



## Wood Buffalo Development Advisory Committee

7th Floor Boardroom, Jubilee Centre  
9909 Franklin Avenue, Fort McMurray, AB T9H 2K4

Wednesday, February 19, 2020  
9:00 AM

---

### Agenda

1. **Call to Order**
  2. **Adoption of Agenda**
  3. **Minutes of Previous Meetings**
    - 3.1. Wood Buffalo Development Advisory Committee Meeting January 22, 2020
  4. **Presentation**
    - 4.1. Downtown Revitalization
  5. **New and Unfinished Business**
    - 5.1. Red Tape Reduction
      - 5.1.1. Committee Stakeholder Outreach
      - 5.1.2. Chamber of Commerce
    - 5.2. Committee Priorities
    - 5.3. Reporting to Council
    - 5.4. Advisory Committee Updates - Deputy Chief Administrative Officer
    - 5.5. Formation of Sub-Committees
    - 5.6. Committee Membership
    - 5.7. Action Items
- Adjournment**

**Minutes of a Meeting of the Wood Buffalo Development Advisory Committee held in the Jubilee Centre, 7th Floor Boardroom at the Municipal Offices in Fort McMurray, Alberta, on Wednesday, January 22, 2020, commencing at 9:00 AM.**

**Present:**

Diana Noble, Member - Public-at-Large  
Dan Soupal, Member - Land Development  
Gilles Huizinga, Member - Public-at-Large  
Mike Jones, Member - Public-at-Large  
Scott Jackson, Member - Oil and Gas Industry  
Mark Burris, Member - Health & Wellness  
Jin Li, Member - Public-at-Large  
David Secord, Member - Business Community  
Jane Stroud, Councillor

**Absent:**

Bryce Kumka, Member - Business Community  
Peter Diggle, Member - Land Development  
Ana Mendez-Barks, Member - Arts, Culture and Recreation Sector

**Administration:**

Jamie Doyle, Deputy Chief Administrative Officer  
Brad McMurdo, Director, Planning and Development  
Margo Firman, Executive Assistant  
Sonia Soutter, Senior Legislative Officer

**1. Call to Order**

Sonia Soutter, Senior Legislative Officer, called the meeting to order at 9:00 a.m.

**2. Adoption of Agenda**

**2.1. THAT the Agenda be adopted as presented**

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Diana Noble, Member - Public-at-Large
<b>SECONDER:</b>	Jin Li, Member - Public-at-Large
<b>FOR:</b>	Noble, Huizinga, Jones, Jackson, Li, Secord
<b>ABSENT:</b>	Soupal, Kumka, Diggle, Mendez-Barks, Burris

Minutes Acceptance: Minutes of Jan 22, 2020 9:00 AM (Minutes of Previous Meetings)

### 3. **Minutes of Previous Meetings**

#### 3.1. **Wood Buffalo Development Advisory Committee - Meeting - Dec 5, 2019**

##### Entrance

Mark Burris joined the meeting at 9:05 a.m.

THAT the Minutes of the Wood Buffalo Development Advisory Committee meeting held on November 7, 2019 be approved as presented.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>SECONDER:</b>	Mike Jones, David Secord
<b>FOR:</b>	Noble, Huizinga, Jones, Jackson, Burris, Li, Secord
<b>ABSENT:</b>	Soupal, Kumka, Diggle, Mendez-Barks

### 4. **New & Unfinished Business**

#### 4.1. **Appointment of Chair**

The Senior Legislative Officer called for nominations for the position of Chair. Diana Noble nominated herself for the position and was elected as Chair by Acclamation.

##### Assuming of the Chair

Diana Noble assumed the Chair.

#### 4.2. **Appointment of Vice Chair**

The Chair called for nominations for the position of Vice Chair. David Secord nominated himself for the position and was elected as Vice Chair by Acclamation

##### Assuming of the Vice Chair

David Secord assumed the Vice Chair.

#### 4.3. **Committee Meeting Schedule**

Through consensus of the committee, the Wood Buffalo Development Advisory Committee established their regular meeting schedule as the first Wednesday of every month from 9:00 a.m. to 11:00 a.m.

The Chair requested that Committee Members be polled for their availability to attend a meeting on February 5th, 2020, if this date is not feasible the Chair requested that an alternate date of February 19, 2020 be proposed to the Committee. Administration committed to following up with Committee members and scheduling the next meeting on the most suitable date.

#### **4.4. Streamlining Commercial Development Permitting and Business Licensing**

##### Entrance

Dan Soupal joined the meeting at 9:18 a.m.

For the benefit of the newly appointed Member the Committee members provided self-introductions.

Brad McMurdo, Director Planning and Development presented statistics for the 2014 to 2019 period outlining the Development Permit applications submitted, permits processed and not processed. The report provided details on permit type selections and categories.

B. McMurdo then presented an overview of the revisions to the Commercial and Industrial districts relative to the proposed updates to the Land Use Bylaw.

Committee member G. Huizinga requested that benchmarking be done against other communities such as Grande Prairie, Lethbridge, Medicine Hat, and Red Deer for comparable data to assist the Committee in determining where their focus needs to be.

B. McMurdo committed to providing a presentation to the Committee specific to the changes/updates to the Land Use Bylaw.

#### **4.5. Business Development Opportunities and Downtown Revitalization**

Jamie Doyle, Deputy Chief Administrative Officer (DCAO), informed the Committee that the newly enacted Wood Buffalo Downtown Revitalization Advisory Committee (WBDRAC) and Wood Buffalo Waterfront Advisory Committee (WBWAC) held their first meetings. The DCAO committed to including a standing agenda item for this committee that would allow for updates from the two committee meetings.

Discussions were held by Committee members about the various incentives that could be explored. The DCAO committed to have the Program Manager provide a presentation to the Committee on the six downtown revitalization incentive categories.

#### **4.6. Committee Administrative Processes**

No discussions were held on this topic.

#### **4.7. Committee Action Log**

Committee member G. Huizinga requested for an update on the Red Tape Reduction item.

G. Huizinga further requested that the Assessment and Taxation Department be invited to provide an overview on the Common Area Maintenance Costs (CAMP Costs) impact on the Mill Rate.

**5. Date of Next Meeting**

Vice Chair D. Secord requested that the Committee discuss the formation of Sub-Committees to assist the Committee in moving forward and achieving Specific, Measurable, Achievable, Relevant, Time Bound (SMART) Goals.

**Adjournment**

The meeting adjourned at 10:55 a.m.

---

Chair

Minutes Acceptance: Minutes of Jan 22, 2020 9:00 AM (Minutes of Previous Meetings)

RMWB.CA/DOWNTOWN

# DOWNTOWN REVITALIZATION IN OUR COMMUNITY

Wood Buffalo Development Advisory Committee  
February 19, 2020

[www.rmwb.ca](http://www.rmwb.ca)



REGIONAL MUNICIPALITY  
OF WOOD BUFFALO

# Wood Buffalo Downtown Revitalization Advisory Committee

- Vision / Mission and Values
- Strategic Alignment
- Background
- Project Overview
- Next Steps

# Vision / Mission / Values

**Vision:** A Vibrant and Sustainable Region we are Proud to Call Home

**Mission:** Deliver Excellence Everyday

## Values

Accountability

Customer Service

Integrity

Our People

Sharing Information

Working Together



# Strategic Alignment

- On January 30, 2018, Council approved the current RMWB Strategic Plan
- Downtown Revitalization has been undertaken in alignment with the Regional Municipality of Wood Buffalo (RMWB) Strategic Plan 2018 -2021

# Background

Revitalization is a long-term multi-year and multiple step process requiring ongoing commitment and collaboration between the Municipality and the community to achieve the vision of a vibrant, sustainable region we are proud to call home.

It will also require ongoing actions, long term planning and a community driven vision for downtown.

# Project Overview

Phase 1 - Project Initiation

Phase 2 - Understanding the Community

Phase 3 - Ongoing Project Implementation

Plan Development

Financing Revitalization

Phase 4 - Plan and Project Implementation

Phase 5 - Monitoring and Reporting

# Phase I / II

<b>Project Initiation</b>	
Document Review	Complete
<b>Understanding the Community</b>	
Regional Community Engagement (Capture the Community Vision)	Complete
Establish Council Appointed Downtown and Waterfront Community Advisory Committees	Complete
Create the Community Vision	In Progress

# Phase III

Ongoing Projects / Plan Development	Status
<b>Ongoing Project Implementation</b>	
Franklin Avenue and Main Street Vacant Land Development Options	In Progress
Multi Purpose Facility Feasibility Study	In Progress
Waterfront Revitalization	In Progress
<b>Plan Development</b>	
Downtown Area Redevelopment Plan	In Progress

# Phase III

Financing Revitalization	Status
Budgeting for 2020	Complete

# Thank You

---

[www.rmwb.ca](http://www.rmwb.ca)