

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

Civic Cultural Centre – 5018 Waghorn Street

Monday, November 4, 2024, at 7:00 p.m.

MINUTES

MEMBERS PRESENT

Ray Olfert, Chair
Denise Sumner, Vice Chair
Jim Sands, Town of Blackfalds Deputy Mayor
Brenda Dennis, Town of Blackfalds Councillor
Kala Pandit, Member at Large
Tyler Mitchell, Member at Large
Robert Hogan, Member at Large
Christa French, Member at Large
Cory Twerdoclib, Member at Large (*virtual*)
Kyle Braithwaite, Member at Large (*virtual*)
Mayor Hoover, Town of Blackfalds Mayor

OTHERS ATTENDING

Peter McGee, Economic Development Officer

REGRETS

Craig Schroh, Member at Large

WELCOME AND CALL TO ORDER

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

RECEIVE THE AGENDA

Addition of Business Item 4.8

Jamie Hoover, Town of Blackfalds Mayor moved That the Economic Development & Tourism Advisory Committee receive the Agenda for November 4, 2024, as amended.

CARRIED UNANIMOUSLY

TREATY SIX LAND ACKNOWLEDGEMENT

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

PRESENTATION

Tourism Red Deer

Executive Director, Jesse Smith gave an introductory presentation regarding surrounding Tourism in Red Deer.

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MINUTES

Highway 2a Tourism Corridor

EDO McGee provided a presentation surrounding the Highway 2a Tourism Corridor.

BUSINESS

Approval of Minutes

Jamie Hoover, Town of Blackfalds Mayor moved That the Economic Development and Tourism Advisory Committee approve the Minutes from Sept 9th, 2024, as presented and be brought forward to a future Regular Council Meeting.

CARRIED UNANIMOUSLY

Report for Committee, Blackfalds EDO Fall Update (Sept-Oct)

EDO McGee provided an update on activities for September and October 2024.

Tyler Mitchell, Public at Large moved That the Economic Development & Tourism Advisory Committee receive the Blackfalds EDO Fall Update (Sept-Oct) report for information.

CARRIED UNANIMOUSLY

Report for Committee, 2025 Economic Development Workplan

EDO McGee reviewed the 2025 Economic Development Workplan, goals/objectives and tactics for 2025.

Christa French, Member at Large moved That the Economic Development & Tourism Advisory Committee receive the 2025 Economic Development Workplan report for information.

CARRIED UNANIMOUSLY

Report for Committee, Enforcement and Development Monthly Reports

EDO McGee brought forward the Enforcement and Development Monthly Reports for the Committee's information.

Brenda Dennis, Town of Blackfalds Councillor moved That the Economic Development & Tourism Advisory Committee receive the Enforcement and Protective Services Monthly Report – September 2024 and the Development & Building Monthly Report - September 2024 for information.

CARRIED UNANIMOUSLY

Request for Direction, Blackfalds Economic Development Website Pages Project Sub-Committee

EDO McGee brought forward a request that the Committee establish a Blackfalds Economic Development Website Pages Project Sub-Committee.

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Brenda Dennis, Town of Blackfalds Councillor moved That the Economic Development & Tourism Advisory Committee establish the Blackfalds Economic Development Website Pages Project Sub-Committee and that Member at Large, Christa French, and Member at Large Tyler Mitchell, be appointed to the Blackfalds Economic Development Website Pages Project Sub-Committee.

CARRIED UNANIMOUSLY

Request for Direction, Blackfalds Economic Development Strategy Project Sub-Committee

EDO McGee brought forward a request that the Committee establish a Blackfalds Economic Development Strategy Project Sub-Committee.

Member at Large, Tyler Mitchell moved That the Economic Development & Tourism Advisory Committee establish the Blackfalds Economic Development Strategy Project Sub-Committee and that Member at Large Kala Pandit, Robert Hogan Member at Large, and Jamie Hoover, Town of Blackfalds Mayor, be appointed to the Blackfalds Economic Development Strategy Project Sub-Committee.

CARRIED UNANIMOUSLY

Request for Direction, Highway 2a Tourism Corridor

EDO McGee brought forward a request that the Committee support and recommend that EDO McGee bring forward the Highway 2a Tourism Corridor to Council.

Christa French, Member at Large, moved That The Economic Development & Tourism Advisory Committee recommends that EDO McGee bring forward the Highway 2a Tourism Corridor Report to a future Regular Council Meeting for Council's consideration of endorsement.

CARRIED UNANIMOUSLY

Round Table

A round table discussion took place with the Committee.

ADJOURNMENT

Chair Olfert, adjourned the Economic Development & Tourism Advisory Committee Meeting at 8:54 p.m.

- Original Signed -

Ray Olfert, Chair

- Original Signed -

Lorrie Logan, Municipal Clerk