



AGENDA FOR THE COMMUNITY ECONOMIC DEVELOPMENT COMMITTEE MEETING
 TO BE HELD THURSDAY FEBRUARY 10, 2022 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 November 15, 2021.	PP 2,3
4.0	<u>OLD BUSINESS:</u> 4.1	
5.0	<u>NEW BUSINESS:</u> 5.1 Review & Revise Committee Terms of Reference – Council repeal of Bylaw #870 Economic Development Committee Bylaw 5.2 Members at Large 5.3 Community Futures 5.4 Signage in Jasper 5.5 Update from WASP (Wapiti Area Synergy Partnership) 5.6 Community Enhancement Committee 5.7 Bring your ideas for Economic Growth	PP 4-11
6.0	<u>ROUND TABLE:</u>	
7.0	<u>ADJOURNMENT:</u>	

Minutes for the Town of Beaverlodge Economic Development Committee Meeting

Monday November 15, 2021 at 9:00AM

Chair – Cyndi Corbett

ATTENDANCE:

Cyndi Corbett – Chair

Cody Moulds - Councillor

Tracy Ferguson – Member, Absent

Jeff Johnston - CAO

Tracy Brekkaas – Member

Wael Ammar – member

Recording Secretary - Nichole Young

1.0 CALL TO ORDER:

- The meeting commenced at 9:09 AM.

2.0 ADOPTION OF AGENDA:

#026-2021-11-15 Councillor Cody Moulds

CARRIED: That the agenda be accepted as presented.

3.0 ADOPTION OF MINUTES:

#027-2021-11-15 Member Tracy Brekkaas

CARRIED: That the minutes of the October 5, 2021 meeting be accepted as presented.

4.0 OLD BUSINESS: nil

5.0 NEW BUSINESS:

5.1 Christmas Craze 2021

Chair Cyndi Corbett inquired what the Chamber of Commerce needs from this committee for the Dec 3 Christmas Craze. The items that the Chamber needs are as follows:

- Christmas Tree – where will it be? This year there will be no gathering at the Firehall where traditionally kids go to sit on Santa’s knee and get treats (provided by IGA). Due to the pandemic, it was decided that this would be safer to do outside at the Christmas Tree location. As Level 420 now has a sign and the usual purveyor of the Christmas Tree is unable to do so this year. I said I would speak with CAO Johnston and get back to the committee.
- Beaver Mascot at the Tree
- Book the Handi-bus for the light judging
- 12 prizes for the winners of the Light Up
- Request Gena Jones be a judge again this year
- Require 2 people (in the past this has been Mayor Rycroft and Councillor Graw) to help at the Horse Ride location
- If they decide to do the Horse rides in the campground it was asked if we could put up some lights and or decorations? They may choose to do the rides in the High School field across from the campground, in which case we would have no access or ability to provide power for lights or to prep the area.
- Candy canes to hand out to the kids who decorate the tree – a schedule for decorating will be forthcoming.

- Wael offered to assist with the hot water for the Hot Chocolate handout sponsored by Tirecraft since it will be very near his store.
- Share advertising from the Chamber about Christmas Craze
- No streets will need to be blocked off this year
- Book another meeting prior to Dec 3 to circle back for this information.

5.2 Halloween wrap up – About 100 kids came down and got treats, likely will not run this event next year.

5 ROUND TABLE:

- Ideas for arena usage for next summer
- Will book a January meeting where we will discuss our bylaw # 870 and how to match it with our Terms of Reference. Nichole will send out both documents so members can review prior to the Jan meeting.
- Nov 29 is the annual Fire fighter's food drive.

Next meeting:

- Nov 29, 2021 @ 9:15 AM

6 ADJOURNMENT:

The meeting was adjourned at 10:09 AM.

Chair, Cyndi Corbett

Councillor Cody Moulds

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 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
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: <ul style="list-style-type: none"> - 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.

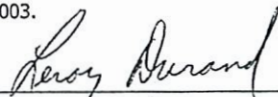
VI. Advisors

- 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.
