Laviolette to forward a recommendation to Council to post a link on the City's website and social media for the Crime Prevention Checklist, and to send a printed version with the next water bill.

Moved by K. Warnke for a friendly Amendment to include an incentive prize by submitting the checklist to City Hall.

CARRIED UNANIMOUSLY

4.4 Subcommittee
for Economic
Development
Sub-Site for the
City of Cold
Lake Webpage

A. Serba advised the committee that when the new website goes live it's a reconstruction of the existing website that includes Economic Development and Tourism. B. Schultz noted it would be productive information for the website and that the subcommittee should focus on other municipalities and what they are reporting.

B. Schultz confirmed there is a list of existing businesses, anyone with a business licence.

Discussions ensued regarding different businesses, types of businesses, enhanced experiences, brands, franchises, packaged experiences, functionality within the new website.

Lisa Ford, Kim Warnke, and Marilyn Laviolette volunteered to be part of this Sub-Committee. T. Dimion to follow up with the IT Department for a possible Zoom meeting and reach out to each individual for a meeting. A. Serba suggested viewing a template of the site as a general layout for the first meeting.

**5.0 NEW
BUSINESS**

5.1 Video
Presentation by
Administration

B. Schultz and T. Dimion displayed the Roger Brooks presentation: 10 favourite places in Canada. It is noted that the video presentation was not viewed in its' entirety.

V. Lefebvre noted Cold Lake's location is challenging. M. Laviolette noted the City of Cold Lake holds a lot of features that other municipalities have.

Discussions ensued regarding Marina upgrades, Marina plans, Kinosoo Beach revitalization, Kinosoo Beach and Marina parking, local culture, and washrooms along the trails.

5.2 Regional
Economic Update

This item was not spoken to at this time. T. Dimion advised Melonie Doucette will send Northwest Regional Updates for distribution.

5.3 4 Wing Update:

5.3.1 Confirm
Community
Liaison

L. Ford to forward T. Dimion the contact information for the 4 Wing Community liaison.



- 5.3.2 Appreciation to 4 Wing Commander Moved by Marilyn Laviolette for the Economic Development Advisory Committee to forward a letter of appreciation to the 4 Wing Commander for their continued support of the Economic Development Advisory Committee.

CARRIED UNANIMOUSLY

- 5.4 Chamber of Commerce Updates This matter will be addressed at Roundtable Discussion so that L. Ford may depart from the meeting before adjournment.
- 5.5 Community Futures Updates L. Ford noted increased uptake from the Bonnyville region, and will bring a report forward to Council.

The Youth Program Business Pitch Competition was held in Cold Lake in July. Of the nine participants, there were 4 local winners: 1st and 3rd place, and two runner-up prizes.

L. Ford will forward information on the new procurement series A. Serba.

There was a subcommittee meeting K. Soroka, B. Lefebvre, Sherry Buckle, and Lisa Ford. Discussion included Aerospace and Tech contracts awarded to people outside of the city of Cold Lake, and a new procurement series to be set at a higher level. A report will be delivered to Council. Further discussions ensued around offering assistance to contractors, employees, video, connecting with the database, entering into contracts, percentage of the contract going back to the community, canvassing locally, inflation, building relationships and sponsorships.

Lisa Ford left the room at this time being 9:05 p.m.

6.0 ROUNDTABLE DISCUSSION

R. Cowell, on behalf of the chamber of Commerce, advised the Chamber is now offering rapid testing kits for COVID. There are no further updates for the chamber at this time.

R. Cowell brought forward some topics of discussion for the Committee, such as ice time for hockey players, and the Cold Lake Sailing Association's youth sailing program. The Cold Lake Sailing Association has requested to attend the next Committee Meeting to obtain a letter of support.

B. Lefebvre advised R. Cowell that economic drivers may come forward as a delegation, to which the Committee may offer a letter of support. He noted that scheduling ice time is outside of the mandate of the Committee. Further discussions ensued around multi-use facilities, use of ice at JJ Parr, storage areas at the beach, letters of support, delegations.

V. Lefebvre suggested connecting the Cold Lake Sailing Association with the Community Liaisons for assistance in developing a business plan in support of a delegation for Council. B. Lefebvre requested the Cold Lake Sailing Association present to the Committee. T. Dimion will add the matter to the next Agenda as an agenda item and request their attendance to the next meeting.

V. Lefebvre has no updates at this time.

J. Usher advised Lac La Biche is focusing on their sports and tourism, and the Aquatic Center is going ahead. He noted the sports field is complete furnishings are now being applied. Portage is using the soccer field. J. Usher noted Lac La Biche hired a director of Economic Development.

M. Laviolette has nothing to add at this time.

K. Warnke ensued further discussions regarding the role of an economic development officer.

 BES



A. Serba provided an update for the Wayfinding sign installation.

A. Serba advised the City of Cold Lake website is scheduled to go live on the 3rd or 4th of November, 2021.

B. Lefebvre noted the housing numbers are slightly increasing, and will add more information at the next meeting.

V. Lefebvre presented her thanks to the Committee at this time, before the municipal election is finalized.

**7.0 NEXT
MEETING**

T. Dimion advised the Committee of discussions at the Administration level, that the Organizational Meeting of new Council should be complete by November 4, 2021, the next scheduled meeting for this Committee. Notice will be delivered to the Committee should there be any changes to this schedule.

The next meeting shall be held on November 4, 2021, commencing 7:00 p.m. at the Energy Centre 2nd Floor Boardroom.

CARRIED

8.0 ADJOURNMENT

Moved by M. Laviolette that the meeting be adjourned, at this time being 9:20 p.m.

CARRIED

ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE



CHAIRPERSON



DESIGNATED OFFICER