

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

Eagle Builders Centre – 5302 Broadway Avenue

Monday, January 8, 2024, at 7:00 p.m.

MINUTES

MEMBERS PRESENT

Ray Olfert, Chair
Brenda Dennis, Town of Blackfalds Deputy Mayor
Kala Pandit, Member at Large
Tyler Mitchell, Member at Large
Cory Twerdoelib, Member at Large
Craig Schroh, Member at Large
Robert Hogan, Member at Large
Christa French, Member at Large
Kyle Braithwaite, Member at Large (*virtually*)

OTHERS ATTENDING

Rick Sadick, Economic Development Officer
Mayor Hoover, Town of Blackfalds Mayor

REGRETS

Denise Sumner, Vice Chair
Rebecca Stendie, Town of Blackfalds
Councillor Cliff Soper, Member at Large
Melissa MacLeod, Member at Large
Lorrie Logan, Municipal Clerk

WELCOME AND CALL TO ORDER

Chair Olfert welcomed all attending and called the Economic Development & Tourism Advisory Committee Meeting to order at 7:05 p.m.

Business item 3.2 – Round Table Discussions - Junior Achievement Program was added to the Agenda.

Town of Blackfalds Deputy Mayor Dennis 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 recognize that the Town of Blackfalds is on Treaty Six territory.

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PRESENTATIONS

None

BUSINESS

Round Table Discussions

The 2024 Strategic Plan for Blackfalds aims to promote the town, attract new businesses, foster housing developments, and establish a senior living complex.

1. As part of this initiative, the town intends to create a professional video highlighting the unique features of Blackfalds and answering the question: Why Blackfalds? This video will serve as a powerful tool to encourage businesses and tourism to invest in and explore Blackfalds. Additionally, the town will explore government grants to offset the financial costs associated with producing this video.
2. Promotion at Trade Shows: Blackfalds aims to enhance its visibility by actively participating in events such as trade shows. The first event is the 2024 Home Show at the Red Deer Westerner grounds, scheduled for March 8-10. The town will have a booth set up, and committee members will be able to sign up on the schedule sheet next meeting.
3. Attracting Commercial and Heavy Industry Businesses: Blackfalds seeks to attract more commercial and heavy industry businesses. To facilitate this, the town will explore tax incentives that can help offset costs associated with new developments.

Junior Achievement Program: The town's committee members are invited to engage with students in schools through the Junior Achievement Program. This involves discussing topics related to business and finance, fostering knowledge and interest among the younger generation.

Approval of Minutes

Member Pandit moved That the Economic Development & Tourism Advisory Committee approve the Minutes from November 6, 2023.

CARRIED UNANIMOUSLY

Business

2024 Budget

- The 2024 Economic Development Budget has been officially approved by Council.

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Laebon Development

- The Laebon housing development project, which is planned for Blackfalds near South Street is currently under negotiation.

Lacombe Regional Tourism Association

- Blackfalds decided not to participate in the Lacombe Regional Tourism Association. The decision was based on a review of the services offered, which did not align with the per capita funding they were requesting.

Bridge Road Development

- A meeting will be scheduled with the developer to discuss further plans for the Senior Living facility.

Banking Institutions

- Banking institutions are currently shifting their focus away from investing in small markets. Instead, they are prioritizing digitalization.

Craft Brewery

- Interest has been expressed in establishing a mini craft brewery at Blackfalds Crossing. Currently, the application for this endeavor is still in progress.

Economic Developers Alberta

- The Economic Developers Alberta (EDA) Xperience 2024 Leaders' Summit & Conference is scheduled to take place from April 10 to April 12, 2024, at the Pomeroy Mountain Lodge in Kananaskis. EDO Sadick will be attending and an EDTAC member is also invited to attend.

Rural Entrepreneur Stream & Rural Renewal Stream

- Blackfalds does not currently meet the requirement for funding under the Rural Entrepreneur Stream & Rural Renewal Stream program. To qualify, the community must have available living accommodations for new residents.

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EV Charging Stations

Blackfalds has recently installed two electric vehicle charging stations that are now available for public use. Specifically:

- The level 3 charging station, located at the Town Civic Centre, requires payment for usage, and the level 2 charging station, situated at the Blackfalds Motor Inn, is free of charge for users.

By Consensus the Economic Development & Tourism Advisory Committee received the Business items as information.

CARRIED UNANIMOUSLY

Chair Olfert adjourned the Economic Development & Tourism Meeting at 8:15 p.m.

- Original Signed -

Ray Olfert, Chair

- Original Signed -

Lorrie Logan, Municipal Clerk