

AGENDA FOR THE COMMUNITY ECONOMIC DEVELOPMENT COMMITTEE MEETING  
 TO BE HELD THURSDAY AUGUST 24, 2023 AT 9:30 AM  
 COUNCIL CHAMBERS, 400 10 ST 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 18, 2023	PP 2,3
<b>4.0</b>	<b><u>OLD BUSINESS:</u></b>  4.1 TikTok or FB Interviews	
<b>5.0</b>	<b><u>NEW BUSINESS:</u></b>  5.1 June 22 Workshop Follow-up  5.2 Survey Questions  5.3 2023 Frequent Shopper Program Update	
<b>6.0</b>	<b><u>ROUND TABLE:</u></b>	
<b>7.0</b>	<b><u>CLOSED SESSION:</u></b>	
<b>8.0</b>	<b><u>ADJOURNMENT:</u></b>	

**Minutes for the Town of Beaverlodge Economic Development Committee Meeting**

**9:30 AM on Thursday, May 18, 2023 CHAIR– Cyndi Corbett**

**ATTENDANCE:**

Cyndi Corbett – Chair

Tracy Ferguson – Member

Mike Wells - Member

Jeff Johnston – CAO, absent

Cody Moulds – Councillor, absent

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:**

**#020-2023-05-18** Member Tracy Ferguson

**CARRIED:** That the agenda be accepted as presented.

**3.0 ADOPTION OF MINUTES:**

**#021-2023-05-18** Member Donna Haight

**CARRIED:** That the minutes of the February 16, 2023 meeting be accepted as presented.

**4.0 OLD BUSINESS:**

4.1 Economic Development Workshop Dates

**#022-2023-05-18** Member Tracy Ferguson

**CARRIED:** That the Economic Development Committee sets the date for the Economic Development Workshop as June 22, 2023 in Council Chambers.

4.2 TikTok or Facebook Interviews

**#023-2023-05-18** Member Tracy Ferguson

**CARRIED:** That the Economic Development Committee tables this item until the next meeting.

**5.0 NEW BUSINESS:**

**#024-2023-05-18** Member Tracy Ferguson

**9:39 AM**

**CARRIED:** That the Economic Development Committee moves into **Closed Session** for Item 5.1 Relic & Bones 2023 – Contract – FOIP Section 16.

**#025-2023-05-18** Member Tracy Ferguson

**9:50 AM**

**CARRIED:** That the Economic Development Committee moves out of **Closed Session**.

**#026-2023-05-18** Member Mike Wells

**CARRIED:** That the Economic Development Committee declines to participate in the 2023 Relic & Bones Tour due to budget constraints.

5.2 WINGS Mural Update – *Chair Cyndi Corbett is still working on this item.*

**#027-2023-05-18** Member Mike Wells

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

5.3 Community Garage Sale, June 3, 2023 – *Donna will leave a sign-up sheet in the vestibule of the Town Office and will have information for the map by May 31<sup>st</sup>.*

**#028-2023-05-18** Member Tracy Ferguson

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

5.4 Artwalk Weekend June 9-11, 2023 – *Volunteers are needed for setting up Thursday night, contact Gena Jones. Picnic tables are needed for by the food trucks. Chamber requesting \$1500 approved in the Economic Development Committees budget to pay for advertising.*

**#029-2023-05-18** Member Tracy Ferguson

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

#### 6.0 ROUND TABLE:

- Cody Moulds – absent
- Wael Ammar – absent
- Tracy Ferguson – look at coordinating functions
- Donna Haight – The ag Society does not feel there are adequate facilities for a rodeo.
- Mike Wells – can we look at doing a survey for businesses?
- Cyndi Corbett – will make contact regarding the WINGS mural.

#### 7.0 CLOSED SESSION:

See 5.1

#### 8.0 ADJOURNMENT:

The meeting was adjourned at 11:02 AM

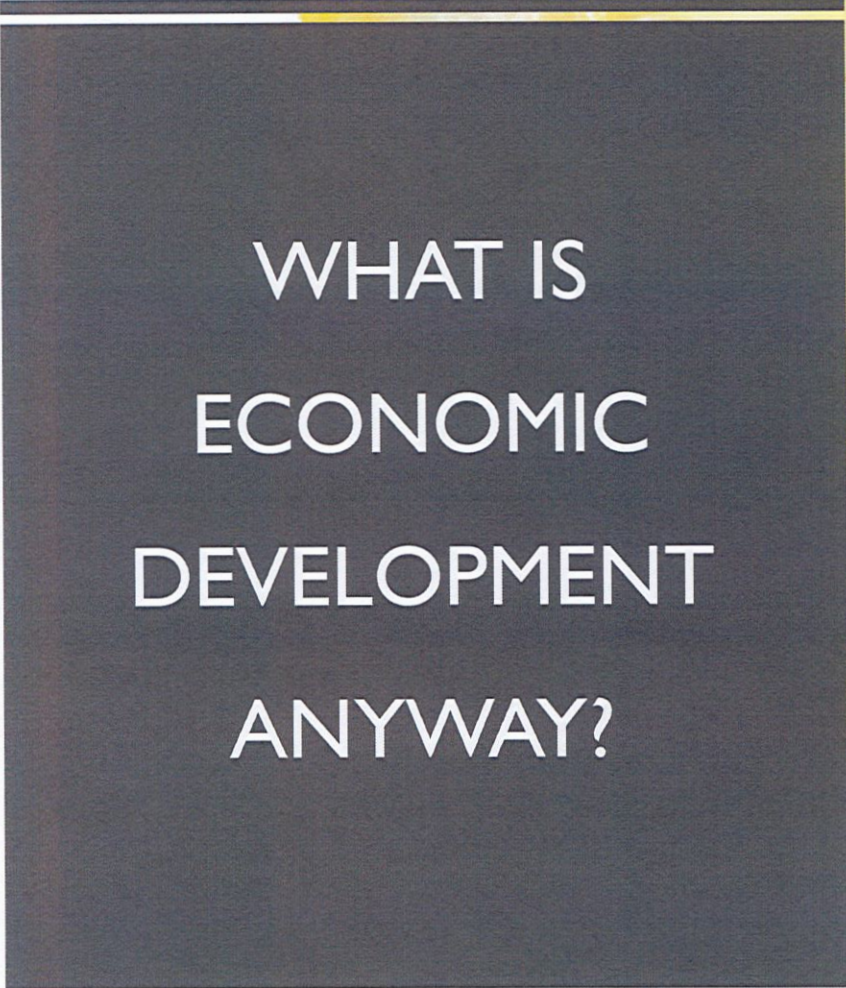
Next meeting will be June 22, 2023 Workshop at 7pm.

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Chair, Cyndi Corbett

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Councillor Cody Moulds




WHAT IS  
ECONOMIC  
DEVELOPMENT  
ANYWAY?



TOWN OF BEAVERLODGE  
ECONOMIC DEVELOPMENT COMMITTEE

THURSDAY, JUNE 22, 2023

7:00 – 9:00PM



WHAT IS  
COMMUNITY  
ECONOMIC  
DEVELOPMENT?

- HOW DO YOU DEFINE IT?
- WHO ARE THE PLAYERS?
- WHAT IS THE PROCESS?



# TRENDS IN ECONOMIC DEVELOPMENT

- 
- COMMUNITY
  - GRASS ROOTS
  - CONSULTATION
  - COMMUNICATION
  - COLLABORATION
  - CELEBRATION

# FACTORS OF ECONOMIC DEVELOPMENT

- COMMUNITY
- WEALTH CREATION
- MOBILIZATION OF RESOURCES
- HUMAN RESOURCES
- FINANCIAL AND CAPITAL RESOURCES
- PHYSICAL RESOURCES
- NATURAL RESOURCES
- MARKETABLE GOODS AND SERVICES

# TYPICAL ECONOMIC DEVELOPMENT STRATEGIES

- BUSINESS RETENTION & EXPANSION
- OPPORTUNITY IDENTIFICATION
- BUSINESS INVESTMENT & ATTRACTION
- TECHNOLOGY IN ECONOMIC DEVELOPMENT (TLED)
- DOWNTOWN DEVELOPMENT AND REVITALIZATION
- BUSINESS INCUBATION AND ORGANIZATION INCUBATION
- IMPORT REPLACEMENT



# YOUR ROLE IN ECONOMIC DEVELOPMENT

- LEARN TO WORK WITH PLANNERS
- A MUNICIPALITY'S LAND USE PLAN IS IMPORTANT FOR ECONOMIC DEVELOPMENT
- SET VISION FOR MUNICIPALITY, PROVINCE, COUNTRY, ETC.
- PROVIDE STAFF AND RESOURCES FOR COMPLETION OF ECONOMIC DEVELOPMENT STRATEGIES
- OPPORTUNITY IDENTIFICATION
- CLUSTER DEVELOPMENT
- STRATEGIC PLANNING

# ECONOMIC DEVELOPMENT BEST PRACTICES

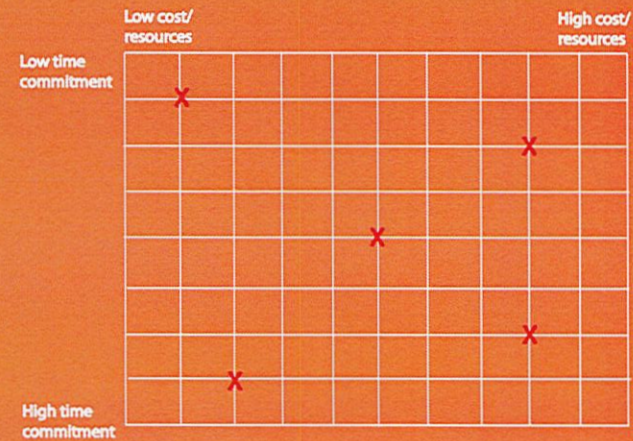
- INCLUDES COMMUNITY MEMBERS AND ORGANIZATIONS
- MOMENTUM COMES FROM WITHIN COMMUNITY
- EC DEV IS A PROCESS (NOT JUST A PROJECT)
- DEPARTMENT/STAFF HAS ABILITY TO RECOGNIZE AND COORDINATE OTHER EC DEV PROJECTS IN COMMUNITY (E.G., ABLE TO INTERACT WITH OTHER ASSOCIATIONS)
- DEPARTMENT/STAFF HAS AUTHORITY TO MAKE DECISIONS AND TAKE ACTION
- DEPARTMENT/STAFF HAS A CLEAR PLAN OF ACTION AND IS ADEQUATELY FUNDED



# STRATEGIC PLANNING

## GROUP WORK

Strengths	Weaknesses
Opportunities	Threats



# TOWN OF BEAVERLODGE PRIORITIES

- WHAT HAS BEEN DONE?
- WHAT IS BEING DONE?
- WHAT WAS LEARNED?
- ESTABLISH STRATEGIC DIRECTION FOR:
  - BUSINESS RETENTION & EXPANSION
  - BUSINESS INVESTMENT & ATTRACTION
  - OPPORTUNITY IDENTIFICATION

SMALL GROUP  
WORK –  
WHAT WOULD YOU  
DO?

- LOW HANGING FRUIT
- SPARK PLUGS
- CHAMPIONS & INFLUENCERS
- ENGAGEMENT
- VOLUNTEERISM
- WHO IS ALREADY DOING IT?  
OPPORTUNITY TO GROW  
WHAT'S EXISTING?

# EVALUATIONS & MANAGING EXPECTATIONS

- ECONOMIC DEVELOPMENT IS A LONG TERM PROCESS
- SUCCESS WILL NOT HAPPEN OVERNIGHT
- HARD TO MEASURE SUCCESS
- TANGIBLE MEASUREMENTS SUCH AS NEW COMPANIES, JOB CREATION, ETC. MAY BE HARD TO MEASURE IN THE SHORT TERM
- WHAT DOES SUCCESS LOOK LIKE TO YOU?
- NUMBER OF STAKEHOLDERS INVOLVED?
- NUMBER OF NEW CONTACTS?
- NUMBER OF BUSINESSES CONTACTED?
- NUMBER OF COMMUNICATION PIECES DISTRIBUTED?

# NEXT STEPS?

WHAT TO DO?

WHO TO DO IT?

BY WHEN?

- QUESTIONS?
- HOLLY SORGEN  
COMMUNITY FUTURES GRANDE PRAIRIE & REGION  
780.814.5340  
[HOLLY.SORGEN@ALBERTACF.COM](mailto:HOLLY.SORGEN@ALBERTACF.COM)