

**TOWN OF BLACKFALDS  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Center – 5018 Waghorn Street  
Monday, June 2, 2025, at 7:00 p.m.

## **AGENDA**

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**1. WELCOME AND CALL TO ORDER**

- 1.1 Welcome
  - 1.2 Call to Order
  - 1.3 Receive Agenda
- 

**2. LAND ACKNOWLEDGEMENT**

- 2.1 Treaty Six Land Acknowledgement - Blackfalds Economic Development & Tourism Advisory Committee acknowledges that we are on Treaty 6 territory, a traditional meeting ground, gathering place, and travelling route to the Cree, Saulteaux (So-toe), Blackfoot, Métis, Dene (De-nay) and Nakota Sioux (Sue). We acknowledge all the many First Nations, Métis, and Inuit whose footsteps have marked these lands for centuries.
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**3. PRESENTATIONS**

None

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**4. BUSINESS**

- 4.1 Receive Minutes from April 7, 2025
  - 4.2 RFD, Business Walk 2025
  - 4.3 RFD, Entrepreneur Event - Fall of 2025
  - 4.4 RFD, Lemonade Day – June 14, 2025
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**5. REPORT FOR COMMITTEE**

- 5.1 RFC, EDTAC Terms of Reference – Update
  - 5.2 RFC, EDO Spring Report – April – June 2025
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**6. CONFIDENTIAL**

None

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**7. ADJOURNMENT**

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**TOWN OF BLACKFALDS  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Centre - 5018 Waghorn Street

Monday, April 7, 2025, at 7:00 p.m.

**MINUTES**

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**MEMBERS PRESENT**

Kala Pandit, Chair  
Jamie Hoover, Town of Blackfalds Mayor  
Brenda Dennis, Town of Blackfalds Councillor  
Ray Olfert, Member at Large  
Justine Loshny, Member at Large  
Darlington Etaje, Member at Large  
Christa French, Member at Large  
Reina Lemieux, Member at Large  
Denise Sumner, Member at Large  
Trent Kroetsch, Member at Large

**OTHERS ATTENDING**

Peter McGee, Economic Development Officer  
Lorrie Logan, Municipal Clerk

**REGRETS**

Cory Twerdoclib, Vice Chair  
Tyler Mitchell, Member at Large  
Robert Hogan, Member at Large  
Kyle Braithwaite, Member at Large

**WELCOME AND CALL TO ORDER**

Chair Pandit welcomed all attending and called the Economic Development & Tourism Advisory Committee Meeting to order at 7:00 p.m.

Councillor Dennis moved That the Economic Development & Tourism Advisory Committee receive the April 7, 2025, Agenda as presented.

Seconded by: Member Lemieux

**CARRIED UNANIMOUSLY**

**TREATY SIX LAND ACKNOWLEDGEMENT**

A Land Acknowledgement was read to recognize that the Town of Blackfalds is on Treaty Six Territory.

**PRESENTATION**

None

**TOWN OF BLACKFALDS  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Centre - 5018 Waghorn Street  
Monday, April 7, 2025, at 7:00 p.m.

**MINUTES**

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**BUSINESS**

**Minutes**

Mayor Hoover moved That the Economic Development & Tourism Advisory Committee approve the Minutes from February 3, 2025, as presented.

Seconded by: Member Lemieux

**CARRIED UNANIMOUSLY**

**Report for Committee, Blackfalds EDO Winter Update (February – April 2025)**

EDO McGee gave a report on various activities for the months of February 2025 to April 2025.

Member Olfert moved that the Economic Development & Tourism Advisory Committee receive the Blackfalds EDO Winter Update for (February 2025 to April 1, 2025) report for information.

Seconded by: Member Sumner

**CARRIED UNANIMOUSLY**

**Report for Committee, 2025 Business Walk**

EDO McGee gave a report on the data-gathering community-based Business Walk activity for the Town of Blackfalds.

Member Sumner moved That the Economic Development & Tourism Advisory Committee members support the creation and implementation of an annual Business Walk in Blackfalds.

Seconded by: Member Etaje

**CARRIED UNANIMOUSLY**

**Report for Committee, 2025 Entrepreneur Event**

EDO McGee gave a report on how an Entrepreneurial Event could impact the Town of Blackfalds.

Member Kroetsch moved That the Economic Development & Tourism Advisory Committee members support the creation and implementation of an entrepreneur event.

Seconded by: Member Loshny

**CARRIED UNANIMOUSLY**

**Report for Committee, Terms of Reference**

Chair Pandit reviewed the Terms of Reference with the Committee.

Member Olfert moved That the Economic Development & Tourism Advisory Committee members review the Terms of Reference and provide recommendations for any updates or changes for the next meeting.

Seconded by Member Kroetsch

**CARRIED UNANIMOUSLY**

**TOWN OF BLACKFALDS  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Centre - 5018 Waghorn Street  
Monday, April 7, 2025, at 7:00 p.m.

**MINUTES**

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**Protective Services Monthly Report**

**Development Building Permits – February 2025**

Member French moved That the Economic Development & Tourism Advisory Committee members receive the reports for information.

Seconded by: Member Sumner

**CARRIED UNANIMOUSLY**

**Adjournment**

Chair Pandit adjourned the Economic Development & Tourism Advisory Committee Meeting at 8:27 p.m.

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Kala Pandit, Chair

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Lorrie Logan, Municipal Clerk

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**MEETING DATE:** June 2, 2025

**PREPARED BY:** Peter McGee, Economic Development Officer

**SUBJECT:** **2025 Business Walk**

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## **BACKGROUND**

During the April EDTAC meeting, EDO McGee proposed that the committee undertake a Business Walk in the Blackfalds businesses to collect reliable data in a cost-effective manner. This proposal was approved, and the committee asked EDO McGee to present options for how EDTAC can effectively conduct a Business Walk. This report outlines two options for achieving this.

To clarify and stay consistent, a Business Walk is a structured process in which individuals engage with local businesses through face-to-face conversations and surveys.

## **BUSINESS**

### **Option 1**

EDTAC will establish a subcommittee tasked with the comprehensive planning, programming, and implementation of the business walk. This subcommittee will oversee all facets of the program, including but not limited to:

- Selecting the dates and times for the walk and subcommittee meetings.
- Define the goals and objectives for the Business Walk.
- Curating and selecting survey questions, as well as determining how they will be collected, evaluated, and presented.
- Prepare reports for the September 2025 EDTAC meeting.

### **Option 2**

EDTAC will establish a subcommittee tasked with planning and organizing the business walk, as well as advising other EDTAC members on their roles in completing the project. The subcommittee will be accountable for the following responsibilities:

- Determine the dates and times for the business walk and subcommittee meetings.
- Set clear goals and objectives for the Business Walk.
- Curate and select survey questions, along with the methods for gathering, evaluating, and presenting the data.
- Plan the rollout of the business walk, whether it will occur in a single day or a month, and whether it will be organized by industry or area.
- Select, delegate, and coordinate EDTAC members to conduct the business walk, including who will conduct interviews, whom they will speak to, deadlines for completion, and who will create the questions and compile the results.
- Prepare a report for the September 2025 EDTAC meeting.

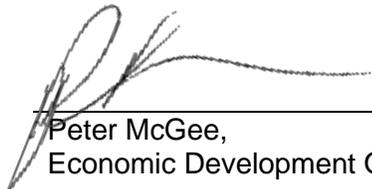
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**ATTACHMENTS**

- [RFC, 2025 Business Walk](#)

**RECOMMENDATIONS**

1. That the Economic Development & Tourism Advisory Committee members support the creation and implementation of an annual Business Walk in Blackfalds using option \_\_\_\_.
2. That the Economic Development & Tourism Advisory Committee members select \_\_\_\_\_ as lead of the business walk subcommittee from Economic Development & Tourism Advisory Committee.



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Peter McGee,  
Economic Development Officer

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Author

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**MEETING DATE:** June 2<sup>nd</sup>, 2025  
**PREPARED BY:** Peter McGee, Economic Development Officer  
**SUBJECT:** **Entrepreneur Event (Fall of 2025)**

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## **BACKGROUND**

During the April EDTAC meeting, EDO McGee proposed the idea of hosting an entrepreneurial event. There are various approaches to organizing such an event, each with its own advantages and disadvantages. A crucial factor to consider is the target audience and what resonates with them. This involves evaluating the timing—whether during the day, week, or year—the venue's accessibility, and the event's format, such as a workshop or networking session.

It is advisable to choose a date during Small Business Week in Alberta, particularly the week of October 19 – 25, 2025. However, when selecting a specific day, it is important to consider the municipal election.

Below are several recommendations for hosting this event. These suggestions are not exhaustive but are intended to foster discussion and guide EDO McGee on the preferred direction.

### **Option 1**

Primary Target Audience: Aspiring Entrepreneurs

Secondary Target Market: Early-Stage Small Retail Businesses

Location: Eagle Builder Center

Format: Breakfast Event featuring a concise workshop, followed by networking opportunities.

Specific Invitees: Small Business Support Ecosystem (Community Futures, Business Link, etc.), Banks/Credit Unions, Chamber of Commerce, Government of Alberta, Business Schools.

### **Option 2**

Primary Target Audience: Home-Based Businesses

Secondary Target Market: Aspiring Entrepreneurs

Location: Eagle Builder Center

Format: Evening Trade Show and Networking Event coinciding with a Bulldogs game.

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Specific Invitees: Small Business Support Ecosystem (Community Futures, Business Link, etc.), Banks/Credit Unions, Commercial Realtors, Landlords, and Developers.

**Option 3**

Primary Target Audience: Technology Startups

Secondary Target Market: Innovative Industrial Companies

Location: Ellis Bird Farm

Format: Evening Dinner featuring appetizers, entertainment, introductions, and primarily networking.

Specific Invitees: Alberta Technology Ecosystem (Alberta Innovates, Central Alberta Regional Innovation Network, RDP, and Olds College, etc.), Government of Alberta, All Industrial Businesses, Creative Funders (BDC, Canadian Food Innovation Network, etc.).

**RECOMMENDATION**

1. That the Economic Development and Tourism advisory committee provide direction on date, target audience, and style of the entrepreneur event.

**ATTACHMENTS**

- [RFC, 2025 Entrepreneur Event](#)



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Peter McGee,  
Economic Development Officer

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Author

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**MEETING DATE:** June 2<sup>nd</sup>, 2025

**PREPARED BY:** Peter McGee, Economic Development Officer

**SUBJECT:** **Lemonade Day – Request for Judges**

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## **BACKGROUND**

In 2025, the Town of Blackfalds is collaborating with Community Futures East Parkland and other communities to host Lemonade Day on June 14<sup>th</sup>, coinciding with the Blackfalds Days celebration.

Lemonade Day serves as a complimentary, engaging initiative aimed at educating youth on the fundamentals of establishing, managing, and operating a business, specifically a lemonade stand.

The primary goal of Lemonade Day is to empower young individuals to take ownership of their futures by fostering their development into productive members of society, including future business leaders, social advocates, volunteers, and innovative citizens.

Each child who registers will receive a backpack containing an Entrepreneur Workbook or access to the "My Lemonade Day" app, and will participate in Lemonade University, where instructors from Community Futures will provide essential lessons on budgeting, setting profit goals, serving customers, repaying investors, and contributing to the community.

Throughout the program, participants will cultivate skills in goal-setting and problem-solving while enhancing their self-esteem, all while enjoying the process and expressing their creativity.

The program has been promoted through various channels, including the Town of Blackfalds' regular communication methods, social media, and the town newsletter. EDO McGee has presented to over 200 students in grades 3 to 5 within the Public School system, and information has been shared with the Catholic School system for further distribution. Currently, there are 23 participants registered, and on May 11<sup>th</sup>, "Lemmy University" was hosted at the Eagle Builders Center with 12 attendees. Participants can request locations for their stands by completing a Lemmy Lease. To date we have received requests for stands at the Eagle Builders Center, Sterling Industries Sports Park, and the Abby Center.

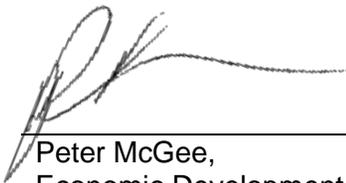
Prizes will be awarded for "Area Best Entrepreneur," "Area Best Tasting Lemonade," and "Area Best Lemonade Stand." In Blackfalds, participants are required to operate their stands from 12:00 pm to 2:30 pm to facilitate the judging process. Three to five judges will receive a map of all the stands and will visit each one, either individually or as a group, during the judging period to evaluate and award prizes to the winners.

**SUMMARY**

EDO McGee is requesting 3 to 5 thirsty volunteers to be judges from 12:00 pm to 3:00 pm on Lemonade Day June 14<sup>th</sup>.

**ATTACHMENTS**

- *Lemonade Day Rules for Judges 2025*
- *Lemonade Day Score Card – Area Best Stand*
- *Lemonade Day Score Card – Area Best Tasting Lemonade*
- *Lemonade Day Score Card – Area Entrepreneur of the Year*
- *Lemonade Day is Coming - Newsletter*



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Peter McGee,  
Economic Development Officer

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Author

## Lemonade Day Rules & Guidelines

1. Potable water such as municipal water or bottled water must be obtained for the preparation of drinks. Only commercially made/bagged ice can be used. Scoops must be used to dispense ice.
2. All the drinks must be prepared on site and cannot be prepared in a private home and taken to the venues.
3. The event is held outdoors. No stands may be setup inside of businesses. Some protection for bad weather should be considered. For example, shelters and umbrellas can be used to protect against windblown dirt/rain. Avoid graveled areas in favor of concrete/asphalt/lawn when setting up your food preparation area. All the ingredients containers should be covered.
4. Hand hygiene: recommend that a temporary handwashing station be set up on site by using a water jug (coffee urn) with soap/paper towel, and waste bucket, or alcohol-based hand sanitizer can be used.
5. Containers and mixing utensils - bring extra, store in sealed plastic tub to keep them clean.
6. Any cutting utensils/ cutting boards – bring extra, or basins with water/sanitizer/soap methods and waste bucket to clean them on site. Soiled utensils must be stored separately from the clean ones. Preferable use single use disposable items.
7. All the serving utensils must be single use disposable ones only.
8. A spray bottle with an approved sanitizing solution must be equipped on site for sanitizing food contact surfaces such as prep tables. Recommend that commercially ready to use sanitizer be obtained.
9. Garbage bins with liners must be provided at each location.
10. No animals/pets are allowed at the food preparation area.
11. No home made or unpackaged edible or consumable items except lemonade are permitted. Only commercially packaged and sealed food items may be sold e.g. bag of chips.
12. All participant must attend a Lemonade University training session.
13. All participants must display their Lemmy U Food and Safety Graduation Certificate on their Lemonade Stand.
14. An adult must be on site for the duration of the time the stand is open for business.
15. Lemonade Day is a rain or shine event, it will take place on June 14, 2025 ONLY.
16. In the event a Lemonade Day town is evacuated due to Forest Fires on June 14, 2025, Lemonade Day will be cancelled for that town and will not be rescheduled.

## Area Best Lemonade Stand of the Year Contest

Stand Name: \_\_\_\_\_

Kid(s) Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Is the "Lemmy U Food & Safety Certificate" displayed in clear view? YES \_\_\_\_ NO \_\_\_\_

Do they appear to be following all the rules? YES \_\_\_\_ NO \_\_\_\_

If NO please indicate what rule was broken: \_\_\_\_\_

### Please Score the Following from 1 to 5 (1 = low 5 = High/excellent)

Creativity (decorations, look) \_\_\_\_\_

Kids involved in making the stand \_\_\_\_\_

Clear Signage of what they are selling \_\_\_\_\_

Unique Theme \_\_\_\_\_

Unique Brand or Slogan \_\_\_\_\_

Open / Closed Time Displayed \_\_\_\_\_

Signage for the charity they are supporting \_\_\_\_\_

Neat / Organized \_\_\_\_\_

Discretionary Bonus Points (awarded for something remarkable /unique /stood out) \_\_\_\_\_

Notes:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you have any questions please contact:

## Area Best Tasting Lemonade of the Year Contest

**Note: Each stand may submit 1 sample of lemonade for the contest only**

Stand Name: \_\_\_\_\_

Kid(s) Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Is the "Lemmy U Food & Safety Certificate" displayed in clear view? YES \_\_\_\_\_ NO \_\_\_\_\_

Do they appear to be following all the rules? YES \_\_\_\_\_ NO \_\_\_\_\_

If NO please indicate what rule was broken: \_\_\_\_\_

\_\_\_\_\_

**Please Score the Following from 1 to 5 (1 = low 5 = High/excellent)**

Creativity (name/presentation/flavor combo) \_\_\_\_\_

Appear to be following food safety rules \_\_\_\_\_

Able to describe their recipe \_\_\_\_\_

Taste \_\_\_\_\_

Discretionary Bonus Points from 1 to 5 (awarded for something remarkable /unique /stood out)

\_\_\_\_\_

Notes:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you have any questions please contact:

## Area Entrepreneur of the Year Contest

Stand Name: \_\_\_\_\_

Kid(s) Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Is the "Lemmy U Food & Safety Certificate" displayed in clear view? YES \_\_\_\_ NO \_\_\_\_

Do they appear to be following all the rules? YES \_\_\_\_ NO \_\_\_\_

If NO please indicate what rule was broken: \_\_\_\_\_

**Please Score the Following from 1 to 5 (1 = low 5 = High/excellent)**

Business Skills:

- Customer Service Skills \_\_\_\_\_
- Unique Idea or theme \_\_\_\_\_
- Stand location \_\_\_\_\_
- Marketing / Advertising \_\_\_\_\_
- Supporting a Charity \_\_\_\_\_

Goals

- Explained their Business Goals \_\_\_\_\_
- Explained how they will Spend, Save, Share \_\_\_\_\_

Story:

- Able to talk about their business – recipe, name choice, stand building etc. \_\_\_\_\_
- Able to talk about what went well and what they may do differently next time. \_\_\_\_\_

Discretionary Bonus Points (awarded for something remarkable /unique /stood out) \_\_\_\_\_

Notes:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you have any questions please contact:

# LEMONADE DAY IS COMING!



REGISTER NOW

Kids! Are you ready to run your own business and have fun at the same time?



## WHAT IS LEMONADE DAY?

Lemonade Day is a Free, Fun program where you learn to run your own business - a Lemonade Stand!

Kids learn business skills, earn their own money, give back to their community and all while having fun!



## HOW DOES IT WORK?

Open to Kids of all abilities in Kindergarten through High School

- Register for Lemonade Day Northern Alberta.
- Attend Lemonade University to learn business skills.
- Create your Lemonade recipe.
- Build your Lemonade Stand.
- Setup and Run your Lemonade Stand on Lemonade Day \*June 14, 2025\*
- Celebrate your success!

[lemonadeday.org/northern-alberta](http://lemonadeday.org/northern-alberta)



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**MEETING DATE:** June 2<sup>nd</sup>, 2025  
**PREPARED BY:** Peter McGee, Economic Development Officer  
**SUBJECT:** **Terms of Reference Update (Draft)**

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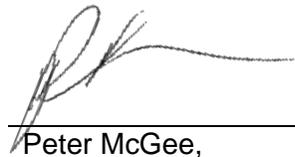
## **BACKGROUND**

In early 2025, as part of the ongoing Council Committee Audit, Administration requested that each Committee review their Draft Terms of Reference to serve as a reference document in the Council Committee Bylaw. This review aims to ensure that the purpose, mandate, and guidelines remain relevant and effective for the Economic Development and Tourism Advisory Committee.

The Economic Development and Tourism Advisory Committee examined these Terms of Reference during their meeting on April 7<sup>th</sup>, 2025, and provided several recommendations. These recommendations were subsequently presented to the Standing Committee as part of the comprehensive Council Committee Bylaw review on May 20<sup>th</sup>, 2025. They were accepted and will be submitted to the Council for adoption in future meetings.

## **ATTACHMENTS**

- ***EDTAC Terms of Reference***



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Peter McGee,  
Economic Development Officer

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Author

**SCHEDULE "D"****TERMS OF REFERENCE  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE****1. Purpose/Mandate**

- 1.1. The purpose of the Economic Development & Tourism Advisory Committee ("EDTAC") is to act as an advisory committee to Council and provide guidance and advice in the implementation of strategies outlined in the Economic Development & Tourism Strategy that serves to enhance economic development and tourism in the Town of Blackfalds including additional strategies, ideas and solutions related to economic development and tourism in the Town of Blackfalds and area.

**2. Membership**

- 2.1 EDTAC is comprised of a minimum of eleven (11) members who are appointed by Council. Council will appoint EDTAC members on the basis of demonstrated appreciation of and participation in community economic development matters. Membership includes:
  - 2.1.1 A maximum of two (2) Town Council members (voting members);
  - 2.1.2 A maximum of one (1) Lacombe County Council member (voting member);
  - 2.1.3 A minimum of eight (8) members at large with experience in or passion for business, innovation or economic development (voting member); and
  - 2.1.4 Economic Development Officer and any other Administrative Staff that the Chief Administrative Officer deems necessary (non-voting members).
- 2.2 The majority of members must maintain a residence within the Town of Blackfalds.
- 2.3 The term of the Committee appointments will be for up to two (2) years.

**3. Meetings**

- 3.1 EDTAC will review the dates and times of the regular meetings at the beginning of each calendar year. Meetings will typically be held starting at 7:00 p.m. on the first or second Monday of February, April, June, September and November. The Chair may call additional meetings as required.

**4. Committee Roles and Responsibilities**

- 4.1 At the February meeting, the Committee, by a majority vote, will elect a Chair and Vice Chair for the Committee to serve a one (1) year term.
- 4.2 The Committee will make recommendations to Council in relation to economic development and tourism initiatives. Decisions of the EDTAC are not binding on the Town of Blackfalds until it is approved by Council.
- 4.3 Establish project sub-committees as required. These sub-committee may include non-EDTAC members. Project committee will report back to EDTAC through the sub-committee chair.

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**MEETING DATE:** June 2<sup>nd</sup>, 2025  
**PREPARED BY:** Peter McGee, Economic Development Officer  
**SUBJECT:** **EDO Spring Update**

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## BACKGROUND

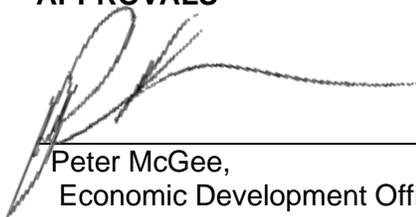
Comprehensive report detailing the initiatives undertaken by the Economic Development Officer during the period from April 2025 to June 2025.

- *Events*
  - Economic Developers of Alberta Experience Conference – April 9 – 11 (see report)
  - Inventure\$ - May 20 (see report)
  - Best of Blackfalds – April 17
  - Youth Recognition Night – May 1
  - Best Bar None Awards – April 22<sup>nd</sup>
  - Financing the Future of Food hosted by Canadian Food Innovation Network – May 20<sup>th</sup>
  - Central Alberta Economic Partnership AGM – May 15
- Chairs for Chairty – 18 businesses participating
- Lemonde Day – June 14<sup>th</sup>
  - 23 registrants
  - 12 participants in Lemmy University
- Business Visitations – 100+ - sharing “Better Together” event message
- Rural Entrepreneur Stream – 6 in-person individual meetings
- Central Alberta Tourism Alliance
  - General Meeting (x1)
  - Economic Impact Assessment Project (x3)
- Central Alberta Economic Resiliency Task Force (x3)

## ATTACHMENTS

- [Economic Developers of Alberta Experience Conference 2025 Report](#)
- [Inventures 2025 Report](#)

## APPROVALS



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Peter McGee,  
Economic Development Officer

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Author