Wood Buffalo Development Advisory Committee

Wednesday, September 1, 2021
Conducted Electronically Via MS Teams 9:00 AM

Agenda

Public Participation for September 1, 2021 Wood Buffalo Development Advisory Committee Meeting

Wood Buffalo Development Advisory Committee (Committee) will be conducting the September 1, 2021 Meeting through electronic communications in accordance with the Meeting Procedures (COVID-19 Suppression) Regulation, Order in Council 99/2020.

- The meeting will be conducted through MS Teams platform.
- Anyone wishing to participate in the meeting is encouraged to do so by registering to speak as a delegate by way of teleconference or by submitting their delegation comments by email.
- To participate via electronic communications:
  - Anyone wishing to speak to an item on the September 2021 Committee Meeting Agenda must pre-register by **4:00 p.m. August 31, 2021.**
  - To register to speak, please email boardsandcommittees@rmwb.ca or call 780-743-7001 with your name, telephone number and an email address that you can be reached at prior to and during the meeting.
  - You must provide the name of the agenda item that you wish to speak to.
  - All registrants will be emailed the details on how to participate via MS Teams prior to the start of the meeting.
  - Each registrant will be given a maximum of **5 minutes** to address the Committee.
- To make written submissions as a delegation before or during the live meeting:
  - Please complete the online form found at www.rmwb.ca/writtendelegations or email boardsandcommittees@rmwb.ca
  - Please note that written comments for an agenda item must be received prior to the start of that item during the meeting. Emails that are received after the agenda item has been introduced or are not relevant to an agenda item, will not become part of the record of this meeting.
  - All written submissions are public and will be included in the Committee Meeting Agenda Package as part of public record.

The personal information on this form is collected under the authority of Section 33 (a) & (c) of the Alberta Freedom of Information and Protection of Privacy Act. The personal information will be used as contact information. If you have any questions about the collection or use of this information, contact the Chief Legislative Officer, Legislative Services, 7th Floor Jubilee Building, 9909 Franklin Ave. T9H 2K4, or call (780) 743-7001.

1. Call to Order

2. Adoption of Agenda

3. Minutes of Previous Meetings

3.1. Wood Buffalo Development Advisory Committee Meeting - August 4, 2021

4. New and Unfinished Business

4.1. Motion - Approval of Absences - Committee Member

4.2. Matthew Hough, Deputy Chief Administrative Officer re: Flood Mitigation Update

4.3. Kevin Weidlich, Chief Executive Officer and Lisa Sweet, Director, Business and Investment Attraction, Fort McMurray Wood Buffalo Economic Development and Tourism, re: Inaugural 5-Year Strategic Plan Progress and Commercial Business and Retail Attraction Strategy Update

4.4. Nadia Power, Manager, Public Engagement, re: Regional Municipality of Wood Buffalo Engagement Framework Review

4.5. Christopher Booth, Manager, Community Development Planning re: Business License Bylaw Update

4.6. Congratulatory Letter - Newly Appointed Associate Deputy Minister of Red Tape Reduction

Adjournment

Minutes of a Meeting of the Wood Buffalo Development Advisory Committee held via Electronic Communications in Fort McMurray, Alberta, on Wednesday, August 4, 2021, commencing at 9:00 AM.

Present:

Bryce Kumka, Chair
Jessica Bowles, Health and Wellness Field
Steven Hale, Education Sector
David Secord, Business Community
Dan Soupal, Land Development Industry
Beverley Tjarera, Community Development
Ijeoma Uche-Ezeala, Public-At-Large
Curtis Williams, Community Development

Absent:

Diana Noble, Public-At-Large
Scott Jackson, Oil and Gas Industry
Jin Li, Public-At-Large
Bilal Abbas, Public-At-Large
Justin MacNeil, Arts, Culture and Recreation Sector
Bruce Inglis, Councillor

Administration:

Jade Brown, Chief Legislative Officer
Kelly Hansen, Director, Strategic Planning and Program Management
Brad McMurdo, Director, Planning and Development
Monica Lance, Manager, Special Projects
Sonia Soutter, Manager, Legislative Services
Heather Fredeen, Legislative Officer

1. Call to Order

Chair Bryce Kumka called the meeting to order at 9:11 a.m.

2. Adoption of Agenda

MOTION:

THAT the Agenda be adopted as presented.

RESULT:	**CARRIED [UNANIMOUS]**
MOVER:	David Secord
SECONDER:	Dan Soupal
FOR:	Soupal, Kumka, Secord, Tjarera, Williams, Uche-Ezeala, Bowles, Hale
ABSENT:	Noble, Jackson, Li, Abbas, MacNeil

3. Minutes of Previous Meetings

3.1. Wood Buffalo Development Advisory Committee Meeting - July 7, 2021

MOTION:

THAT the Minutes of the Wood Buffalo Development Advisory Committee Meeting held on July 7, 2021, be approved as presented.

RESULT:	**CARRIED [UNANIMOUS]**
MOVER:	Dan Soupal
SECONDER:	Curtis Williams
FOR:	Soupal, Kumka, Secord, Tjarera, Williams, Uche-Ezeala, Bowles, Hale
ABSENT:	Noble, Jackson, Li, Abbas, MacNeil

4. Presentation

4.1. Rachel Orser, Supply Chain Management, re: Regional Municipality of Wood Buffalo Procurement Process

Rachel Orser, Director, Supply Chain Management, provided a presentation on the Municipality's procurement process and indicated that amendments to the Social Procurement Council Policy, which is intended to provide support to local vendors including local indigenous vendors, would be brought forward for Council consideration at their September 14, 2021, Council Meeting

5. New Unfinished Business

With consensus of the Committee, agenda item 5.3 was discussed first followed by agenda item 5.2 and then 5.1.

5.3. Meeting with Ministers re: Red Tape Reduction

Chair B. Kumka provided an overview of the Committee's meeting with the Associate Minister, Red Tape Reduction, on July 7, 2021

Minutes Acceptance: Minutes of Aug 4, 2021 9:00 AM (Minutes of Previous Meetings)

Action
Due to the cabinet shuffle on July 8, 2021, Administration will connect with the office of the new Associate Minister of Red Tape Reduction to arrange for a meeting with the Committee.

5.2. Municipal Development Plan Update

Such Chandhiok, Supervisor, Planning and Development provided an update on the status of the Municipal Development Plan project, noting that the project team is awaiting engagement results regarding the draft goals and vision for the plan.

5.1 Red Tape Reduction - Planning and Development Process

Amanda Haitas, Senior Manager, Planning and Development, provided a status update on the Red Tape Reduction - Process Review Project, noting that negotiations with the selected proponent are ongoing; however, internal preparation work is underway.

5.4. Roundtable

There were no updates provided during roundtable discussions.

Adjournment

The meeting adjourned at 10:48 a.m.

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Chair

FORT MCMURRAY WOOD BUFFALO ECONOMIC DEVELOPMENT & TOURISM

September 1, 2021 | Presented by: Lisa Sweet

FMWBEDT Presentation

Presented to Wood Buffalo Development Advisory Committee

01

Inaugural Five-Year Economic Development & Tourism Strategy

1. Project Management
2. Regional Economic & Environmental Scan
3. Stakeholder Engagement
4. Strategic Plan Development

COMMERCIAL & RETAIL ATTRACTION STRATEGY

- Gap Analysis
- Economic Leakage
- Targeted Attraction Strategy

02

Who	**Fort McMurray Wood Buffalo Community**
What	Commercial Attraction Survey
When	September 1st – 30th
Why	Understand local spending Determine community desires
Where	Choosewoodbuffalo.ca

03

STARTUP YMM

STARTUP YMM

- September 14th Launch
- Tour
- Membership Opportunities
- Fully Operational October 2021
- Startupymm.ca

Microbusiness Pilot Project

YMM

Questions?

FORT McMURRAY
WOOD BUFFALO

ECONOMIC
DEVELOPMENT
& TOURISM

Thank you

Public Engagement Framework

Presented by: Nadia Power

September 1, 2021

Attachment: Public Engagement Framework Presentation (RMWB Engagement

What is Public Engagement?

Public Engagement is the process of connecting the Municipality and the public by having purposeful dialogue discussing and gaining an understanding of emerging issues and opportunities, involving the public by clarifying issues, and identifying alternatives or partnering in decision making.

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Roles & Responsibilities

Communications & Engagement
Indigenous & Rural Relations
Legislative Services
Contracted Services

Why We Engage

Improves decision-making

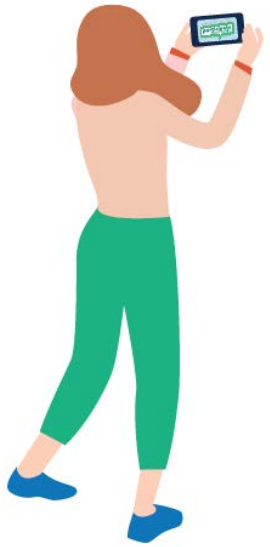
Helps residents take a more active role in the community

Facilitates understanding

Gets honest feedback on what works or doesn't work for services or projects

Provides a sense of community ownership and civic pride

Taps into local insight and knowledge



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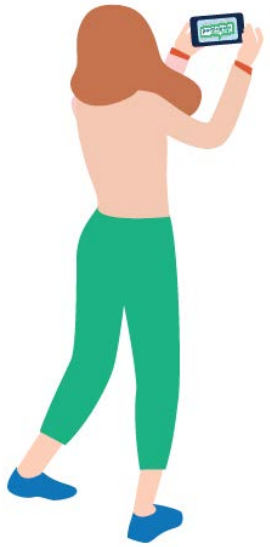
Why We Engage

Relationship management
*Engagemen*t management
Expectation management
Reputation management



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How We Engage

Strategy Development

- Decision-making, Objectives, & Promise to the Public
- Stakeholder Mapping
- Potential Issues & Mitigation Measures
- Tools & Tactics
- Communications
- Cost & Timeline
- Evaluation & Reporting

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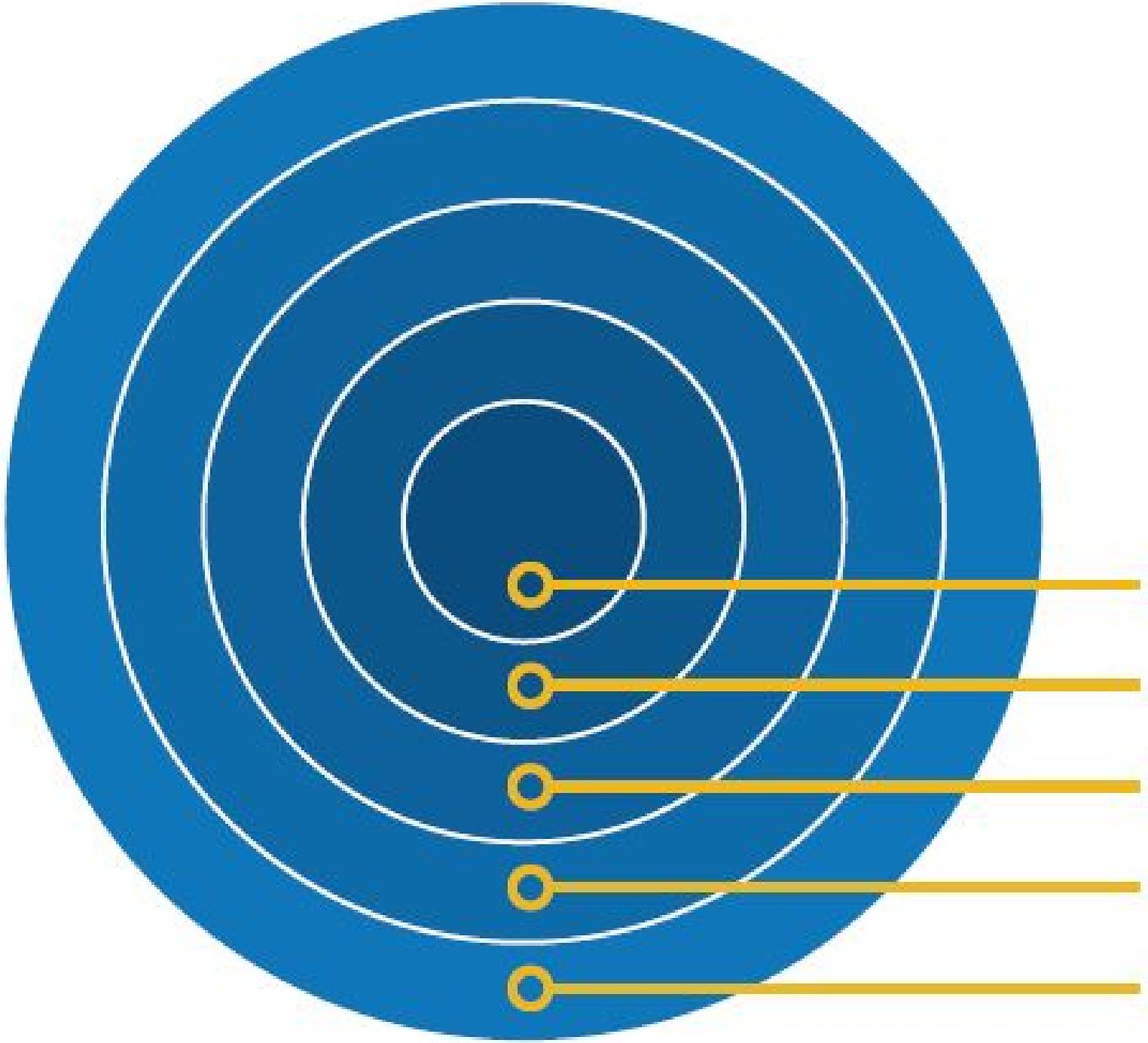
Spectrum of Engagement

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide residents with the information needed to understand the opportunities, alternatives or solutions presented.	To gather public feedback.	To work with residents through each step of the decision making process to ensure resident concerns are considered.	To partner with residents in each aspect of the decision-making process, including the development of alternatives and the identification of the preferred solution.	To place the final decision in the hands of residents.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, and consider your feedback in the decision making process.	We will work with you to ensure that your concerns are directly reflected in the alternatives developed and provide feedback on how resident input influenced the final decision.	We will seek resident advice and ideas and use this feedback when making decisions, to the fullest extent possible.	We will implement what residents decide.

How We Engage

Stakeholder Mapping

Stakeholders are individuals, groups or organizations who may affect, be affected by, or perceive themselves to be affected by a decision, activity, or outcome of a project.



Orbits of Participation

- Co-Decision Makers
- Active Participants
- Reviewers/Commenters
- Interested Observers
- Unsurprised Observers

Attachment: Public Engagement Framework Presentation (RMWB Engagement

Evaluation & Reporting

It is critical that results of engagements are shared with the public, and to report back on how the results have or have not influenced a decision or been incorporated into the topic being discussed.

This is an important step to better understand how public engagement can be developed and improved, help build civic trust, and encourage future public engagement.

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rmwb.ca/participate