



AGENDA FOR THE COMMUNITY ECONOMIC DEVELOPMENT COMMITTEE MEETING  
 TO BE HELD THURSDAY JUNE 17, 2021 AT 9:00 AM  
 COUNCIL CHAMBERS 400 – 10 STREET, BEAVERLODGE

<b>1.0</b>	<b><u>CALL TO ORDER:</u></b>	
<b>2.0</b>	<b><u>ADOPTION OF AGENDA:</u></b>	
<b>3.0</b>	<b><u>ADOPTION OF MINUTES:</u></b> 3.1 May 13, 2021.	PP 2-4
<b>4.0</b>	<b><u>OLD BUSINESS:</u></b> 4.1	
<b>5.0</b>	<b><u>NEW BUSINESS:</u></b>  5.1 Community Survey on Priorities Growth  5.2 Frequent Shopper Program Invitations  5.3 Business & Community Profile Update  5.4 Rumble Alberta 2021 a. Elected Officials Challenge b. Local Business Offer	
<b>6.0</b>	<b><u>ROUND TABLE:</u></b>	
<b>7.0</b>	<b><u>ADJOURNMENT:</u></b>	

Minutes for the Town of Beaverlodge Economic Development Committee Meeting

Thursday May 13, 2021 at 9:00AM

Chair – Terry Dueck

**ATTENDANCE:**

Terry Dueck – Chair

Jeff Johnston - CAO

Gary Rycroft - Absent

Cyndi Corbett - Councillor

Tracy Ferguson – Member, absent

Wael Ammar – Member – Call-in

Tracy Brekkaas – Member, absent

Recording Secretary - Nichole Young

Jim Drabble - guest

**1.0 CALL TO ORDER:**

- The meeting commenced at 9:03 AM.

**2.0 ADOPTION OF AGENDA:**

**#017-2021-05-13** Councillor Cyndi Corbett

*CARRIED: That the agenda be as presented.*

**3.0 ADOPTION OF MINUTES:**

**#018-2021-05-13** Councillor Cyndi Corbett

*CARRIED: That the minutes of the March 4, 2021 meeting be accepted with the following change: removal of Callie Balderston from the attendance listing as she is not a member.*

**4.0 OLD BUSINESS:**

- 4.1 Frequent Shoppers Survey – Nichole will write the invitation letter for the 2021 program. 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 Beaverlodge Business & Community Profile Magazine 2021 – yes, the info needs to be updated and add a section for the Beaverlodge Mural Foundation – Jim Drabble will forward me a write up and some photos. Find out how many copies we get and how much to get more. Also add the Haskap Winery and the Schoolhouse at the Campground. Bring to Council for information.

**#019-2021-05-13** Councillor Cyndi Corbett

*CARRIED: Recommend the renewal of the Town of Beaverlodge Business & Community Profile Guide.*

- 5.2 Visitor Guide – this item was covered by previous item.

- 5.3 Open Air Garage Sale @ High school – decided that the Town of Beaverlodge cannot be involved due to liability from Covid. Maybe at a later time – Aug or September. Bring back as Old Business in June.

- 5.4 2021 Beaver Cup – postponed for 2021.

#020-2021-05-13 Councillor Terry Dueck

*CARRIED: That the Beaver Cup be deferred for one year.*

5.5 Community Survey on Priorities for Growth – what services do residents want to see? Look for the survey that was done when the Library was being built for ideas. Can be sent with utility bills and should include demographic questions so that we can better analyze the results. Once the survey is ready to be sent out, we will take it to Council prior to distributing them.

#021-2021-05-13 Councillor Cyndi Corbett

*CARRIED: That Administration proceeds with the creation of a survey that models the one previously used during the construction of the Library and once complete, bring before Council for approval.*

#### 5 ROUND TABLE:

Jim spoke about the mural unveiling on Sept 11 – speakers Travis Toews, Gary Rycroft & Peter Harris. This will be videoed regardless of whatever the Covid restrictions are at that time. Sept 12 they are looking to do an artist demonstration and perhaps a take home project that can be displayed at a later showing for attendees. If Jim provides the updates than we will promote the event and if he provides it to Cyndi than she can promote it via GPRTA.

Next meeting:

- Thursday June 17, 2021 @ 9:00 AM

#### 6 ADJOURNMENT:

The meeting was adjourned at 9:58 AM.

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Chair, Terry Dueck

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CAO, Jeff Johnston

Beaverlodge Economic Development Committee: Priorities for Economic Growth

A. With limited resources available, it is necessary to prioritize what we as a community wish to focus on for the next few years. Please indicate your priorities by identifying what you consider to be the top 5 projects that would most contribute to sustainable economic growth for Beaverlodge.

1. K-9 School
2. Underground infrastructure i.e., Water, sewer, storm water runoff & drainage
3. Streets & roadways
4. Health Care Complex
5. New Firehall
6. Assisted living facility
7. Beautification i.e., Trees & Shrubs
8. Walking trails
9. Campground development & expansion
10. Saleable residential lots
11. Arena upgrades
12. Outdoor sports and recreation areas
13. Fiber optic cable infrastructure to optimize bandwidth & internet speed
14. Other \_\_\_\_\_

I believe that the top five priorities for sustainable growth for the Town, in order of importance, should be: (Please indicate the corresponding item number)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

B. What types of services do you think would contribute to the sustainable growth of Beaverlodge? Please number the top 5 in order of importance.

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Agriculture              | <input type="checkbox"/> Arts, Culture & Entertainment | <input type="checkbox"/> Business Services             |
| <input type="checkbox"/> Construction             | <input type="checkbox"/> Consumer - Staples            | <input type="checkbox"/> Consumer - Discretionary      |
| <input type="checkbox"/> Education                | <input type="checkbox"/> Energy                        | <input type="checkbox"/> Financial                     |
| <input type="checkbox"/> Health Care & Wellness   | <input type="checkbox"/> Hospitality & Tourism         | <input type="checkbox"/> Industrial &/or Manufacturing |
| <input type="checkbox"/> Information & Technology | <input type="checkbox"/> Other                         |  |

C. If you had the opportunity to accomplish ONE thing in Beaverlodge, what would you do?

D. When you are speaking with friends and family, what is the number one reason you give for why you live in Beaverlodge?

Thank you for taking the time to complete & return this survey to the Town Office or via email [nyoung@beaverlodge.ca](mailto:nyoung@beaverlodge.ca) – or you may complete the survey online by visiting [www.beaverlodge.ca](http://www.beaverlodge.ca)

## Beaverlodge Economic Development Committee: Priorities for Sustainable Economic Growth

With limited resources available, it is necessary to identify and prioritize what we need, as a community to continue to grow. We would like to thank you for taking the time to complete this survey. The Community Economic Development Committee plans to use the resulting information to guide their priorities going forward. This survey closes June 25, 2021. Paper copies are available upon request from the Town Office.

1. Do you live in Beaverlodge?

- Yes
- No

2. I have lived in Beaverlodge for:

- Less than 1 year
- Less than 2 years
- Less than 5 years
- Less than 10 years
- Less than 20 years
- More than 20 years
- All my life

3. Do you work in Beaverlodge?

- Yes
- No

4. With limited resources available, it is necessary to prioritize what we, as a community, wish to focus on for the next few years. Please indicate your choices of what you consider to be the Top 5 projects that would be most important to sustaining economic growth for the Town of Beaverlodge. Please do so in order of importance.



Ranking	Choices
<input type="checkbox"/>	Agriculture
<input type="checkbox"/>	Arts, Culture & Entertainment
<input type="checkbox"/>	Business Services
<input type="checkbox"/>	Construction
<input type="checkbox"/>	Consumer Retail - Staples
<input type="checkbox"/>	Consumer Retail - Discretionary
<input type="checkbox"/>	Education
<input type="checkbox"/>	Energy
<input type="checkbox"/>	Health Care & Wellness
<input type="checkbox"/>	Hospitality & Tourism
<input type="checkbox"/>	Industrial &/or Manufacturing
<input type="checkbox"/>	Information & Technology
<input type="checkbox"/>	Other (please explain below).

7. Other - please explain

8. If you had the opportunity to accomplish ONE thing in Beaverlodge, what would it be?

9. When you are speaking with friends and family, what is the number one reason you give for why you live in Beaverlodge?

Local Frequent Shopper Program August 9 - October 8, 2021

Presented by the Community Economic Development Board

Last year's Frequent Shoppers program was a great success. We encouraged and rewarded residents to shop local. We are looking at running this program again and hope that your business will participate.

Shoppers will get a *Frequent Shopper Card* at participating businesses. The businesses will stamp the card for each \$15 (or the equivalent for non-retail businesses) purchase. The cards have space for 9 stamps and once filled, shoppers complete the reverse of the card with their contact information for a weekly prize draw. All cards will be retained for a Grand Prize Draw which will take place at the completion of the campaign October 12, 2021.

Participating businesses would agree to display a program poster, stock a supply of *Frequent Shopper Cards*, and will be provided with a stamp to verify qualifying purchases.

Information about the participating businesses and their criteria to earn a stamp on their card, would be available on the Town of Beaverlodge website and Facebook page.

The creation and implementation of this campaign is being done at no cost to the participating businesses, our only ask is that participating businesses donate one, each, of the weekly draw prizes as well as another toward the Grand Prize Package. The value of the donated prize is at the discretion of the business. We will advertise the businesses, the prizes and the weekly winners on our website, Facebook page, newspaper, and our monthly newsletter.

Shoppers can drop completed cards at the participating businesses or at the Town Office. Participating business can collect completed cards and drop them off at the Town Office or arrange for pick up. Weekly Draws will occur on Fridays at 4:30 PM at the Town Office. The posters, cards, stamps, and information pamphlets will be made available once we know who is participating in the program.

We request that you advise us of your interest in participating by Monday, June 28th. You may contact us via email to [nyoung@beaverlodge.ca](mailto:nyoung@beaverlodge.ca) or by telephone at 780-354-2201 extension 1013. Please include in your reply a copy of your business logo, your equivalent to a \$15 purchase (for non-retail business) as well as a description of your weekly prize donation and your Grand Prize donation.

Thank you for your consideration and we sincerely hope that we can work together to make this program a success for the whole town, owners and shoppers 😊



FREQUENT SHOPPERS PROGRAM INVITEES 2021			
GREEN PEPPER CAFE	BOX 686	BEAVERLODGE	Alberta
GAUDIN'S HONDA	BOX 270	BEAVERLODGE	Alberta
JR'S SALES & RENTALS	BOX 173	BEAVERLODGE	Alberta
NORTHGATE ELECTRIC LTD.	BOX 660	BEAVERLODGE	Alberta
FOSTER'S SEED & FEED LTD.	BOX 210	BEAVERLODGE	Alberta
PURE NORTH WATER LTD.	BOX 1421	BEAVERLODGE	Alberta
ANY TIME TOWING	BOX 1558	BEAVERLODGE	Alberta
SMITHCO ENTERPRISES LTD., O/A SUBWAY	#102-16102-102 Street	GRANDE PRAIRIE	Alberta
ACE HARDWARE	BOX 420	BEAVERLODGE	Alberta
ATB FINANCIAL	BOX 360	BEAVERLODGE	Alberta
UNITED FARMERS OF ALBERTA, CO-OPERATIVE LIMITED	BOX 673	BEAVERLODGE	Alberta
THE BUTCHER SHOP 1995	BOX 698	BEAVERLODGE	Alberta
BEAVERLODGE HOME BUILDING CENTRE	BOX 179	BEAVERLODGE	Alberta
SOUPS	BOX 1273	BEAVERLODGE	Alberta
GOLDEN GUNS & TACKLE LTD.	BOX 850	BEAVERLODGE	Alberta
FRINGE BENEFITS STUDIO OF HAIR DESIGN	BOX 1165	BEAVERLODGE	Alberta
THE SHEARED BEAVER	BOX 553	BEAVERLODGE	Alberta
ELE HAIR DESIGN	BOX 1445	BEAVERLODGE	Alberta
TRIO OF HEARTS	BOX 1391	BEAVERLODGE	Alberta
MUDDY PAW'S DOG GROOMING SALON	BOX 1516	BEAVERLODGE	Alberta
FOSTER'S AGRI-WORLD L.P.	BOX 629	BEAVERLODGE	Alberta
REVOLUTION RENTALS, TRIPLE S TIRE 2015	BOX 1922	BEAVERLODGE	Alberta
BEAVERLODGE FARMERS MARKET	BOX 1266	BEAVERLODGE	Alberta
GLAANA'S UPHOLSTERY	BOX 185	BEAVERLODGE	Alberta
RED APPLE STORES INC.	BOX 839	BEAVERLODGE	Alberta
REXALL/PHARMA PLUS PHARMACIES #7507	BOX 600	BEAVERLODGE	Alberta
BEAVERLODGE HEALTH & WELLNESS INC.	BOX 209	BEAVERLODGE	Alberta
ARMAGEDDON COOKIES	BOX 1857	BEAVERLODGE	Alberta
ANNA'S FAMILY RESTAURANT	BOX 2203	BEAVERLODGE	Alberta
NEW HORIZON CO-OPERATIVE LIMITED	9831-100 Ave	GRANDE PRAIRIE	Alberta
PETALS ON MAIN	BOX 1662	BEAVERLODGE	Alberta
THE GIFT BOX	BOX 1126	BEAVERLODGE	Alberta
SOUL SHINE LASH STUDIO	BOX 1358	BEAVERLODGE	Alberta
SANDBROS HEAVY DUTY LTD.	BOX 1544	BEAVERLODGE	Alberta
THE BLACK DAHLIA FLOWER CO.	BOX 1720	BEAVERLODGE	Alberta
EVOKE BEAUTY	BOX 2195	BEAVERLODGE	Alberta



BUY your Rumble Alberta Event Pass [HERE](https://rumblealberta.com/index.php?option=com_simsu&view=plans&layout=1)  
([https://rumblealberta.com/index.php?option=com\\_simsu&view=plans&layout=1](https://rumblealberta.com/index.php?option=com_simsu&view=plans&layout=1))



We are offline - Send us an email

# Rumble Alberta Touring Challenge

## WHAT IS IT?

**WHAT:** Rumble Alberta is an Alberta-wide Scavenger Hunt developed to give Rural Alberta Communities an economic boost and highlight Alberta HISTORY!

**WHEN:** June 1 - Oct 3rd, 2021 (that's all riding season yo!)

**WHY:** Rumble Alberta Pass Holders Compete for great prizes in a host of themed challenges, something for everyone. Participate at YOUR speed all season long. Pass Holders enjoy exclusive discounts and specials!

**WHERE:** 44 Self-guided Route Maps + 14 Adventure Routes free to download and share! Participate in the vehicle of your choice!

## HOW TO PLAY

**Step 1:** Buy your Rumble Alberta 2021 PASS!

- Your digital pass lets you participate in all challenges, and take advantage of all Pass Holder discounts & special offers through Oct 3rd, 2021
- Learn about challenges, pop-up events, discounts/special offers and access all routes maps on RumbleAlberta.com



**Step 2:** Download the HistoryCheck App at HistoryCheck.ca

- Click on the Rumble Alberta Icon for prompts to join Rumble Alberta Challenges



## How to Play on HistoryCheck App Tutorial



We are offline - Send us an email

Hello fellow Elected Officials!!

I'm writing to ask for your help.

The unparalleled events of the last year have left many sectors of our economy reeling. The tourism industry (including hospitality) alone saw a whopping 69% decrease from 2019 to 2020.

Albertans are a resilient bunch, and out of that determination, Rumble Alberta® was born. Its aim - to encourage motor tourism within our province. This grassroots initiative was conceived by my friend, Renee Charbonneau, along with another Alberta promoter, Sheila Willis of Impact Tourism. Together they have assembled a dedicated team to bring this grass roots initiative to life.

The concept is a call to action for all Albertans to support the provincial tourism sector. Using competition as a motivator, Rumble Alberta® challenges us to take the road less travelled and explore the hidden gems scattered throughout rural Alberta, collecting points along the way – those with the most points win prizes. Check out the details here: [Rumble Alberta](#).

Working with Renee, Sheila, and the team, we conceived an additional challenge for participants. The **ELECTED OFFICIALS Challenge** works like this:

- You, the Elected Official(s), identify a couple of day-trip drives/rides in your immediate area using your municipality as a starting point.
- A unique QR code is created for the route you're promoting. That QR code MUST be scanned to get the route map.
- Identify an end point (and check ins along the way?). These spots would also get QR codes.
- To earn the points for the challenge, starting and ending QR codes must be scanned.
- Additional points can be earned if participants take a selfie with an Elected Official from your municipality. More bonus points if the participant can get that Elected Official to tour the route with them and take a selfie at the end point.

This out-of-the-box idea has the potential to bring new tourists to our areas and have them spend some time exploring. Enlist local businesses to offer incentives like 2-for-1 appetizers or try a slice of pizza-type offers.

Let's use our positions as Elected Officials to amplify this unique call to action and promote motor tourism as a safe way to explore rural Alberta and all the beauty this province has to offer.

I Dare Ya!!

*Janet Jabush*

Mayor

Town of Mayerthorpe

5.4  
(a)

Hey Nichole,

We will extend this offer to all Beaverlodge Businesses that want to partner with us...

Here is the form:

They fill out all of the contact information - skip all of the paid programming and go to OTHER - click that button and type in the special offer or discount they can offer pass holders.

If they are willing to throw in a coupon for \$20 or something that we can give away on October 9th at the end of the Rumble Party as part of the "Route Challenge" Prize to the person who gets the most points on the GP Regional Routes...Thanks

See the pay it forward announcement attached....thanks!

***Renee Charbonneau***  
***Volunteer Executive Director***  
***CMTA***  
***10908-102 St Grande Prairie AB T8V 2X3***  
***(780) 933-0182***

5.4 (b)

# Pay it Forward

## Announcement!

*Working together to keep the heart of Alberta going.*



**Are you in the  
Food & Beverage Industry in RURAL ALBERTA?**

On behalf of our Presenting Sponsor Blackjacks Roadhouse  
in Nisku Alberta and Rumble Alberta WE FEEL FOR YOU.

Many of us are motorcyclists and we live to ride to experience  
good food and beverage offerings.

You are **almost** as vital to our enjoyment  
of the experience of riding as the wind is.

So to that end our entire team has decided to pay it forward.

**Visit this page:**

**[rumblealberta.com/sponsor-form](http://rumblealberta.com/sponsor-form)**

Fill out the contact information,  
Skip the Monetary Sponsorships and

**CLICK OTHER**



Fill in the special offer that you are able to provide to our event pass holders.  
We will then place your business on the route map/s that you belong on and  
help promote you as part of Rumble Alberta.

**[rumblealberta.com/sponsor-form](http://rumblealberta.com/sponsor-form)**