



**COLD LAKE ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE**

MEETING MINUTES OF MAY 19, 2022
ENERGY CENTRE, 1st FLOOR BOARDROOM

PRESENT

Kim Warnke, Chairperson
Garrett McKenzie, Vice Chairperson
Councillor Vicky Lefebvre
Bernard Lefebvre
Marilyn Laviolette
Lacey Chyz

ABSENT

Councillor William Parker
Councillor Adele Richardson
John Usher

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
L. Col. Alain Gagnon, 4 Wing Cold Lake

**1.0 CALL TO
ORDER**

Chairperson Kim Warnke called the meeting to order at 7:05 p.m.

**2.0 CITY OF COLD LAKE
INDIGENOUS LAND
ACKNOWLEDGEMENT**

Chairperson Kim Warnke recited aloud the following City of Cold Lake Indigenous Land Acknowledgement:

"In the spirit of respect and reciprocity, we acknowledge that the City of Cold Lake is located on lands and by water in Treaty 6 Territory and the homeland of the Metis Nation that has been, and continues to be, a sacred place for many. We pay respect to the indigenous peoples of this place past and present: the Cree, Denesuline and Metis peoples. We acknowledge that this place is impacted by the ongoing process of colonialism. We strive to understand and reframe our responsibilities to land and community as we journey towards reconciliation."

Chairperson K. Warnke gave thanks to the City of Cold Lake for this addition to the process of Committees of Council.

**3.0 ADOPTION
OF AGENDA**

Moved by Bernard Lefebvre that the Agenda be adopted as amended:

- To amend heading 6. to remove "New Business: None" with "New Business"
- To add new item "7. IN CAMERA: Council Volunteer Application" and renumber the Agenda accordingly.

CARRIED UNANIMOUSLY

**4.0 ADOPTION
OF MINUTES**

Moved by Bernard Lefebvre that the recorded minutes of the meeting from March 3, 2022 meeting be adopted, as presented.

CARRIED UNANIMOUSLY

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5.0 OLD BUSINESS

5.1 Community Liaison Updates:

- 5.1.1 Community Futures There are about 64 businesses in the Lakeland area that sought services from Community Futures. Their services are switching over to existing businesses in the area that are growing and expanding, which is a positive indicator for EDAC.

Upcoming projects include Small Business Boost, and Project Gazelle holding a Women's Retreat at Metis Crossing April 8-9. They are working on strategy to bring tourism North.

Marilyn Laviolette entered the room at this time being 7:10 p.m.

Upcoming New Procurement Series that deals with myth busting, Federal and Provincial APC, Indigenous contracts, and preparing bids. They are working with an officer in operations on Base for contracts under 25k in creating bids.

As of June, there will be more 4-Wing security clearance required, which ties back to municipal process for procurement.

Lemonade Day will be held on June 18th, being a Youth Entrepreneurship program. There will be one in Cold Lake, one in Glendon, one in Fishing Lake, and one in Bonnyville. The City of Cold Lake provided sponsorship as a Community Leader, L. Ford expressed her thanks to the City for that support. The first training session was held at FCSS, and discussed topics like budget, presentation, supplies etc. This last Thursday there were 65 youth that attended, and there will be another 20 from Cold Lake. This is the first year, and there was not a lot of advertising. L. Ford advised that she will create a map of lemonade stand locations for the community, and possible will be posting it through the City of Cold Lake.

K. Warnke questioned the number of volunteers required for Lemonade Day, L. Ford noted they are still seeking 'secret judges'. The judging package will include the best stand, best tasting lemonade, and entrepreneurship of the year; each standing with a \$100 prize.

G. McKenzie questioned the age range target, L. Ford noted this program being a youth entrepreneurship however this event targets specifically grade 5 and 6. It was noted that in Glendon they took ages 3 years to 17 years.

SMARTstart Entrepreneur Training and Development Course is another upcoming project that deals with business retention and expansion in the City. L. Ford noted a number of businesses that are going under in the last five years; this would be a 3-year program that will provide training in bookkeeping, finances, accounting, and legal. It will be an 8-month program from start to finish and will be supported by Lawyers, social media persons, accountants.

G. McKenzie questioned the success rates of the procurement and training, L. Ford noted the problem being the people who are awarded the contract do not want to share the information. She has requested data from businesses; G. McKenzie noted this would be a good opportunity to take the knowledge and pass around.

- 5.1.2 Chamber of Commerce No updates were provided by Chamber of Commerce at this time as the Community Liaison was not present at this meeting.

- 5.1.3 4 Wing Cold Lake The 2022 Airshow brings good news that most hotels are booked or close to full. This gives us an idea of the size of audience to expect.

4 Wing received a good brief on the Future Fighter infrastructure project. It was confirmed that 4 Wing is not the main contractor. Any workers will require security

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clearance to work on the building. Anticipated contract end date will be in 2028, some of them will be done earlier. L Ford questioned the type of contracts, A. Gagnon advised work will go through the main contractor, such as plumbing, asphalt, concrete, among other things.

G. McKenzie noted a large federal group is going to start socializing, and there will be lot of potential work coming for the local community.

A. Gagnon advised this would be a complex build, hiring local to do certain tasks, and a 5% indigenous hire mandate. He noted the number of maps and design presentation. G. McKenzie advised there will be a team from Ottawa here every three months for update briefings. Discussions ensued regarding the equipment required, hotel and rental accommodations, 10 years of economic support, and energy upgrades.

K. Warnke confirmed there were no further questions from the Committee at this time.

5.2 Crime
Prevention
and
Reduction
Initiative

K. Warnke noted Council directed EDAC to look at businesses, not residential, and questioned Councillor V. Lefebvre about this initiative. Originally EDAC wanted to send a checklist with a prize aimed toward residents, but are now shifting toward businesses.

G. McKenzie noted the security service that was working with the Chamber of Commerce, and thought about what service the City could support in terms of an incentive program similar to the BRAIP Program.

K. Warnke noted that the Chamber security company will also suggest to business owners how they can make their business safer. V. Lefebvre advised that Council agreed to fund the Chamber initiative until the end of the year; she reminded that with a 200k program comes about a 1% increase to taxpayers.

B. Schultz advised that he went back and looked at original motion of Council, and found a lot of the business community came to Council about this matter. It then came to EDAC before COVID hit, we missed a few meetings, then the matter lost traction. The hope is that administration will massage BRAIP to come up with a program around crime prevention, assessments, and some kind of rebate. L Chyz questioned the Committee on how to measure the success of a program like this; Councillor V. Lefebvre suggested measuring by lower RCMP calls, or CPO calls.

Discussions ensued regarding Administrations ability to send checklists with the utility bills, sending bulk mail outs, posting the checklist online, social media releases, processes to make a recommendation to Council, using a QR Code at the bottom of the water bill.

K. Warnke offered to sit down with some members of the Committee to see if there can be a way to facilitate the incentive program. This subcommittee will consist of Lacey Chyz, Garrett McKenzie, and Kim Warnke. They will meet outside of EDAC to review BRAIP and brainstorm. B. Schultz suggested they develop a recommendation as far as the amount goes, significant enough that people will take notice and make it worth their time. It was agreed that they will conduct a pre-EDAC meeting before the June meeting to get started.

K. Warnke acknowledged the closing of the temporary shelter by the Cold Lake John Howard Society this week, and noted the frustration with local businesses. She would like to have a discussion with the Chamber of Commerce liaison for EDAC to touch on education of businesses for positive things to do with the community. Discussions ensued regarding incidents within the community, EDAC providing support to local businesses and the society,

For context on this matter, B. Schultz advised that the Municipal Planning Commission originally approved the application by John Howard Society on a trial



basis in December 2020 to May 2022, being one year. The intent was to startup and see the outcome, and when it came back to the Municipal Planning Commission for an extension there were a number of people that arrived to speak against the location. Discussions ensued regarding the existing homeless and vulnerable persons issue, Kokum's House losing their facility in 2020 and their potential reopening. B> Schultz noted the City is working with Kokum's House to reopen, now some of the funding may not have materialized as expected; the land was donated by the City, turned over, utilities installed, and is ready when they are in a position to build.

Further discussions ensued regarding a 'third space', City contributions to support JHS and other shelter initiatives.

K. Warnke noted the community needs a variety of social things to do at a low cost or free; examples would be events like Feast at the Beach or Drive-in-Movie. G. McKenzie noted the amount of spaces closing down. V. Lefebvre suggested different groups such as music, dance, artisans, meeting to come up with some of these spaces in the community, and advised the Committee of the Clayton Bellamy centre that the City has opted to provide funds to.

M. Laviolette noted the chasing to gather everyone in one umbrella, glass, wood, ceramic, one committee to steer everyone in one group direction. L. Chyz suggested a collective startup between the groups.

Discussions ensued regarding a 'maker space'; Lloydminster having an award winning industrial focused space with welding and hardscaping, Whitehorse having a space that had 3D printing and glass blowing. Further discussions ensued regarding the 'maker space' being a City initiative vs. a Community driven initiative, and the community calendar. K. Warnke suggested aligning with the Chamber of Commerce; M. Laviolette suggested involving 4Wing and their facility.

L. Chyz noted the community garage side walk sale day, that there may be an opportunity for a similar event for artists to come together. G. McKenzie suggested including a vendor map with a scavenger hunt. B. Schultz suggested maybe one way for the arts community to communicate events is through social media, a couple of the groups from the arts community could come together and make a post every few days. B. Schultz also advised the Committee that there are some webinars that suggested a person is far more likely to buy a product if they know the artist. V. Lefebvre noted the gentleman that painted the snow plow this year; she will send the video to distribute between the Committee members. B. Schultz confirmed that for Public Works Week they obtained a local artist to paint a scene on the front of the snowplow via airbrush.

L. Chyz left the room at this time being 8:17 p.m.

Further discussions ensued regarding a collective, makers space in Cold Lake, facility rentals, spaces for rent, cost of rent, accessibility, potential locations.

L. Chyz rejoined the meeting at this time being 8: 20 p.m.

K. Warnke and A. Serba confirmed the Whitehorse Centre is a non-profit; K. Warnke to obtain more information. A. Serba confirmed the Lloydminster location is a private organization. K. Warnke requests this topic be tied into the next meeting, the development of a 'maker space'.

5.3 Planning and
Development
Building and
Developmental
Statistical
Comparison

B. Schultz presented a statistical graph more detailed to the long-term trends in housing from 2008-13. The graph reflects an upward trend, then downward in 2018, and very slowly trending up this year. He noted the numbers are nowhere near the 'boom' days but the graph is going the right direction.

B. Schultz referred the Committee to Page 7, Development Permits going back from 2006 to 2014, reflecting a decline in 2018, then an upward trend. It was noted that



the Development Permits wouldn't include renovations; the stats would include a change of use in new space, new builds, home based business approvals, and the building a garage or deck.

B. Schultz referred the Committee to the final graph reflecting the total construction value, based on the estimated construction cost that the applicant provides, and that this graph is prone to have skewed results with a big project. He noted the peak with the Energy Centre development. A. Serba noted municipal projects take place when the economy is buoyant. G. McKenzie noted, from historical point in coming to the community and progressively seeing its' evolution. Discussions ensued regarding small businesses coming out of COVID, using the data as an idea of the economic health of the community, Community Futures offering support to small businesses as previously mentioned.

6.0 NEW BUSINESS

6.1 Community Planning Association of Alberta Conference

B. Schultz advised the Committee that he attended the Community Planning Association of Alberta Conference in Leduc. This was the first in-person conference he's attended since late 2019. The first key note speaker related to adapting for climate change. They came out and commented on oil and gas, but focused some of the discussion on things communities can do to offset the impacts of climate change. It was noted by the speaker that there are increasing losses due to floods, fires, severe weather events. At the homeowner level the speaker made a few suggestions for a homeowner such as trimming bushes so a fire doesn't have fuel, checking the backflow preventer in basement for any clogging and ensuring it's cleaned every 6 months. B. Schultz noted there were bigger investments discussed, but a lot of the measures are what the average property owner can do in terms of preventative maintenance.

B. Schultz noted the next key note speaker from Invest Alberta. Their focus is to get Alberta noticed on an international stage. When a company is looking for a larger build, they aim for Alberta make it into the final round of selections so they are aware of what the Province has to offer and keep it in the mind of big companies.

B. Schultz noted a presentation on health care recruitment and retention. These presenters explained that obtaining health care workers is not the issue, rather keeping them in the community; the biggest reason for them leaving is that they burn out. The health care presentation is pushing and suggesting a change to the model of how health care is provided. An option discussed is using a nurse practitioner via zoom and one-on-one appointments with specialist over zoom to reduce workload on local doctors so they can focus on immediate needs. They've been using the Province and Alberta Health to change the way doctors are paid, salary instead of per patient.

B. Schultz noted there were a lot of elected officials in the room, that the Mayor of Sturgeon County and another large land developer presented Sturgeon County focusing their future growth and business plan as a hydrogen hub. It would support the municipality with becoming a net zero type energy source. B. Schultz explained that this initiative would offset carbon emissions, that it's not only for manufacturing, there are whole communities using hydrogen for vehicles etc.

B. Schultz noted the final speaker was Todd Hirsch from ATB who noted for the first time in a long time the economy shows hope. Hirsch noted businesses out there are in the mindset of 'boom days' and waiting for that economy to return. He also referred to businesses learning to adapt. Businesses have to adapt to change. Although Oil and Gas is slowly coming back, it isn't the same as what it was; there is more of a focus on alternative energy and companies are realizing they can't operate the way they used to.

B. Schultz added that a number of the presentations referred to COVID, changing business models, forcing people to think differently and opened more opportunities.



B. Schultz advised that while he was touring Leduc he visited Block 50, a public plaza. One business closed half of their parking lot and painted it with graphics, provided some sheds for businesses or artisans, a stage for entertainment, boards to put your face in to take picture and share on social media. B. Schultz suggested having a bunch of photo areas as a selfie-tour around the City that has a link or QR code for a background story of the area such as the Energy Centre, Marina, Campground, beach.

G. McKenzie noted a similar project done in High River with murals that created a huge draw in tourism; that community then built walking paths around downtown core to look at murals. G. McKenzie also noted that during COVID there was an outdoor venue in Edmonton where the parking lot was blocked off to hold music events in evenings.

K. Warnke suggested a south centre space that has no activity at night. L. Chyz noted having people around would also result in a reduction of crime. B. Schultz noted if would bring people in the downtown area and attract people to businesses. He noted an art theme in Block 50 where there was a stained-glass workshop and doing classes in the back, he happened to go into the shop and found out. G. McKenzie noted it being prime foot traffic for sales. Discussions ensued regarding the Kinosoo Beach Master Plan, historical picture of the Kinosoo Trout, small vendor kiosks, seating areas at the beach.

K. Warnke thanked B. Schultz and confirmed there were no questions from the Committee.

7.0 ROUNDTABLE DISCUSSION

A. Gagnon will check with the MFRC community group for partnership with the community, as previously discussed.

Councillor V. Lefebvre advised the Committee that Councillor Parker and Councillor Richardson send their regrets for not being at tonight's meeting.

Councillor V. Lefebvre noted Council funding 4k for Community Futures Lemonade Day. During the Airshow there will be things happening on main street.

Councillor V. Lefebvre noted the City is working on things at the beach that should be ready for airshow.

Councillor V. Lefebvre advised the Public Works Open House was at the Energy Centre today, and was at City Hall last week; she noted it is always good to see these acknowledgements for the community unsung heroes that keep everything going.

Councillor V. Lefebvre confirmed Council will provide funding to the Chamber of Commerce community protection program to end of year, and look at the matter in the budget for next year.

Councillor V. Lefebvre noted Kinosoo Ridge Park opened their adventure park today.

Councillor V. Lefebvre noted property taxes at about a 3% increase, other areas have come down in funding. There was a 1% increase toward operational costs for the pool.

A. Serba noted the upcoming City-Wide Garage Sale.

A. Serba confirmed the City of Cold Lake Podcast back up and running after experiencing equipment problems. K. Warnke added that the podcast helps the community to understand what Council is struggling with.

M. Laviolette has nothing to add at this time.



G. McKenzie will be gone for the next few weeks to Winnipeg, Montreal and will not be attending the next EDAC meeting.

G. McKenzie noted June 1st is the Pride and flag raising event at City Hall. There was a soft launch last summer approved by City Council for an initiative of safe-spaces that works with entities to help business understand the human rights act and create a safe space for all people, and deal with patrons when they raise those issues.

G. McKenzie advised the Cadet Training Centre is back and larger than anticipated. They will arrive on July 3rd, 2022 and return home on August 19th, 2022. There will be about 400 in attendance this year. A. Serba questioned what would it take to get the numbers back to what they were before; G. McKenzie advised it all comes down to a space issue. G. McKenzie confirmed with the upcoming 4Wing infrastructure projects, it will invite more people to these types of events and the long-term plan is that Cold Lake becomes the primary training centre for the Country. Discussions ensued regarding the types of training, Cadet involvement in running, survival, aviation, fitness, drill and ceremonial with historical background.

K. Warnke questioned why the cadets come only during the summer; G. McKenzie confirmed it's their time off from school and links in with summer break.

B. Schultz has nothing further to add at this time.

B. Lefebvre confirmed that things continued to be busy in real estate. He advised that he travelled through North Battleford and visited the Decker Centre which held 644 seats for an event and foyer open to some artist pieces. They opted to stay an additional day to take in the show.

L. Ford referred to the business retention and planning, and that the community lost two businesses last month. She noted that Community Futures was able to connect a long term business for sale and to stay on with new business owner for the transition. K. Warnke questioned how the average person would know a business is for sale; she had an idea for a reverse trade show to advertise it to the community, and that there is potential in Cold Lake to do this on a bigger scale.

L. Chyz has nothing to add at this time. She noted that the area that she lives in by the Hospital is a great mixed space. She's in banking for work, there is new legislation coming in relation to financial consumer protection by the end of June. This ties into businesses being hesitant to expand because of their loss of faith in banking system. The bank and its customers are collectively responsible to creating economic prosperity.

8.0 IN CAMERA

8.1 Council Volunteer Application

K. Warnke thanked the Community Liaisons in attendance; L. Ford and A. Gagnon left the room at this time being 9:13 p.m.

Present: Chairperson Kim Warnke, Vice Chair Garrett McKenzie, Councillor Vicky Lefebvre, Bernard Lefebvre, Marilyn Laviolette, Lacey Chyz.

The following section of the FOIP Act applies for exemption of the disclosure:

- FOIP Section 17, Disclosure harmful to personal privacy

Moved by K. Warnke that the Committee go "In-Camera" at this time being 9:14 p.m. pursuant to Section 197(2) of the Municipal Government Act, 2000, Chapter M-26 and amendments thereto, and Division 2 of Part 1 of the Freedom of Information & Protection of Privacy Act, Revised Statutes of Alberta 2000, Chapter F-25 and amendments thereto, to discuss Privileged Information with regard to a Council Volunteer Application.

CARRIED

Moved by Marilyn Laviolette that the meeting come "Out of Camera" at this time being 9:27 p.m.

CARRIED



**9.0 NEXT
MEETING**

The next meeting will be held on June 2, 2022 commencing 7:00 p.m. at the Energy Centre 2nd floor boardroom.

10.0 ADJOURNMENT

Moved by Garrett McKenzie that the meeting be adjourned, at this time being 9:29 p.m.

CARRIED

ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE

CHAIRPERSON

DESIGNATED OFFICER