

Minutes for the Town of Beaverlodge Economic Development Committee Meeting

9:30 AM on Thursday, August 24, 2023 CHAIR– Cyndi Corbett

ATTENDANCE:

Cyndi Corbett – Chair

Tracy Ferguson – Member

Mike Wells - Member

Jeff Johnston – CAO, absent

Tina Letendre – Deputy CAO

Cody Moulds – Councillor

Wael Ammar – Member, absent

Donna Haight - Member

Recording Secretary - Nichole Young

1.0 CALL TO ORDER:

The meeting commenced at 9:30 AM.

2.0 ADOPTION OF AGENDA:

#030-2023-08-24 Councillor Cody Moulds

CARRIED: That the agenda be accepted with the addition to Old Business 4.1 – TikTok or FB Interviews of presentation by Xander and 4.2 Angel WINGS update.

3.0 ADOPTION OF MINUTES:

#031-2023-08-24 Member Mike Wells

CARRIED: That the minutes of the May 18, 2023 meeting be accepted as presented.

4.0 OLD BUSINESS:

4.1 TikTok &/or FB Interviews – *Xander gave an overview of what he can do for these ‘Spotlight’ style interviews and can commit to at least one per month if the committee decides to proceed.*

#032-2023-08-24 Member Mike Wells

CARRIED: That the Economic Development Committee accepts this for information.

4.2 WINGS Update

#033-2023-08-24 Councillor Cody Moulds

CARRIED: That the Economic Development Committee accepts this update for information and requests that it be a recurring item under Old Business until it is completed.

5.0 NEW BUSINESS:

5.1 June 22 Workshop Follow-up – *conduct a survey with local businesses but do it in person. Come up with 5 questions for the survey and then follow up with Holly with the results and she will come back to complete the workshop.*

5.2 Survey Questions.

1. *What made you choose Beaverlodge as the location for your business?*
2. *What hurdles/obstacles have you faced as a business?*
3. *When is your busiest time? When is your slowest time? Is there a way to improve it?*
4. *Would you be interested in taking part in our monthly Spotlight video?*
5. *How could the Economic Development Committee help your business?*

#034-2023-08-24 Councillor Cody Moulds

CARRIED: That the Economic Development Committee accepts this for information.

5.3 2023 Frequent Shopper Program Update

#035-2023-08-24 Member Tracy Ferguson

CARRIED: That the Economic Development Committee accepts this update for information.

6.0 ROUND TABLE:

- Cody Moulds – advertise ‘Spotlight your Business’
- Wael Ammar – absent
- Tracy Ferguson – nil
- Donna Haight – nil
- Mike Wells – advertise upcoming opportunity for businesses to participate in survey
- Cyndi Corbett – process to enable the committee to contact new businesses, add to the business license form

8.0 ADJOURNMENT:

The meeting was adjourned at 10:34 AM

Next meeting TBD.

Chair, Cyndi Corbett

Councillor Cody Moulds