



## Wood Buffalo Development Advisory Committee

Wednesday, October 7, 2020

Conducted via Electronic Communications

9:00 AM

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### Agenda

1. **Call to Order**
2. **Adoption of Agenda**
3. **Minutes of Previous Meetings**
  - 3.1. Wood Buffalo Development Advisory Committee Meeting - August 27, 2020
  - 3.2. Wood Buffalo Development Advisory Committee Meeting - September 2, 2020
  - 3.3. Wood Buffalo Development Advisory Committee Meeting - September 21, 2020
4. **New and Unfinished Business**
  - 4.1. Presentation from Planning and Development Front Counter Staff
  - 4.2. Presentation from Andrea Hailey, Wood Buffalo Economic Development Corporation re: Place Brand Marketing
  - 4.3. Discussion/Presentation re: Municipal Development Plan
  - 4.4. Boards and Committees Expiring Memberships and Annual Recruitment Campaign
  - 4.5. Solidifying Terms of Reference for Red Tape Working Group

### **Adjournment**

**Minutes of a Special Meeting of the Wood Buffalo Development Advisory Committee Held via Electronic Communications, in Fort McMurray, Alberta, on Thursday, August 27, 2020, commencing at 9:00 AM.**

**Present:**

Diana Noble, Chair - Public-at-Large  
 David Secord, Vice-Chair - Business Community  
 Mike Jones, Member - Public-at-Large  
 Scott Jackson, Member - Oil and Gas Industry  
 Bryce Kumka, Member - Business Community  
 Curtis Williams, Member- Community Development

**Absent:**

Mark Burris, Member - Health & Wellness  
 Jin Li, Member - Public-at-Large  
 Ana Mendez-Barks, Member - Arts, Culture and Recreation Sector  
 Dan Soupal, Member - Land Development  
 Jane Stroud, Councillor

**Administration:**

Amanda Haitas, Senior Manager  
 Monica Lance, Manager, Special Projects  
 Nicole Van Kruistum, Senior Executive Liaison, Office of the Deputy Chief Administrative Officer  
 Heather Fredeen, Legislative Officer

**1. Call to Order**

Chair, Diana Noble, called the meeting to order at 9:23 a.m.

**2. New and Unfinished Business**

**2.1. Review of Action Log**

D. Noble, Chair reviewed the action log and noted the following outstanding items:

- Assessment and Taxation Presentation on mill rate calculations and relationship to development in the community
- Committee discussion on the formation of sub-committees
- Review of draft Land Use Bylaw with Committee for feedback prior to presenting to Council

## 2.2. Review Committee Priorities

The Committee reviewed their priorities as follows:

1. Review Land Use Bylaw to facilitate conversation and decisions regarding section items
  - It was noted that Administration has already completed extensive consultation and engagement on the proposed Land Use Bylaw. Administration noted that they would continue to provide revised drafts and updates to the Committee when applicable for feedback.
2. Understand current processes for commercial development permitting, and business license process to make recommendations to streamline process (Road Map)
  - The Committee agreed to endorse Business Licensing amendments suggested by the Wood Buffalo Economic Development Corporation and will continue discussions on ways to gather developer feedback on permitting processes.

### Exit, Recess and Return

S. Jackson exited the meeting at 9:46 a.m. and the meeting recessed and resumed at 9:51 a.m. at which time S. Jackson reconnected to the meeting and quorum was re-established.

3. Commercial rent feasibility study and review of tax and how it impacts rates
  - The Committee deferred future discussions on this priority.

### Action

Administration to provide an update on a Notice of Motion provided by Councillor Stroud regarding property tax incentives in the rural areas

4. Identify opportunities for business development with “outside the box” thinking
  - Committee members indicated that Priority No. 4, should be moved up the priorities listing.
  - Administration indicated that a new Municipal Development Plan is underway and suggested this would align with the Committee’s mandate.

### Action

Administration to provide Committee members with the Business License Bylaw

### **2.3. Discussion - Future Engagement with Wood Buffalo Economic Development Corporation**

Due to time constraints, this item was deferred to the next committee meeting. Administration committed to inviting Kevin Wiedlich, Chief Executive Officer of the Wood Buffalo Economic Development Corporation, to the next Wood Buffalo Development Advisory Committee Meeting.

### **2.4. Discussion Committee Community Survey**

With consensus of the Committee, it was agreed that discussions regarding the Committee's survey to developers, to collect data to enable the Committee to provide feedback to Council on the new Land Use Bylaw, are no longer relevant to the Committee's priorities.

### **Adjournment**

The meeting adjourned at 10:31 a.m.

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Mayor

**Minutes of a Meeting of the Wood Buffalo Development Advisory Committee Conducted via Electronic Communications, in Fort McMurray, Alberta, on Wednesday, September 2, 2020, commencing at 9:00 AM.**

**Present:**

Diana Noble, Chair - Public-at-Large  
 David Secord, Vice Chair - Business Community  
 Mike Jones, Member - Public-at-Large  
 Scott Jackson, Member - Oil and Gas Industry  
 Bryce Kumka, Member - Business Community  
 Jin Li, Member - Public-at-Large  
 Dan Soupal, Member - Land Development  
 Jane Stroud, Councillor  
 Curtis Williams, Member - Community Development

**Absent:**

Mark Burris, Member - Health & Wellness  
 Ana Mendez-Barks, Member - Arts, Culture and Recreation Sector

**Administration:**

Matthew Hough, Deputy Chief Administrative Officer  
 Amanda Haitas, Senior Manager, Planning and Development  
 Monica Lance, Manager, Special Projects  
 Nicole Van Kruistum, Senior Executive Liaison, Office of the Deputy Chief Administrative Officer  
 Sonia Soutter, Manager, Senior Legislative Officer  
 Heather Fredeen, Legislative Officer

**1. Call to Order**

Chair D. Noble, called the meeting to order at 9:14 a.m.

**2. Adoption of Agenda**

**MOTION:**

THAT the Agenda be adopted as presented.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Scott Jackson, Member - Oil and Gas Industry
<b>SECONDER:</b>	Mike Jones, Member - Public-at-Large
<b>FOR:</b>	Noble, Soupal, Kumka, Jones, Jackson, Secord, Williams
<b>ABSENT:</b>	Mendez-Barks, Burris, Li

### 3. Minutes of Previous Meetings

#### 3.1. Wood Buffalo Development Advisory Committee Meeting – March 4, 2020

##### **MOTION:**

THAT the Minutes of the Wood Buffalo Development Advisory Committee Meeting held on March 4, 2020 be approved as presented

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Dan Soupai, Member - Land Development
<b>SECONDER:</b>	Bryce Kumka, Member - Business Community
<b>FOR:</b>	Noble, Soupai, Kumka, Jones, Jackson, Secord, Williams
<b>ABSENT:</b>	Mendez-Barks, Burris, Li

#### 3.2 Wood Buffalo Development Advisory Committee Special Meeting – July 22, 2020

##### **MOTION:**

THAT the Minutes of the Wood Buffalo Development Advisory Committee Special Meeting held on July 22, 2020 be approved as presented

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Bryce Kumka, Member - Business Community
<b>SECONDER:</b>	Curtis Williams, Member - Community Development
<b>FOR:</b>	Noble, Soupai, Kumka, Jones, Jackson, Secord, Williams
<b>ABSENT:</b>	Mendez-Barks, Burris, Li

### 4. New and Unfinished Business

#### 4.1. Wood Buffalo Economic Development Corporation Engagement Opportunities 15 Minutes)

Kevin Weidlich, Chief Executive Officer, Wood Buffalo Economic Development Corporation (WBEDC), provided a presentation on WBEDC initiatives and ways in which the WBEDC and the Wood Buffalo Development Advisory Committee can work together to reach common goals.

##### Entrance

Jin Li, Committee Member entered the meeting at 9:23 a.m.

Actions

- Administration to invite Andrea Haley, Director, Brand and Corporate Services, WBEDC, to next Wood Buffalo Development Advisory Committee Meeting to discuss the WBEDC's Place Branding Marketing Strategy.
- Administration to liaise with the WBEDC to invite Lisa Sweet, Director, Business & Investment Attraction as a WBEDC liaison to the Wood Buffalo Development Advisory Committee and to attend the November Committee Meeting.

**4.2. Identifying Opportunities for Red Tape Reduction/Improvements to Regional Municipality of Wood Buffalo Processes (40 minutes)**

The Committee discussed options to collect data to identify red tape constraints with respect to the Municipality's internal processes.

Exit and Vacating/Assuming of Chair

Chair D. Noble exited the meeting at 9:56 a.m. at which time D. Seord assumed the Chair. D. Noble returned to the meeting at 9:57 a.m. and assumed the Chair.

Action

Administration to invite front counter Planning and Development staff who deal specifically with development and building permitting, to the next Committee Meeting.

**4.3. Municipal Development Plan (MDP) Discussion**

Such Chandhiok, Supervisor, Statutory Plans, Planning and Development, provided a presentation on the status of the new Municipal Development Plan 2041, and suggested ways in which the Committee could contribute to the project.

Actions

- Administration committed to providing information regarding the contract amount awarded to the Calgary consultant who is working on the MDP.
- Administration to provide a copy of the MDP PowerPoint presentation to Committee Members.

**4.4. Formation of Sub-Committees Discussion**

Heather Fredeen, Legislative Officer, Legislative Services, provided an overview of legislative requirements for the formation of sub-committees vs. committee working groups, suggesting that working groups would be the ideal method for the Committee.

Action

Administration and Chair D. Noble to schedule a one-hour meeting specifically regarding the formation of working groups. Committee Members to provide working group ideas to M. Lance by Friday September 4, 2020, which Monica will summarize and send to Committee Members by Wednesday September 9, 2020.

#### 4.5. Committee Initiatives - Update to Council

##### MOTION:

THAT the Wood Buffalo Development Advisory Committee submit a request to present the Committee's Annual Report to Council at their October 27, 2020 Council Meeting.

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

#### 4.6. Review of Action Log

With consensus of the Committee, this item was deferred to the next regular Committee Meeting.

##### Adjournment

The meeting adjourned at 10:59 a.m.

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Chair



**Minutes of a Special Meeting of the Wood Buffalo Development Advisory Committee held via Electronic Communications, in Fort McMurray, Alberta, on Monday, September 21, 2020, commencing at 9:00 AM.**

**Present:**

Diana Noble, Chair - Public-at-Large  
 David Secord, Vice Chair - Business Community  
 Mark Burris, Member - Health & Wellness  
 Scott Jackson, Member - Oil and Gas Industry  
 Mike Jones, Member - Public-at-Large  
 Bryce Kumka, Member – Business Community  
 Jin Li, Member - Public-at-Large  
 Ana Mendez-Barks, Member - Arts, Culture and Recreation Sector  
 Jane Stroud, Councillor  
 Beverly Tjarera, Member – Community Development  
 Curtis Williams, Member - Community Development

**Absent:**

Dan Soupal, Member - Land Development

**Administration:**

Matthew Hough, Deputy Chief Administrative Officer  
 Amanda Haitas, Senior Manager, Planning and Development  
 Monica Lance, Manager, Special Projects  
 Nicole Van Kruistum, Senior Executive Liaison, Office of the Deputy Chief Administrative Officer  
 Heather Fredeen, Legislative Officer

**1. Call to Order**

Chair Diana Noble, called the meeting to order at 9:00 a.m. and welcomed new Committee Member Beverley Tjarera representing the Community Development sector.

**2. New and Unfinished Business**

**2.1. Discussion - Wood Buffalo Development Advisory Committee Working Groups**

Entrances

B. Kumka and S. Jackson entered the meeting at 9:05 a.m.

The Committee discussed ideas for working groups based on their priorities.

**MOTION:**

THAT the Wood Buffalo Development Advisory Committee strike the following working groups:

1. Preparation and Coordination of the Committee's 2020 Annual Report to Council with the following Committee Members assigned: Diana Noble, Curtis Williams and Bryce Kumka
2. Identifying Areas for Red Tape Reduction - with the following Committee Members assigned: Jin Li, Scott Jackson, David Secord.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	David Secord, Vice-Chair
<b>SECONDER:</b>	Curtis Williams, Member - Community Development
<b>FOR:</b>	Noble, Kumka, Jones, Mendez-Barks, Jackson, Burris, Li, Secord, Williams, Tjarera
<b>ABSENT:</b>	Soupal

**Adjournment**

The Meeting adjourned at 10:01 a.m.

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Chair

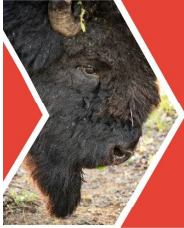


# shape our region

## Municipal Development Plan

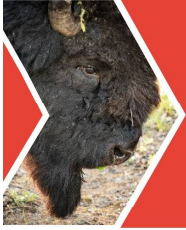
Wood Buffalo Development Advisory  
Committee (WBDAC)

Tuesday, October 6



# Outline

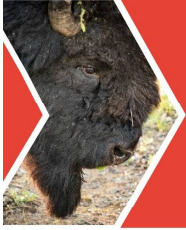
- Introduction
- Project Purpose
- Project Progress
  - 2011 MDP Review
  - Engagement
- Wood Buffalo Development  
Advisory Committee Involvement
- Next Steps



# Introduction

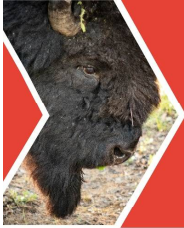
# O2

A multidisciplinary firm of landscape architects, urban and regional planners, urban designers, landscape ecologists, environmental planners, public engagement specialists, and GIS specialists.



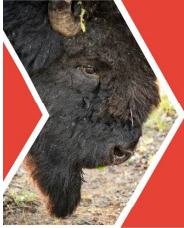
## Project Purpose

- The new MDP will respond to Wood Buffalo's changing social, cultural, and economic conditions.
- The MDP sets out the vision and blueprint for how growth and development will happen in Wood Buffalo.
- The MDP provides a comprehensive land use policy framework that outlines a strategic path to manage growth across the region.



# Project Progress

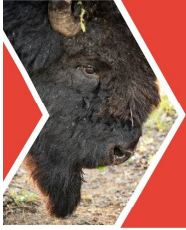
- Anticipated completion date of May 2021
  - 2 phases of public engagement
  - 6 distinct project phases:
    - **Pre-Project:** Initiation & Award  
(Jan. 2020)
    - **Phase 1:** Project Planning & Start-Up  
(July 2020)
    - **Phase 2:** Background Research & Public Engagement  
(July – Oct. 2020)
    - **Phase 3:** Creation of Strategic Directions & Policy  
(Nov. – Dec. 2020)
    - **Phase 4:** Stakeholder Engagement  
(Jan. – Feb. 2021)
    - **Phase 5:** Preparation of Draft MDP  
(Feb. – Apr. 2021)
    - **Phase 6:** Preparation of Final MDP to Council  
(Apr. – May 2021)
- ← We are here



## 2011 MDP Review

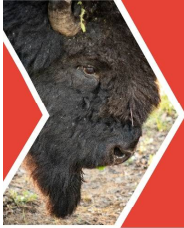
- The existing MDP focuses on a growth model that no longer exists.
- Many policies can be ported over but must be reframed to reflect Wood Buffalo's new economic reality.
- The new approach focuses on leveraging Wood Buffalo's existing assets.
  - This reflects the extensive regional branding work done by the Wood Buffalo Economic Development Corporation





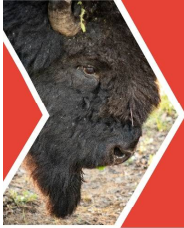
## 2011 MDP Review

What are the Committee's thoughts on this new approach?



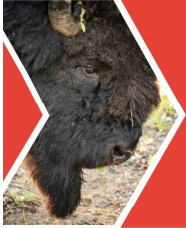
## 2011 MDP Review

What else does the Committee feel the MDP should focus on?



## 2011 MDP Review

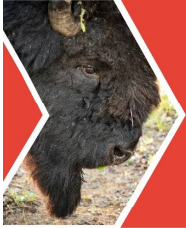
Where are Wood Buffalo's best opportunities for development over the next 20 years?



# Engagement

Phase 1's engagement is focused on:

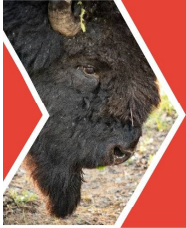
- Raising awareness about the project;
- Developing a vision for the new MDP;
- Identifying opportunities, challenges, and new ideas throughout Wood Buffalo; and
- Building connections with businesses and community organizations.



# Phase 1 Engagement

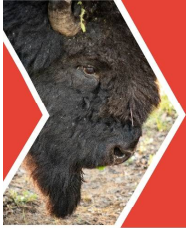
Engagement tactics include:

- 2 open houses (Oct. 7 & 15);
- Online activities (open until Oct. 23):
  - Online survey;
  - Online mapping exercise; and
  - Online forums.
- Digital rural open houses
- Indigenous rightsholder meetings
- Stakeholder workshops with:
  - Development industry;
  - Oil and gas industry;
  - Local businesses; and
  - Community organizations.
- Radio and video ads
- Newsletters



## Committee Involvement

- The WBDAC's role over the next phase of the project will be to:
  - Complete the Businesses and Organizations Survey
  - Sign up for project updates
  - Provide feedback at monthly WBDAC Updates
  - Participate in the January 2021 consultation on draft MDP policy directions



## Next Steps – Project Team

- The project team's next steps include:
  - Preparing an engagement summary report
  - Drafting a Background Research Report
  - Developing the MDP's structure and draft policy directions
  - Meeting monthly with the WBDAC to provide project updates and gain feedback
  - Consulting with stakeholders on these draft policy directions in January 2021



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## Municipal Development Plan

Wood Buffalo Development Advisory  
Committee (WBDAC)

Tuesday, October 6