



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

Civic Cultural Center – 5018 Waghorn Street

June 10, 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
Cory Twerdoclib, Member at Large
Robert Hogan, Member at Large
Cliff Soper, Member at Large
Christa French, Member at Large

OTHERS ATTENDING

Mayor Hoover, Town of Blackfalds Mayor
Justin de Bresser, Director of Corporate Services
Peter McGee, Economic Development Officer
Lorrie Logan, Municipal Clerk

REGRETS

Craig Schroh, Member at Large
Kyle Braithwaite, 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.

Item 4.2 was moved to 3.0 – Introduction of Peter McGee.

Item 5.1 was Added - Mayor's Report

Vice Chair Sumner moved That the Economic Development & Tourism Advisory Committee receive the Agenda 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.

PRESENTATIONS

Peter McGee the new Economic Development Officer with the Town of Blackfalds introduced himself to the committee.

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High School Mural

Vice Chair Denise Sumner gave a presentation about the mural proposed for the new High School this fall.

Voyager Art & Tile Inc. is creating an 80-foot x 12-foot mural illustrating the Red River Trail, a historic trade and travel route for the Metis stretching from Rocky Mountain House to Tail Creek and onward to Pigeon Lake. The mural will feature painted wooden blocks representing various types of local animals in the area, while mosaic tiles will showcase historical scenes from old photographs. Funding for this project is provided by the Historical Society, and a QR code will be included for additional information.

BUSINESS

Minutes

Mayor Hoover moved That the Economic Development & Tourism Advisory Committee approve the Minutes from January 8, 2024, as presented.

CARRIED UNANIMOUSLY

Resignation – Melissa MacLeod –

Member Soper moved that the Economic Development and Tourism Advisory Committee receive the Resignation Letter from Member Melissa MacLeod with regrets and forward it to a future Regular Council Meeting.

CARRIED UNANIMOUSLY

Report for Committee

The Economic Development & Tourism Advisory Committee received updates on the following items.

Laebon Developments –

The Town has received a deposit for this development, ensuring that the project will proceed. The site has some soil contamination from a former chicken farm that previously occupied the area. Additionally, there is road salt residue due to the site's recent use as a snow storage facility. To address these issues, the Town is conducting environmental assessments and implementing processes to remediate the soil and bring it up to residential standards. The site plans have undergone review and appear promising.

Neuron Scooters

The Town selected Neuron Scooters as the scooter provider for this season. There has been a lot of positive feedback from the riders and the Town will look to them for another season at the end of their term in October. The Town has a total of 18 scooters which seems a feasible amount for the rider population and if the Town needed extra scooters for specific events, then Neuron could provide them.

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Land Acquisition

The Town is Looking at a few land acquisitions, most notably for snow storage, and cemetery expansion.

An RFP will be going out shortly for a site selection and development of a new snow storage facility.

Red Deer Home Show

The committee intends to participate in the 2025 Red Deer Home Show, focusing on developing new ideas to attract more businesses and residents.

Information

- Enforcement and Protective Services Monthly Report – April 2024
- RCMP – Blackfalds Crime Statistic Summary Report – April 2024
- Development & Building Monthly Report – April 2024

Mayor Hoover – Attended a few events and shared the information with the committee.

The province has put more emphasis on youth participation in agricultural production. The Ag for Life, is a charitable organization that actively encourages youth efforts not only for traditional farming but also to include other unique innovations such as the Aspelund Dairy Innovations West milk production plant that will be opening in November near Blackfalds.

Ag for Life has an educational mobile unit and we can partner with them for events.

The province has ambitious goals and plans to double the tourism dollars to 25 Billion by 2035. The province has been revamped into 8 tourist zones. The idea is to focus on the strengths and needs in certain regions to pump up tourism.

There is a site selector tool for Economic Development & Tourism located on the website. Can be used to search regions, resources, water, airports, real estate available etc.

Round Table

EDTAC – Terms of Reference
Economic Development & Tourism Strategy 2021

Councillor Dennis moved That the Economic Development & Tourism Advisory Committee receive the Reports as information.

CARRIED UNANIMOUSLY

Chair Olfert adjourned the Economic Development & Tourism Advisory Committee Meeting at 7:44 p.m.



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