



REGIONAL MUNICIPALITY
OF WOOD BUFFALO

Wood Buffalo Recovery Committee

Jubilee Centre Council Chamber
9909 Franklin Avenue, Fort McMurray

Wednesday, August 17, 2016
6:00 p.m.

Agenda

Call To Order

Adoption of Agenda

Minutes of Previous Meetings

1. Wood Buffalo Recovery Committee Meeting - August 3, 2016

New and Unfinished Business

2. Recovery Task Force Update
3. Business and Economic Recovery Plan Status Update
4. Wood Buffalo Recovery Committee Meeting Schedule
- delegations

Motion to Move In Camera

5. Personnel Matter - Appointment of Recovery Team
(In Camera pursuant to section 24 of the *Freedom of Information and Protection of Privacy Act*)

Motion to Reconvene in Public

Adjournment

Unapproved Minutes of a Meeting of the Wood Buffalo Recovery Committee held in the Council Chamber at the Municipal Offices in Fort McMurray, Alberta, on Wednesday, August 3, 2016, commencing at 4:00 p.m.

Present: J. Bancarz, Chair
M. Farrington, Vice-Chair
K. Fleury
S. Germain, Councillor
M. Giles
M. Hodson
K. Jenkins
K. McGrath, Councillor
A. Vinni, Councillor

Administration: D. Leflar, Chief Legislative Officer
J. Brown, Supervisor, Legislative Services
R. Marshall, Legislative Officer

Call To Order

The Honourable Minister Danielle Larivee, Minister of Municipal Affairs, acted as Honourary Chairperson for the inaugural meeting of the Wood Buffalo Recovery Committee. Minister Larivee called the meeting to order at 4:02 p.m. and brought greetings on behalf of Premier Rachel Notley.

Adoption of Agenda

Moved by Councillor S. Germain that the Agenda be adopted as presented.

CARRIED UNANIMOUSLY

1. Appointment of Chair and Vice Chair
(4:09 p.m. – 4:12 p.m.)

Minister Larivee called for nominations for the position of Chair. M. Hodson nominated J. Bancarz as Chair. J. Bancarz accepted the nomination and was declared Chair by acclamation, as there were no other nominees.

Assuming the Chair

Minister Larivee vacated the Chair at this time, and it was assumed by J. Bancarz, who also presented the Minister with a token of appreciation, on behalf of the Committee, for her participation in the day's events.

J. Bancarz, then proceeded to call for nominations for the position of Vice-Chair. M. Giles nominated M. Farrington as Vice-Chair. M. Farrington accepted the nomination and was declared Vice-Chair by acclamation as there were no other nominations.

2. Interim Recovery Team Leader

(4:12 p.m. – 4:16 p.m.)

Moved by K. Jenkins that Dana Woodworth be appointed as Interim Recovery Team Leader effective immediately until such time as a full-time Recovery Team Leader has been chosen.

CARRIED UNANIMOUSLY

3. Regional Emergency Operations Centre Update

(4:16 p.m. – 4:29 p.m.)

Erin O’Neill, Recovery Branch Lead, provided a brief overview of the recovery and green home re-entry plans. It was indicated that the recovery team is working closely with the Government of Alberta and the Chief Medical Officer of Health.

4. Next Meeting Date

Moved by K. Fleury that the next Wood Buffalo Recovery Committee Meeting be held on Wednesday, August 17, 2016 at 6:00 p.m. in the Council Chamber.

CARRIED UNANIMOUSLY

Adjournment

As all scheduled business matters had been concluded, Chair J. Bancarz declared the meeting adjourned at 4:33 p.m.

Chair

Chief Legislative Officer



Subject: Business and Economic Recovery Plan Status Update

APPROVALS:

Keith Smith, Acting Director
Bob Couture, Executive Director
Marcel Ulliac, Chief Administrative Officer

Administrative Recommendation:

THAT the following be submitted to Council for consideration.

“THAT Economic Development’s status update for the approved Business and Economic Recovery Plan be accepted as information.”

Summary:

On May 25, 2016 the Business and Economic Recovery Plan (Plan) was adopted by Council. The Plan consists of 3 Phases:

- Phase 1: Immediate Business Response
- Phase 2: Business and Economic Response and Recovery
- Phase 3: Full Business and Economic Recovery and Implementation

Currently, the focus and implementation is on Phase 1, which has five priorities outlined below.

Background:

Phase 1 - Priority A: Wood Buffalo Business Hotline

Economic Development, in partnership with Economic Developers Alberta (EDA) and financial support from the Canadian Red Cross, launched the Wood Buffalo Business Hotline (Hotline) on May 30, 2016. It is open Monday to Friday 8:30am – 5:00pm and Saturdays 10:30am – 4:00pm.

From May 30 to July 23, 2016, the Hotline received 9,937 calls and completed 3,094 surveys.

The trends we are hearing through the Hotline and Business Recovery Survey include:

- *Financial:* Cash flow and finances are the most prominent challenges for businesses.
- *Insurance:* Businesses have challenges with insurance companies and understanding their policies; especially complex for those without adequate insurance or none at all.
- *Employment:* Businesses are having challenges due to shortage of staff who have not yet returned to the region and/or unable to find childcare to return to work.

Phase 1 - Priority B: Emergency Relief for Businesses

Financial relief for small business was identified as a key priority in the Plan. The RMWB, in partnership with Economic Developers Alberta (EDA) and financial support from the Canadian Red Cross, is providing \$1000 of emergency relief to each small business that meets the eligibility criteria. Due to increased demand for the emergency relief in the month of July, the Canadian Red Cross has extended the July 30, 2016 deadline to August 12, 2016.

As of July 23, 2016, 2,657 small businesses have met the eligibility criteria, and 1,740 small businesses have received the emergency financial relief for a total amount of \$1,740,000.

Phase 1 - Priority C: Back to Business Resource Centre

The Back to Business Resource Centre (BBRC) is a one-stop shop to make it easier for businesses to access resources, support and expertise during the recovery process and to return to operations as quickly as possible. The BBRC, located on the first floor of the Hardin Street Building (9816 Hardin Street), launched on June 21, 2016 with the Government of Alberta's financial support.

The BBRC is a strong collaboration amongst local business support organizations as it is in partnership with:

- Fort McMurray Chamber of Commerce
- Fort McMurray Construction Association
- Community Futures Wood Buffalo
- Northeastern Alberta Aboriginal Business Association (NAABA)
- Insurance Bureau of Canada

The BBRC offers shared office space with access to: internet, phones, computers, printers and meeting rooms for business owners to use, as well as, business specialists that can provide advisory support and guidance to businesses. Current program offerings include:

- Ask an Expert Program (one-on-one accounting, legal, and sales and marketing expertise)
- Back to Business Coaching Program (one-on-one management coaching program)
- Marketing Seminars
- Networking Events (in partnership with the Business Support Network)

More detailed program information can be found at choosewoodbuffalo.ca or at the BBRC Monday to Friday 8:30am – 5:00pm and Saturdays 10:00am – 4:00pm.

As of July 25, 2016, 155 businesses have utilized the BBRC and 14 businesses have utilized the office space.

Phase 1 - Priority D: Business Recovery Expositions

The Government of Alberta has provided financial support for two business recovery expositions.

Expo 1: YMM Home Show August 20, 2016 at MacDonald Island Park

The purpose of the YMM Home Show is to offer local businesses the opportunity to showcase their services and products to residents as they look to rebuild and renovate post wildfire. To collaboratively plan the YMM Home Show, a working committee was formed between Wood Buffalo Economic Development and stakeholders. The working committee has confirmed the following details:

- Breakout sessions, workshops and a panel discussion will run concurrently at the expo and will include relevant information on rebuilding
- There will be a networking reception for participating businesses at 7pm on August 20th
- Registration is now open and free to exhibitors

As of July 25, 2016, 60 businesses have registered to participate in the YMM Home Show.

Expo 2: TBD – Preliminary Planning Stage

Planning and details for the second exposition will commence in a few weeks. With a tentative date reserved for October 15, 2016, there is potential alignment with Small Business Week.

Phase 1 - Priority E: Refining Phase 2 Plan

As we progress through Phase 1, Immediate Business Response, and are looking towards response and recovery, we have refined our Phase 2 Plan to include the following five priorities:

- Priority A: Small Business Financial Aid
- Priority B: Economic Impact Assessment Post-Wildfire
- Priority C: Wood Buffalo Economic Development Strategy
- Priority D: Continued Response & Recovery Activities
- Priority E: Phase 3 Plan Refinement

Below are brief descriptions of each Phase 2 Priority:

Priority A: Small Business Financial Aid

This Priority focuses on supporting small businesses in obtaining financial assistance during the recovery process. This includes helping with the delivery of any future small business funding from the Canadian Red Cross as in Phase 1.

Priority B: Economic Impact Assessment Post-Wildfire

This is a “snapshot” of the post-wildfire economic situation and will be an important input for the Wood Buffalo Economic Development Strategy.

Priority C: Wood Buffalo Economic Development Strategy

A new economic development strategy is needed to guide our activities in the post-wildfire environment. A new strategy is critical to the success of long-term recovery.

Priority D: Continued Response & Recovery Activities

This Priority is a “placeholder” for needed activities that will be a direct response to recovery efforts. The activities will be determined by the needs of the business community.

Priority E: Phase 3 Plan Refinement

This is planning for the refinement of the Phase 3 Plan as we get closer to Phase 3.

Strategic Plan Linkages:

Pillar 2 – Building Balanced Regional Services

Pillar 3 – Building a Vibrant Economy Together

Pillar 6 – Building a Sustainable Region

BUSINESS AND ECONOMIC RECOVERY PLAN

STATUS UPDATE AS OF AUGUST 17, 2016



STATUS UPDATE

BERP PHASE 1

The Business and Economic Recovery Plan was adopted by Council on May 25, 2016.

- Second status update
- June 21– August 17, 2016

PURPOSE

BUSINESS AND ECONOMIC RECOVERY PLAN

The purpose of the Plan is to accelerate business and economic recovery in the Wood Buffalo region

Key Considerations:

- Timing is critical
- Responsive to needs: **“The plan is fluid”**

PLAN OVERVIEW

BUSINESS AND ECONOMIC RECOVERY PLAN

The Plan consists of three phases:

Phase One: Immediate Business Response	Phase Two: Business and Economic Response and Recovery	Phase Three: Full Business and Economic Recovery and Implementation
A. Wood Buffalo Business Hotline B. Emergency Relief for Businesses C. Back to Business Resource Centre D. Business Recovery Expositions E. Refining Phase 2 Plan	A. Small Business Financial Relief B. Economic Impact Assessment Post-Wildfire C. Economic Development Strategy D. Continued Response & Recovery Activities E. Phase 3 Plan Refinement	A. Implementation

PHASE 1

IMMEDIATE BUSINESS RESPONSE

Phase 1 includes the following five priorities:

- Priority A: Wood Buffalo Business Hotline
- Priority B: Emergency Relief for Businesses
- Priority C: Back to Business Resource Centre
- Priority D: Business Recovery Expositions
- Priority E: Refining Phase 2 Plan

PHASE 1

PRIORITY A: WOOD BUFFALO BUSINESS HOTLINE

- Funded by the Canadian Red Cross
- In partnership with Economic Developers Alberta
- Hotline launched May 30, 2016

From May 30 to July 23, 2016 the Hotline:

- **Received 9937 calls**
- **Completed 3094 surveys**

PHASE 1

PRIORITY B: EMERGENCY RELIEF FOR BUSINESSES

- Funded by the Canadian Red Cross
- In partnership with Economic Developers Alberta
- \$1,000 of emergency relief to each small business that meets the eligibility criteria
- July 30, 2016 deadline extended to August 12, 2016

PHASE 1

PRIORITY B: EMERGENCY RELIEF FOR BUSINESSES

As of July 23, 2016:

- **2657 small businesses have met the eligibility criteria**
- **1740 small businesses have received the emergency financial relief for a total amount of \$1,740,000**

PHASE 1

PRIORITY C: BACK TO BUSINESS RESOURCE CENTRE

- Funded by the Government of Alberta
- A one-stop shop to make it easier for businesses to access resources, support and expertise during the recovery process
- Developed with local stakeholders and partners
- Opened June 15, 2016

PHASE 1

PRIORITY C: BACK TO BUSINESS RESOURCE CENTRE

As of July 25, 2016 155 businesses utilized the Back to Business Resource Centre and 14 businesses utilized office space.

PHASE 1

PRIORITY C: BACK TO BUSINESS RESOURCE CENTRE

Five partners include:

- Fort McMurray Chamber of Commerce
- Fort McMurray Construction Association
- Community Futures Wood Buffalo
- Northeastern Alberta Aboriginal Business Association
- Insurance Bureau of Canada

PHASE 1

PRIORITY C: BACK TO BUSINESS RESOURCE CENTRE

Current program offerings include:

- Ask an Expert Program (*accounting, legal, marketing*)
- Back to Business Coaching Program
- Marketing Seminars
- Networking Events

Information on program dates and descriptions can be found on www.choosewoodbuffalo.ca

PHASE 1

PRIORITY D: BUSINESS RECOVERY EXPOSITIONS

Expo 1: YMM Home Show

- August 20, 2016 at MacDonald Island Park
- Funded by the Government of Alberta
- 60 businesses registered as of July 25, 2016
- Networking event for participating businesses at 7pm
- Offers local businesses the opportunity to showcase their products and services to residents as they look to rebuild and renovate post-wildfire

PHASE 1

PRIORITY D: BUSINESS RECOVERY EXPOSITIONS

Expo 2: To Be Determined – Preliminary Planning Stage

- Tentative Date of October 15, 2016
- Alignment with Small Business Week
- In collaboration with local stakeholders

PHASE 1

PRIORITY E: REFINING PHASE 2 PLAN

Business and Economic Recovery Continuum



Source: Federal Emergency Management Agency

PHASE 1

PRIORITY E: REFINING PHASE 2 PLAN

We have refined our Phase 2 Plan to include the following five priorities:

- Priority A: Small Business Financial Aid
- Priority B: Economic Impact Assessment Post-Wildfire
- Priority C: Wood Buffalo Economic Development Strategy
- Priority D: Continued Response & Recovery Activities
- Priority E: Phase 3 Plan Refinement

PHASE 2

PRIORITY A

A: Small Business Financial Aid

- This Priority focuses on supporting small businesses in obtaining financial assistance during recovery
- This includes helping with the delivery of any future Canadian Red Cross small business funding programs

PHASE 2

PRIORITY B

B: Economic Impact Assessment Post-Wildfire

- This is a “snapshot” of the post-wildfire economic situation and will be an important input for the Wood Buffalo Economic Development Strategy

PHASE 2

PRIORITY C

C: Wood Buffalo Economic Development Strategy

- A new economic development strategy is needed to guide our activities in the post-wildfire environment
- A new strategy is critical to the success of long-term recovery

PHASE 2

PRIORITY D AND E

D: Continued Response & Recovery Activities

- Activities will be a direct response to recovery efforts
- The activities will be determined by the needs of the business community.

E: Phase 3 Plan Refinement

- Phase 3 Plan Refinement

NEXT STEPS

BERP PHASE 1 & 2

Continue to work on implementing the Plan and being responsive to needs of businesses in the region.



Subject: Wood Buffalo Recovery Committee Meeting Schedule

APPROVALS:

Dana Woodworth, Interim Recovery Team Leader

Recommendation:

THAT regular meetings of the Wood Buffalo Recovery Committee be held in the Jubilee Centre Council Chamber weekly on Wednesdays at 6:00 p.m., this meeting schedule to be revisited by the Committee at the September 28, 2016 meeting.

Summary and Background:

At the June 21, 2016, Council Meeting, Council passed Bylaw No. 16/013 establishing the Wood Buffalo Recovery Committee, the “Committee”. The Committee held its first meeting on August 3, 2016, and subsequently proceeded to Council recommending the appointment of the Interim Recovery Team Leader. With the Interim Recovery Team Leader now in place, planning is underway to recover and rebuild the community from the wildfire events on May 3, 2016. As such, weekly meetings of the Committee are recommended as information and plans for recovery evolve.

Rationale for Recommendation:

Per the *Municipal Government Act*, at least 24 hours’ notice of meetings must be provided to Committee members and the public. By setting a regular meeting schedule for the Committee, we are in compliance with the notice provisions of the *Municipal Government Act*. The recommendation is also reflective of the feedback received from Committee Members.

Strategic Plan Linkage:

Pillar 1 – Building Responsible Government