

Minutes for the Town of Beaverlodge Economic Development Committee Meeting

Thursday April 8, 2021 at 9:00AM

Chair – Terry Dueck

ATTENDANCE:

Terry Dueck – Chair

Jeff Johnston - CAO

Gary Rycroft - Absent

Tina Letendre – Deputy CAO, absent

Cyndi Corbett - Councillor

Tracy Ferguson – Member – Call-in

Wael Ammar – Member – Call-in

Tracy Brekkaas – Member, absent

Callie Balderston - Absent

Recording Secretary - Nichole Young

1.0 CALL TO ORDER:

- The meeting commenced at 9:03 AM.

2.0 ADOPTION OF AGENDA:

#014-2021-04-08 Councillor Cyndi Corbett

CARRIED: *That the agenda be adopted with the following additions:*

5.5 Explore North West Alberta with Jim Barr – Cyndi Corbett

5.6 Easter Egg Hunt Article – Terry Dueck

3.0 ADOPTION OF MINUTES:

#015-2021-04-08 Councillor Cyndi Corbett

CARRIED: *That the minutes of the March 4, 2021 meeting be accepted as presented.*

4.0 OLD BUSINESS:

- 4.1 Frequent Shoppers Survey – survey results were reviewed and as they were very positive, we will run this program again in 2021. From Aug 9 - Oct 8 we will do weekly draws and on Oct 12 we will draw for the Grand Prize. We will send out letters to businesses by June 1 and follow up in person at the end of June. We will start promoting it earlier as well.

5.0 NEW BUSINESS:

- 5.1 2021 Easter Egg Scramble – There was an issue with the one egg at the Home Building Centre being locked behind their fence over the Easter weekend – we will need to ensure the locations are going to work for access as well as it was suggested that you be able to easily walk to all locations. We had 27 entries ranging from 6 months old to 14. Winners of the draw were Zayan Hodges, Lola Reindeau and Riley Wittur. Will do a thank you in the newspaper for BRHS & Home Building Centre and post it on the website and FB as well as the winners.
- 5.2 Budget 2021 – Council approved our budget request for 2021.
- 5.3 Beaver Cup 2021 Update – Terry spoke to Cody Mould who is likely not proceeding with the Tournament due to Covid 19. He will circle back to Cody if there is a significant change to the pandemic situation.
- 5.4 Net Zero Homes – this idea was discussed but since Beaverlodge doesn't have any lots to be developed it is a non-starter. If this changes in the future than the idea can be revisited.



#016-2021-04-08

Councillor Cyndi Corbett

CARRIED: *That this information on Net Zero Homes be accepted for information.*

5.5 Explore NWAB – Jim Barr – Cyndi spoke of this promotion to promote North West Alberta however the cost to participate seems prohibitive at \$8999. Cyndi needs to reach out and clarify the costs and then decide if it needs to proceed to council for a decision.

5.6 Easter Egg Hunt – Terry spoke about an article with an idea for next Easter. It would involve hiding eggs in actual businesses, thereby increasing foot traffic into the businesses. There could be an adult and a children Easter event.

5 ROUND TABLE:

2021 Easter Egg Scramble Draw – next year we will stipulate one winner per household.

Next meeting:

- Thursday May 13, 2021 @ 9:00 AM

6 ADJOURNMENT:

The meeting was adjourned at 10:08 AM.

Chair, Terry Dueck

CAO, Jeff Johnston