Economic Development Committee - Special
Wednesday May 22, 2019
Council Chambers 7pm
Meeting Minutes

ATTENDANCE:
Oliver Strickland – Chairperson
Lisa Sygutek – Councillor
Braden Cann
Ian Crawford
Jane Mollison
Barb Huseby
Tracy Mosby – Recording Secretary

GUESTS:
Natalie Gibson
Carolyn Guichon

ABSENT:
Dave Filipuzzi – Councillor
Alisdair Gibbons – Vice Chair
Richard Buckle
Glen Girhiny

INTRODUCTIONS
- Natalie; Economic Development Specialist
- Carolyn; Tourism specialist and marketing expert
- Oliver; owner of Strictly Hoses and Fittings, realtor and developer
- Barb; owner of Panago Pizza in Medicine Hat, recently moved here to live full time
- Braden; owner of Homechek CNP, manages vacant properties
• Councillor Sygutek; owner of The Pass Herald
• Ian; Grade six teacher, part owner of Copper Roof Rentals
• Jane; working with Rock Gear Distribution, former weekender

PROJECT OVERVIEW

• Opportunities
• Capitalizing on opportunities in Alberta
• Looking for strategies to be a catalyst
• Sustainability or innovation
• Succession planning
• Age of community members
• Three parts; Asset Inventory, Real Estate development (what land is available)
  Investment Opportunities
• Gap analysis; Business Engagement, 1-1 interviews with business owners, where improvements are needed
• Strategy development; how to build capacity
• Evidence based research
• Stay away from rumours; get the facts
• Working doc at end of process; how to move forward
• Looking to develop champions to assist with implementing plan

PROJECT PROGRESS

• began at beginning of March
• 50 interviews to date
• How to increase community knowledge of project
• Met with council April 9, 2019
• Build on interviews to access a broad range of groups and individuals
• One of three consultant groups working in community
• Community cafes upcoming to gain input
• Information gathering at this point
• Patrick on lead team, meeting every 6 weeks
• Community Futures, Chamber of Commerce, Municipality
• Tourism impact study
• Riversdale suggested Feasibility Study, funds from CARE grant
• Lead went to Community Futures
• Tourism; what is the province willing to do with Castle Park, what staffing levels are businesses looking at? How will housing be provided? What commercial property is available?
• Plan would cover these three items; Here is where we are, There is where we want to go and This will assist us in getting there
• What will be driving business in Castle Park?
• potential to access National Housing Strategy
• Listening to the stories of the community as well
• Primary interviews, then layer with secondary documentation, verify info and then re-interview to confirm data
• Hope to have report by mid October
• look at how micro businesses contribute to the economy during boom/bust cycles
• Start local interviews and then move outward of the community
• 10% of the community work at Teck
• Many of Teck workforce do not live in the community or the Elk Valley
• How to get numbers of locals who work in Fort McMurray
• Number of weekenders
• Conversations regarding broadband, lifestyle, doctor recruitment
• Technology market growing

1. As a board, what projects have you worked on in the last three years?
   • Website, commercial advertising
   • Capacity building (ability to keep events like Thunder in the Valley)
   • $200k in website, National Public Relations continues to maintain website

2. What have been your successes thus far? To what do you attribute the success?
   • traffic and business sign up on website
   • increase in tourism from attendance at trade shows

3. What projects are planned or proposed over the next few years?
   • new Summer Event, previous large event (Thunder in the Valley) brought upwards of 60,000 people to the community
   • completed an online survey to get direction/ideas from the community

4. What issues are you having in getting things done?
   • money
   • Strategic Plan for direction is not yet finalized
   • Waiting for council direction, Community Futures more and more involved in Economic Development across the country

5. As a committee how do you select your projects?
   • Direction from council, community wants and needs

6. What are the barriers to doing business in CNP? What needs to change?
   • Lack of cohesiveness with Community Futures, Chamber, Community groups, etcetera
• Create a Terms of Reference with other groups as to who does what, transparency (what does that look like)
• On-going issues with amalgamation, infrastructure, rock structure of Crowsnest Pass and the costs involved to upgrade
• Issues with new highway location
• Much of the land is owned by Nature Conservancy, Crown Land
• Unusable land from Alberta Transportation; reselling may not be available due to costs
• How to bring groups together, on-going animosity and how to overcome this
• Unknown future for castle park with change of government

7. **What are the opportunities, what needs to happen to capitalize on them?**

• Research and Development, technology (retraining for truck drivers) who will provide this?
• Many tourists do not see a reason to stop here
• Highway traffic stops people from stopping on long weekends
• What do we focus on regardless of the mine coming to fruition in the community?
• Committee to provide additional stakeholders for consultants to contact

Oliver made a motion to adjourn at 8:56pm, **CARRIED.**

**RE-ENGAGEMENT – PROJECT FINDINGS OCTOBER 2019**

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Oliver Strickland – Chairperson

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Tracy Mosby – Recording Secretary