



AGENDA FOR THE COMMUNITY ECONOMIC DEVELOPMENT COMMITTEE MEETING
 TO BE HELD TUESDAY OCTOBER 5, 2021 AT 9:15 AM
 COUNCIL CHAMBERS 400 – 10 STREET, BEAVERLODGE

1.0	<u>CALL TO ORDER:</u>	
2.0	<u>ADOPTION OF AGENDA:</u>	
3.0	<u>ADOPTION OF MINUTES:</u> 3.1 June 17, 2021.	PP 2,3
4.0	<u>OLD BUSINESS:</u> 4.1	
5.0	<u>NEW BUSINESS:</u> 5.1 Frequent Shopper Program Update 5.2 Rumble Alberta 2021 Update 5.3 Halloween Ideas 5.4 Committee Terms of Reference & Bylaw	PP 4,5 PP 6,7 PP 8-15
6.0	<u>ROUND TABLE:</u>	
7.0	<u>ADJOURNMENT:</u>	

Minutes for the Town of Beaverlodge Economic Development Committee Meeting

Thursday June 17, 2021 at 9:00AM

Chair – Terry Dueck

ATTENDANCE:

Terry Dueck – Chair

Jeff Johnston - CAO

Gary Rycroft - Absent

Cyndi Corbett - Councillor

Tracy Ferguson – Member

Wael Ammar – absent

Tracy Brekkaas – Member, absent

Recording Secretary - Nichole Young

1.0 CALL TO ORDER:

- The meeting commenced at 9:05 AM.

2.0 ADOPTION OF AGENDA:

#022-2021-06-17 Councillor Cyndi Corbett

CARRIED: That the agenda be accepted as presented.

3.0 ADOPTION OF MINUTES:

#018-2021-05-13 Councillor Cyndi Corbett

CARRIED: That the minutes of the May 13, 2021 meeting be accepted as presented.

4.0 OLD BUSINESS:

- 4.1 Open Air Garage Sale – Farmer’s Market is proceeding on June 26. Donna to send in the details for the Community Calendar.

5.0 NEW BUSINESS:

- 5.1 Community Survey on Priorities for Growth – survey has been sent out in utility bills, a link has been added to our website and it has been shared on Facebook as well the link has been forwarded to the Chamber of Commerce. Survey closes June 25.
- 5.2 Frequent Shopper Program Invitations – invitations have been sent to 36 local businesses and we already have 7 respond that they are excited to take part. Follow up in person after July 1st to those who haven’t responded by then.
- 5.3 Business & Community Profile Update – we have been booked for TNC Publishing’s September session – I sent out a list of local businesses for them to contact regarding advertising. TNC will contact us when they need us to update our information.
- 5.4 Rumble Alberta 2021 – Town is participating with Town Pins in the Swag Bags.
 - a. Elected Officials Challenge – all of council is taking part in the Elected Officials Challenge which involves them being available for taking selfies with the riders if contacted. Our map for points starts at the Dino Museum then the research station, the Beaver statue and ends at South Peace Museum.
 - b. Local Business Offer – the organizers shared a special offer to local food establishments which I sent on to the Chamber of Commerce to disperse.



Box 30, Beaverlodge, AB T0H 0C0

Phone: 780.354.2201

Fax: 780.354.2207

5 ROUND TABLE:

- Cyndi to meet with Administration at the beginning of July to follow up on the invitations for the Frequent Shoppers Program.

Next meeting:

- Thursday July 22, 2021 @ 9:00 AM

6 ADJOURNMENT:

The meeting was adjourned at 9:30 AM.

Chair, Terry Dueck

CAO, Jeff Johnston

2021

Week	# of cards collected	total Value of cards
1	220	\$ 33,000.00
2	295	\$ 44,250.00
3	442	\$ 66,300.00
4	421	\$ 63,150.00
5	387	\$ 58,050.00
6	358	\$ 53,700.00
7		\$ -
8	488	\$ 73,200.00
9		\$ -
Total	2611	\$ 391,650.00

Completed cards value \$150 each

2020

Week 1 - 97 cards
Week 2 - 461 cards
Week 3 - 454 cards
Week 4 - 558 cards
Week 5 - 514 cards
Week 6 - 500 cards
Week 7 - 486 cards
Week 8 - 504 cards
Week 9 - 462 cards
Week 10 - 147 cards
(9-12 Oct)

Total: 4183 cards

From: Sheila Willis <info.impacttourism@gmail.com>

Subject: Draft Email for GPRTA Members

Good Morning,

Below you will find a draft email for your members. If there are any changes please let me know. I have attached my Event pass and a business special meme as examples. - Sheila

To whom it May Concern

Take advantage of a free marketing opportunity until May 31, 2022.

Rumble Alberta uses route maps with selected sites, to promote tourism throughout Alberta. There are dozens of routes and travellers can participate by taking selfies and other images, or answering trivia questions about the place they are visiting.

For those that want to earn points for a shot to win prizes, an Event Pass is needed. The passes also allow the pass holder to redeem specials and discounts at participating businesses.

Rumble Alberta began this summer and is now being offered as a 4 Season, Year Round Event. As a member of Grande Prairie Regional Tourism Association we encourage you to offer a special or a discount. This is a no cost advertising opportunity until May 31st, 2022. You will receive:

- Placement on the route map(s) for your area with a special icon indicating you are offering a special. The route map text will include your offer.
- Addition to the History Check Travel App. This is a searchable map based app that participants are directed to submit selfies, images and answer trivia questions.
- A promotional meme that can be used on social media, or printed as a poster to advertise your participation in the event at your establishment.
- Advertising on the Rumble Alberta Website
- Social media promotion of your special

To participate, simply fill out the form on the [Rumble Alberta Website](#) You will be contacted for additional details to complete and approve your map and app listings and the promotional meme.

If you have already offered a special, please complete the form to let the organizers know that you will extend your offer to the end of May next year.

Rumble Alberta is an initiative by [the Canadian Motorcycle Tourism Association](#) in partnership with [Impact Tourism & the History Check App](#). If you have any questions you have regarding the program, please email info@rumblealberta.com or historycheckapp@gmail.com

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Sheila Willis - Program Director
History Check Mobile App

by: Impact Tourism
780-805-1390

Subject: Re: FW: Draft Email for GPRTA Members

This is a Free Offer to anyone by the looks of it. However, with the experience we had this past Summer do we really want our name on it if the promotion goes "south" for any of our Members as it did for us?

Has Renee offered any remedy to the ROI that was agreed upon and not fully delivered upon for GPRTA?

Those are my thoughts.

Sincerely;

Johnathan Clarkson
General Manager

e: johnathan@gonitehawk.com

p: 780-532-6637

c: 780-505-1457

Subject: RE: FW: Draft Email for GPRTA Members

As a follow-up on what was agreed upon in the agreement, Renee has completed everything to date, just not from the beginning ... however, moving forward, I am very skeptical on moving forward on this extension into a 4 season initiative with our name on it as if this comes around again next year, I believe our response should be an emphatic no & put as much distance between us & her ... after a conversation with Shelley Grollmuss from Travel Alberta, they are seeing her true nature & are taking a position of pushing back as she ruffles their feathers ... I am hesitant to send this email out

Kind regards,

Ken Loudon

Executive Director

Grande Prairie Regional Tourism Association

#114-11330-106 street, T8V 7X9

Email: director@gptourism.ca

Phone: 780-539-7688

Subject: Rumble Alberta

Hey Nicole!

I am forwarding you a message from Ken.

I believe it would be in Town Of Beaverlodge's best interest to also withdraw from this event. I don't know if she sent you an email regarding us extending our involvement or not. Also please print this email out so we have a permanent record on file of why we would not participate again.

Thanks!!

Cyndi 😊

Committee Terms of Reference

Type of Committee	Standing Committee
Purpose	To advocate and seek out opportunities that stimulates growth potential for the Town of Beaverlodge. This may include a multitude of activities that meet the various areas of community economic development from business retention, expansion and attraction to tourism and general marketing ideas.
Establishment	Members are appointed (approved) by Council
Composition	Chair: Member of Council 1 additional member of Council CAO 1 reciprocal Chamber of Commerce member 1 member of the Beaverlodge & District Chamber of Commerce 1 member of the Management Team as assigned by the CAO 1 Member-At-Large as appointed (approved) by Council Guest as required
Authority	The CED Committee is an advisory role providing information/ recommendations for Council consideration. The Committee shall on an annual basis provide a budget proposal to Council reflecting the costs associated with planned community economic development activities within the proposed budget year. The approved activity/budget plan will be carried out by Administration with guidance/support from the CED Committee as per the approved activity plan.
Duties	Meet/Seek out opportunities: - for balanced development and growth of the community - to promote the community to potential investors - generate ideas/activities to market/generate awareness of the community including avenues to promote business through attraction and retention initiatives - for partnerships/liaison for the benefit of the community: residential and business - to work collaboratively with Council and other parties interested in reaching common goals for the community: balance growth (community economic development)
Policies	Committee is to review/be aware of existing policies and/or bylaws that may be impacted by the tasks/recommendations undertaken in all areas of their purpose and report the same to Council for further discussion and/or recommendation to Council for action.
Budgetary Allowances	Proposed prepared and submitted to Council for consideration of approval as part of the annual budgetary process.
Timelines and Procedures	At a minimum – quarterly meetings. (i.e., Jan-May and Sept-Nov). Meetings called on an as needed basis.

**TOWN OF BEAVERLODGE
BY-LAW NO. 870**

BEING A BY-LAW OF THE TOWN OF BEAVERLODGE TO PROVIDE FOR THE APPOINTMENT OF AN ECONOMIC DEVELOPMENT COMMITTEE

WHEREAS the Council of the Town of Beaverlodge considers it expedient to establish such a committee, pursuant to Section 43(1), M.G.A;

NOW THEREFORE the Municipal Council of the Town of Beaverlodge duly assembled enacts as follows:

I. Definitions

"Committee" shall mean and include the Economic Development Committee of the Town of Beaverlodge.

"Council" shall mean the Council of the Town of Beaverlodge.

II. Appointment/Term

1. The Town of Beaverlodge Development Committee is hereby established and shall consist of up to Nine (9) voting members.

Membership shall comprise of the following:

- (a) Up to Eight (8) persons from the public at large appointed by resolution of Council.
- (b) One (1) member of the County of Grande Prairie No. 1 who shall be appointed by resolution of Council on the recommendation of the County of Grande Prairie No. 1 Council.
- (c) All members shall be appointed at the Annual Organizational Meeting of Council and may be reappointed for Three (3) consecutive One Year Terms.

2. Any member of the Committee may resign at any time upon sending written notice to the Municipal Secretary. The date the resignation is received by the Municipal Secretary shall be the effective date of resignation.
3. If any member of the Committee dies, resigns, or ceases to be a member of the Committee during the term, which he/she is appointed, the vacancy shall be filled at the next Regular Meeting of Council and such appointment shall be effective only during the remaining term of the person vacating, unless reappointed at the Organizational Meeting.
4. Any member of the Committee may be removed from office by resolution of Council.
5. Any member of the Committee who is absent for more than three (3) consecutive regular meetings may be removed from the Committee unless the absence was previously authorized by resolution of the Committee.

III. Proceedings

1. The Committee will hold no less than one scheduled meeting per month unless otherwise approved by resolution of the Committee, and may call Special Meetings as it may determine upon the request of the Chairman, or any two of its members.
2. The Committee shall appoint a Chairman and a Vice Chairman.

- 3. Four (4) members of the Committee constitute a quorum.
- 4. Any decision of the Committee reached by the majority of its members present shall be deemed to be the decision of the Committee.
- 5. The Committee may, if deemed advisable, request the attendance of any person, or persons in an advisory capacity.
- 6. The Committee may appoint such sub-committees, as it deems necessary.

IV. Committee Members

- 1. Each Committee member will have one vote.
- 2. Neither the Committee nor any member thereof shall have the power to pledge the credit of the Town in connection with any matters whatsoever, nor shall the said Committee or any member thereof, have any power to authorize any expenditure to be charged against the Town.

V. Duties of the Committee

- 1. The Committee shall prepare and recommend a series of goals and objectives to Town Council, for Town Council's consideration and approval, to promote the industrial and commercial, economic, governmental, institutional, tourist, and transportation services to the Community.
- 2. Annually before the 31st of December, the Committee shall submit to the Council a written statement showing in reasonable form and detail the expenditures proposed by the Committee during the next following year with respect to all matters over which the Committee has jurisdiction.


VI. Advisors

- 1. The Committee will appoint such advisors as deemed necessary.

READ A FIRST TIME THIS 23RD DAY OF JUNE A.D., 2003.

READ A SECOND TIME THIS 23RD DAY OF JUNE A.D., 2003.

READ A THIRD TIME THIS 23RD DAY OF JUNE A.D., 2003.



 Mayor Leroy Durand



 Ivan Hegland, Town Manager

Terms of Reference #1

STRUCTURE: Economic Development Board

PURPOSE: The purpose of the Board is to guide and direct the economic development initiatives for the council and community.

OBJECTIVES:

- The Board will assist the community with establishing an organizational framework for economic development.
- The Board will assist in developing an environment for planning economic development.
- The Board will establish a communication system for the celebrating of the community's economic development initiatives achievements.
- The Board will assist council to ensure there are adequate resources to complete activity plans that are established.

SCOPE: This Board shall work within the policies and mandate established and provided by Town Council.

Terms of Reference #A

STRUCTURE: Business Retention and Expansion

PURPOSE: The purpose of this work group is to address the needs of the existing businesses within the community. It will attempt to retain and expand existing businesses.

OBJECTIVES: This work group will work with other community agencies in support of initiatives to help local businesses.

- Develop and implement an activity plan.
- Establish a business visitation program.
- Identify seminars and workshops for the business community to enhance their operational and management skills.
- Establish a communication plan creating awareness about support to business.
- Identify resources available for existing businesses and ensure availability of resources.

SCOPE: The activities of this work group should compliment the initiatives of the Economic Development Board.

Terms of Reference #B

STRUCTURE: Opportunity Identification / Investment and Attraction

PURPOSE: The purpose of this work group is to undertake an analysis of opportunities for viable family and business attraction.

OBJECTIVES:

- Undertake an economic development environment assessment of the region defining areas of interest for development.
- Establish an action plan to move the information gathered from the assessment to the investing community.
- Identify resources and partnerships to assist the committee to access and undertake its task.

SCOPE: The activities of this work group should compliment the initiatives of the Economic Development Board.

Terms of Reference #C

STRUCTURE: Community Lifestyle Development

PURPOSE: Promote immigration to the community through the development and maintenance of a high quality of life.

OBJECTIVES:

- Establish an action plan focusing on opportunities in the social context of the community.
- Identify opportunities in support of recreational and cultural development.

SCOPE: The activities of this work group should compliment the initiatives of the Economic Development Board.

Most communities are rich in culture and have a strong recreational base. This provides opportunity for economic development in support of culture and recreational environment.

Terms of Reference #D

STRUCTURE: Marketing and Promotions

PURPOSE: This work group will identify target markets, customize information, package the material and pass it on to the community, industry, government and others interested in our Town.

OBJECTIVES:

- Establish a marketing/promotion plan for the Town.
- Develop a communication plan for the Economic Development Board.
- Support the Town's presence of the World Wide Web by reviewing and validating the Town's web site and Internet partnerships.
- Create multimedia materials in support of initiatives in economic development.
- Establish packages for marketing based on target markets.

SCOPE: The activities of this work group should compliment the initiatives of the Economic Development Board.
