



## Economic Development Advisory Committee Meeting Minutes

Thursday, May 11, 2023

7:00 p.m.

Energy Centre - 2nd Floor Boardroom

Present: Councillor Adele Richardson  
Councillor Bill Parker  
Tiffany Ashcroft  
Lacey Chyz  
Bev Lockett  
Paul McWilliams  
Juan-Pierre Stassen

Absent: Kim Warnke, Chairperson  
Laurier Lapointe

Administration Present: Andrew Serba, Manager of Economic Development, Strategy and Communications  
Daru Pretorius, Economic Development Advisor  
Intermediate/Recording Assistant Terra Dimion

Community Liaisons Present: L. Col. Alain Gagnon, 4 Wing Cold Lake

Present: Sherri Buckle, Cold Lake Regional Chamber of Commerce  
Rae Assaily, Community Futures Lakeland

### CALL TO ORDER

The meeting was called to order at this time being 7:01 p.m. by Lacey Chyz.

### CITY OF COLD LAKE INDIGENOUS LAND ACKNOWLEDGEMENT

Lacey Chyz 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."*

### ADOPTION OF AGENDA

Lacey Chyz invited the members of the Committee, Community Liaisons, and members of the public to introduce themselves.

### EDAC20230511.1001

Moved by Paul McWilliams that the agenda be adopted with the following amendments:

- Delete New Business Item 8.1 Election of the Vice Chairperson from the Agenda and renumber New Business Items accordingly.

Carried Unanimously

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## DISCLOSURE OF INTEREST

None.

## ADOPTION OF MINUTES

### EDAC20230511.1002

Moved by Juan-Pierre Stassen that the Minutes of April 13, 2023 be adopted, as amended:

Correct the spelling in Roundtable Discussions: "*G. McKenzie advised that Alain Gagnon, the 4 Wing Liaison, has been posted to Kingston, ON this summer, and are unsure of the replacement.*"

**Carried Unanimously**

## DELEGATION

### Cold Lake Chamber of Commerce

As there was no Community Liaison present for the Cold Lake Chamber of Commerce, Sherry Buckle provided an update on their behalf.

The Feast at the Beach event continues to be a large planning item.

There are new programs coming in the fall that includes in-house customer service and membership training; the timing and dates are yet to be determined.

The CO-OP grand opening will be held this Saturday.

The Lakeland Credit Union Business Mixer will occur May 24, 2023.

The 2023 Membership Appreciation Barbeque will occur on June 28, 2023.

They will host the All-Candidates Forum on Tuesday May 16, 2023 at the Lakeland Inn. The doors will open at 6:30 p.m. There will be a 30-Minute Q&A. The event will be livestreamed through Lakeland Connect.

L. Chyz confirmed there were no further questions or comments, and thanked Sherry Buckle for her updates.

### Community Futures Lakeland

Rae Assailly provided an update on behalf of Community Futures Lakeland.

Their regular services and business advisory services have been light. They have relocated to a new space in Bonnyville, and were closed for 2 weeks in April.

Most clients come from the retail and service sector however, they are seeing more agritourism.

There were ten (10) clients from the City of Cold Lake seeking services, the rest of the clients came from a variety of communities. It was noted that the demographic was higher with females.

Power Up North is a major event they are hosting with the Chamber of Commerce on October 5, 2023. A number of topics will be touched on including tourism opportunity, business financing, and future workforce. Speakers will include Roger Brooks, Michael Kerr, Ian Hill, and Tanya Woods Richardson. Discussions ensued regarding topics, past

events attended with the speakers involved, and returning guests. L. Chyz confirmed with R. Assailly that the details to register for the conference will follow.

The Youth Entrepreneurial Lemonade Day event will occur June 17, 2023. To date there are 23 children registered.

L. Chyz confirmed there were no further questions or comments, and thanked Rae Assailly for providing updates for Community Futures Lakeland.

#### **4 Wing Cold Lake**

Alain Gagnon provided an update on behalf of 4 Wing.

A. Gagnon noted he is posted to Ontario and will be leaving this summer, and Lisa Anam will be his replacement; the change of command to occur July 14, 2023.

A. Gagnon wanted to comment on Garrett McKenzie's comments at the last meeting regarding Post Living Differential (PLD). The change to the PLD is part of a larger plan to ensure the military members receive a career pay rate adjustment, which was updated to reflect the cost of living in Canada. The change to PLD will be better for the members at the end of the day. Discussions ensued regarding housing availability.

He noted 2024 to be the 100th Air Force Anniversary, and the 70th anniversary of CFB Cold Lake. They will both be celebrated at the 2024 Air Show. Details regarding ticket sales, events, and dates will follow.

D. Pretorius noted Hearts for Healthcare is planning a marathon as part of the event. A. Gagnon noted the RCF runs a marathon every year that he is welcome to join.

With regard to the Future Fighters project, Canada has decided to go with the F-35 which now defines the building requirements on base. The community will start to see changes as they prepare to accept the fighters by preparing the base. Between now and next year they will be getting ready to empty and demolish buildings to make space for new buildings. They expect to be able to house the new fighters by 2028-29, and by 2032 'sundown' the F-18. Other changes include a possible new radar, training capabilities, and combined training center. The basic housing area is an estimated 900 military working members, and they expect that to rise to 3000 military working members by 2032.

Discussions ensued regarding the number of fighter jets expected, hangars from 1954 being rebuilt in a design to suit the new fighters, smaller hangars for other jets. A. Gagnon noted there will likely be an upgrade to the sporting facilities, power, and runway resurfacing. He also anticipates they will be closing down the back gate for security reasons.

Discussions ensued regarding housing, barracks, military doctors, military dentists, medical technicians, and military physicians.

A. Serba inquired whether there are plans to use the existing fighters for training. A. Gagnon said they may be used for training however, the existing aircraft is not advanced enough to train on the new fighters.

L. Chyz confirmed there were no further questions or comments, and thanked Alain Gagnon for providing updates for 4 Wing.

## **OLD BUSINESS**

### **Winter City Strategy by the City of Edmonton**

L. Chyz introduced this Old Business Item for discussion and recognized the untapped potential in the community, and noted that it was a good start to look at what other communities are doing. The attached package broke the strategy into four categories: life, design, economy, and story.

L. Chyz opened the matter for discussion by the Committee.

P. McWilliams queried if there is an existing strategy; A. Serba advised that there is no overarching plan, but a few master plans generated over the last 5 years that focus on certain areas of the City such as the Iron Horse Staging Area.

L. Chyz noted there to be a lot of partnership opportunities for this initiative, including with indigenous nations for cross cultural events. She noted the City of Winnipeg incorporates the business aspect with arts and culture, and that the community may see some reduction in crime with more events.

JP Stassen suggested the Committee recommend the City do a study of some kind, and to include winter activities. P. McWilliams suggested it also tie into sports tourism, that there is value in recommending the creation of a master plan. T. Ashcroft agreed that it could create a central hub for events.

Councillor B. Parker noted an existing economic development plan with ideas and plans put into place, and that there have been a lot of upgrades since it was created.

P. McWilliams suggested the plan also touch on the tourism aspect that promotes the beauty of Cold Lake and potentially attracting people to the City.

Further discussions ensued regarding motions, budget, and decision of Council.

### **EDAC20230511.1003**

Moved by Paul McWilliams to make a recommendation to Council to provide funding in the 2024 budget to update the Economic Development Strategy (March 2019) and to include a plan that deals with winter economy and winter tourism.

**Carried Unanimously**

## **NEW BUSINESS**

### **Alberta Advantage Immigration Program (AAIP) - Rural Renewal Stream Application Review**

L. Chyz invited A. Serba to open this New Business Item to the Committee.

The Committee reviewed each application; discussions ensued regarding efforts to hire locally, requirements to advertise the job opening, numerous requests for one corporation, housing and accommodations.

Manager of Economic Development, Strategy and Communications Andre Serba advised the Committee that the Province will audit the applications, and that some individuals are already living in the community.

P. McWilliams queried if the applications stated the individuals current residence; A. Serba confirmed they do not.

Community Liaison Sherri Buckle noted that the Committee should not be determining the need of the employer. D. Pretorius advised that the onus is on the individual to meet the requirements, that this is the first step in streamlining the process.

JP Stassen queried why the Committee is involved in this process; A. Serba advised this is the initial vetting process for the program and all documentation is public record.

A. Serba noted the number of applications will fluctuate throughout the year. Further discussions ensued regarding the call of a special meeting, nominations, and concerns about overshadowing other duties.

**EDAC20230511.1004**

Moved by Tiffany Ashcroft to accept Application Number 001-2023-04-21 from MCM Food Services for one (1) Food Service Supervisor position into the Cold Lake Rural Renewal Stream.

**Carried Unanimously**

**EDAC20230511.1005**

Moved by Councillor Adele Richardson to accept Application Number 002-2023-04-21 from Kashvi Food Corporation to allow for two (2) of the six (6) requested Food Service Supervisor Positions into the Cold Lake Rural Renewal Stream., and to work with Kashvi Food Corporation toward providing a more complete and fulsome response for future applications.

**Carried Unanimously**

**EDAC20230511.1006**

Moved by Juan Pierre Stassen to accept Application Number 003-2023-04-21 from Inmax Food Corporation to allow for one (1) Assistant Restaurant Manager into the Cold Lake Rural Renewal Stream.

**Carried Unanimously**

**EDAC20230511.1007**

Moved by Paul McWilliams that Application Number 004-2023-04-22 from Elevation Health Corp. to allow for two (2) physiotherapists into the Cold Lake Rural Renewal Stream.

**Carried Unanimously**

**EDAC20230511.1008**

Moved by Councillor Bill Parker to accept Application Number 005-2023-04-22 from Elevation Health Corp. to allow for one (1) Registered Massage Therapist position into the Cold Lake Rural Renewal Stream.

**Carried Unanimously**

**EDAC20230511.1009**

Moved by Juan Pierre Stassen to accept Application Number 006-2023-04-22 from 1827359 Alberta Ltd. to allow for two (2) Baker / Prep positions into the Cold Lake Rural Renewal Stream.

**Carried Unanimously**



**EDAC20230511.1010**

Moved by Tiffany Ashcroft to accept Application Number 007-2023-04-22 from 1827359 Alberta Ltd. to allow for three (3) Supervisor positions into the Cold Lake Rural Renewal Stream.

**Carried Unanimously**

**EDAC20230511.1011**

Moved by Councillor Adele Richardson to accept Application Number 008-2023-04-22 from 1827359 Alberta Ltd. to allow for two (2) Supervisor positions into the Cold Lake Rural Renewal Stream.

**Carried Unanimously**

**EDAC20230511.1012**

Moved by Tiffany Ashcroft to accept application number 009-2023-04-22 from 1827359 Alberta Ltd. to allow for two (2) Baker / Prep positions into the Cold Lake Rural Renewal Stream.

**Carried Unanimously**

**EDAC20230511.1013**

Moved by Councillor Adele Richardson to accept application number 010-2023-04-22 from 1827359 Alberta Ltd. to allow for three (3) Supervisor positions into the Cold Lake Rural Renewal Stream.

**Carried Unanimously**

**ROUNDTABLE DISCUSSION**

P. McWilliams has nothing to add at this time.

A. Gagnon advised that Anu's kitchen is now open on base, and The Pour House will be operating at the Golf and Winter Club. He noted CFB has now finished the new 7 Feathers Crosswalk.

JP Stassen has nothing to add at this time.

B. Lockett has nothing to add at this time.

T. Ashcroft has nothing to add at this time.

Councillor A. Richardson attended the Intercity Forum on Social Policy in Nisku, and joined a workshop related to affordable housing with a homelessness piece to it. She noted FCSS was also in attendance, and that there was a lot of conversation with the Province around communities struggling with affordable housing.

T. Ashcroft noted the John Howard Society's Annual General Meeting will occur in June 2023.

Councillor B. Parker advised that Victim Services is dealing with the provincial changeover, and that the tentative date will be April 1 2024. The program will be maintained in the community and hopefully upgraded to paid employees. The policy that came out confirmed they will now only deal with victims of crime and not tragedy. Victim Services did the smile cookie program and obtained \$28,000 in fundraising, being the best Tim Hortons date that was ever put out. Councillor A. Richardson and Councillor B. Parker took part in volunteering for that date.

Councillor B. Parker noted that City Council has a lot of projects, including a request to deal with seniors' assistance for medical licencing which has been tabled until the election has passed.

Councillor B. Parker advised the Kinosoo Performing Arts package is complete for the fall and winter.

Councillor B. Parker noted the Cold Lake Cruisers Car Club has a season opener at The Pour House at the end of May. They received permission to use the open lot beside the marina, and there are already close to 100 vehicles registered. The Car Club is starting to take applications for the 2024 airshow; they are looking for cars that are 100 years old in honor of the centennial celebration. The Car Club has been requested to bring 7 vehicles for the upcoming graduation. T. Ashcroft queried if the Car Club was part of M.A.D.D.; B. Parker noted its up to that group to get it going again, but the Car Club has not partnered with them.

A. Serba advised the open house for the Rural Renewal Stream occurred last week, where they saw 31-33 people in attendance. They believed there to be 30-35 individuals that have already moved to the community because of this program, including 3-4 from Winnipeg.

A. Serba noted the Province is offering training in September or October for businesses to create a welcoming workplace.

A. Serba noted the Outdoor Advertising has been set up in Fort McMurray, the Edmonton airport, Calgary airport, and around Edmonton.

A. Serba advised that there is a lady from Taiwan applying to do business in the community through the Rural Entrepreneur Stream. She has already visited the community at her own cost.

D. Petronius thanked the Committee for welcoming him to the meetings, and invited everyone to reach out to him directly if they have any questions.

S. Buckle has nothing to add at this time.

R. Assailly has nothing to add at this time.

L. Chyz has an agreement to do work with the Rural Development Network regarding co-op entrepreneurship for newcomers trying to start business, or business looking to form co-ops. She hopes to see some healthcare, and is excited to work with municipalities and to talk about affordable housing.

L. Chyz is working with Canadian Co-op worker education wanting to do outreach for existing communities and programs. They discussed generational organizations that provide community support. She sees a lot of opportunity with AG tourism.

L. Chyz is working with federations in housing to try to look at how they can find some community led solutions. They are excited to work with the Rural Development Network and suggested having a point person from EDAC to obtain more information.

#### **IN CAMERA**

None.

#### **NEXT MEETING**

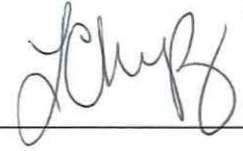
The next meeting will occur June 15, 2023 commencing 7:00 p.m. at the Cold Lake Energy Centre.

**ADJOURNMENT**


**EDAC20230511.1004**

Moved by Councillor Adele Richardson that the meeting be adjourned at this time being 9:00 p.m.

**Carried Unanimously**



Chairperson



Designated Officer