



Wood Buffalo Development Advisory Committee

Wednesday, October 5, 2022

Conducted Electronically Via MS Teams

9:00 AM

Agenda

Public Participation for the October 5, 2022 Wood Buffalo Development Advisory Committee Meeting

The Wood Buffalo Development Advisory Committee (Committee) will be conducting its October 5, 2022 Meeting through electronic communications in accordance with section 199 of the *Municipal Government Act*.

- Anyone wishing to participate in the meeting is encouraged to do so by registering to speak as a delegate by way of virtual participation via MS Teams or by submitting their delegation comments by email.
- To participate virtually via MS Teams:
 - Anyone wishing to speak via MS Teams to an item on the October 5, 2022 Committee Meeting Agenda must pre-register by 12:00 p.m., October 4, 2022.
 - To register to speak via MS Teams, please email boardsandcommittees@rmwb.ca or call 780-743-7001 with your name, your phone 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 prior to the start of the meeting.
 - Each registrant will be given a maximum of **5 minutes** to address the Committee.
- To make a written submission as a delegation before or during the live meeting:
 - Please complete the online form found at <https://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 - July 6, 2022

4. **New and Unfinished Business**

4.1. Fort McMurray Wood Buffalo Economic Development and Tourism 5-Year Plan

4.2. Planning and Development Process Review Project Presentation to Council Debrief

4.3. Associate Minister, Red Tape Reduction Meeting Debrief

4.4. Committee Strategic Priority Planning Session Working Group Update and Next Steps

4.5. Downtown Area Re-Development Plan Project Status Update

4.6. Land Use Bylaw Project Status Update

Adjournment

Minutes of a Meeting of the Wood Buffalo Development Advisory Committee held via electronic communications in Fort McMurray, Alberta, on Wednesday, July 6, 2022, commencing at 9:00 AM.

Present:

Bryce Kumka, Business Community (Chair)
 David Secord, Business Community (Vice-Chair)
 Bilal Abbas, Public-At-Large
 Justin Ellis, Public-At-Large
 Steven Hale, Education Sector
 Alex McKenzie, Land Development Sector
 Jennifer Vardy, Public-At-Large
 Stu Wigle, Councillor

Absent:

Dan Soupal, Land Development Industry
 Ijeoma Uche-Ezeala, Public-At-Large
 Raj Vasal, Community Development
 Rene Wells, Public-At-Large
 Curtis Williams, Community Development

Administration:

Kelly Hansen, Director, Strategic Planning and Program Management
 Chris Booth, Manager, Community Development Planning
 Monica Lance, Manager, Strategic Planning and Program Management
 Heather Fredeen, Clerk, Legislative Services

1. Call to Order

Chair Bryce Kumka called the meeting to order at 9:14 a.m.

2. Adoption of Agenda

MOTION:

THAT the Agenda be amended by:

- removing "Planning and Development Process Review Project" from the title of item 4.1;
- adding, as item 4.5., "Summer Committee Meeting Schedule"; and

THAT the Agenda be adopted as amended.

RESULT: CARRIED [UNANIMOUS]
MOVER: Steven Hale
SECONDER: Alex McKenzie
FOR: Kumka, Abbas, Ellis, Hale, McKenzie, Secord, Vardy
ABSENT: Uche-Ezeala, Vasal, Williams, Soupai, Wells

3. Minutes of Previous Meetings

3.1. Wood Buffalo Development Advisory Committee Meeting - June 1, 2022

MOTION:

THAT the Minutes of the Wood Buffalo Development Advisory Committee Meeting held on June 1, 2022, be approved as presented.

RESULT: CARRIED [UNANIMOUS]
MOVER: David J.R. Secord
SECONDER: Jennifer Vardy,
FOR: Kumka, Abbas, Ellis, Hale, McKenzie, Secord, Vardy
ABSENT: Uche-Ezeala, Vasal, Williams, Soupai, Wells

4. New and Unfinished Business

4.1. Chair Update re: 24-Hour Childcare

Chair Bryce Kumka provided an update on his presentation to Council on behalf of the Wood Buffalo Development Advisory Committee regarding support of Bylaw 22/009 to permit overnight childcare. It was noted that the Committee's written and verbal submissions were well received. It was further noted that third reading of Bylaw No. 22/009 was passed.

4.2. Strategic Priority Planning and Next Steps

Committee Member Justin Ellis provided an update on the Committee motion passed at the March 2, 2022 Committee Meeting as follows:

"THAT WBDAC review the former Committee working groups established and develop a framework for assigning or selecting committee members to action each of the nine initiatives in the Committee's mandate; with red tape reduction being one, to be brought back to the April Committee meeting; and

THAT any initiative with similar objectives be combined."

MOTION:

THAT the Wood Buffalo Development Advisory Committee create a working group to establish a process for the facilitation of a Committee priority planning session to take place in September 2022.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Justin Ellis
SECONDER:	Bilal Abbas
FOR:	Kumka, Abbas, Ellis, Hale, McKenzie, Secord, Vardy
ABSENT:	Uche-Ezeala, Vasal, Williams, Soupal, Wells

With consensus of the Committee, Justin Ellis was selected as Chair of the Working Group, with Jennifer Vardy and Bryce Kumka selected as members.

4.3. Planning and Development Regional Permit Information Update

Chris Booth, Manager, Community Development Planning, provided an update on recent developments in which permits have been approved or are nearing final approval and provided statistical information on permits that have been issued specifically in the downtown area in 2021-2022. It was noted that data demonstrates an increase in activity and improvements to buildings in the downtown core.

Action Item:

Chair Bryce Kumka to contact the Chamber of Commerce to inquire about notification to the Committee for ribbon cutting events.

4.4. Downtown Area Redevelopment Plan Update

Selina Chen, Supervisor, Planning, Control and Permitting, provided a presentation on the Downtown Area Redevelopment Plan (the Plan), noting that community engagement is scheduled for the fall of 2022 with completion of a final draft of the Plan targeted by the end of 2022.

Exit

Councillor Stu Wagle exited the meeting at 10:04 a.m.

4.5. Summer Meeting Schedule**MOTION:**

THAT a Special Wood Buffalo Development Advisory Meeting be scheduled for September 2022.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	David J.R. Secord,
SECONDER:	Justin Ellis
FOR:	Kumka, Abbas, Ellis, Hale, McKenzie, Secord, Vardy
ABSENT:	Uche-Ezeala, Vasal, Williams, Soupal, Wells

Adjournment

The meeting adjourned at 11:14 a.m.

Chair

Driving the **Economic Competitiveness** of

FORT MCMURRAY WOOD BUFFALO

Inaugural Five-Year Strategy for
Economic Development & Tourism
2022-2026

PRESENTED BY: KEVIN WEIDLICH

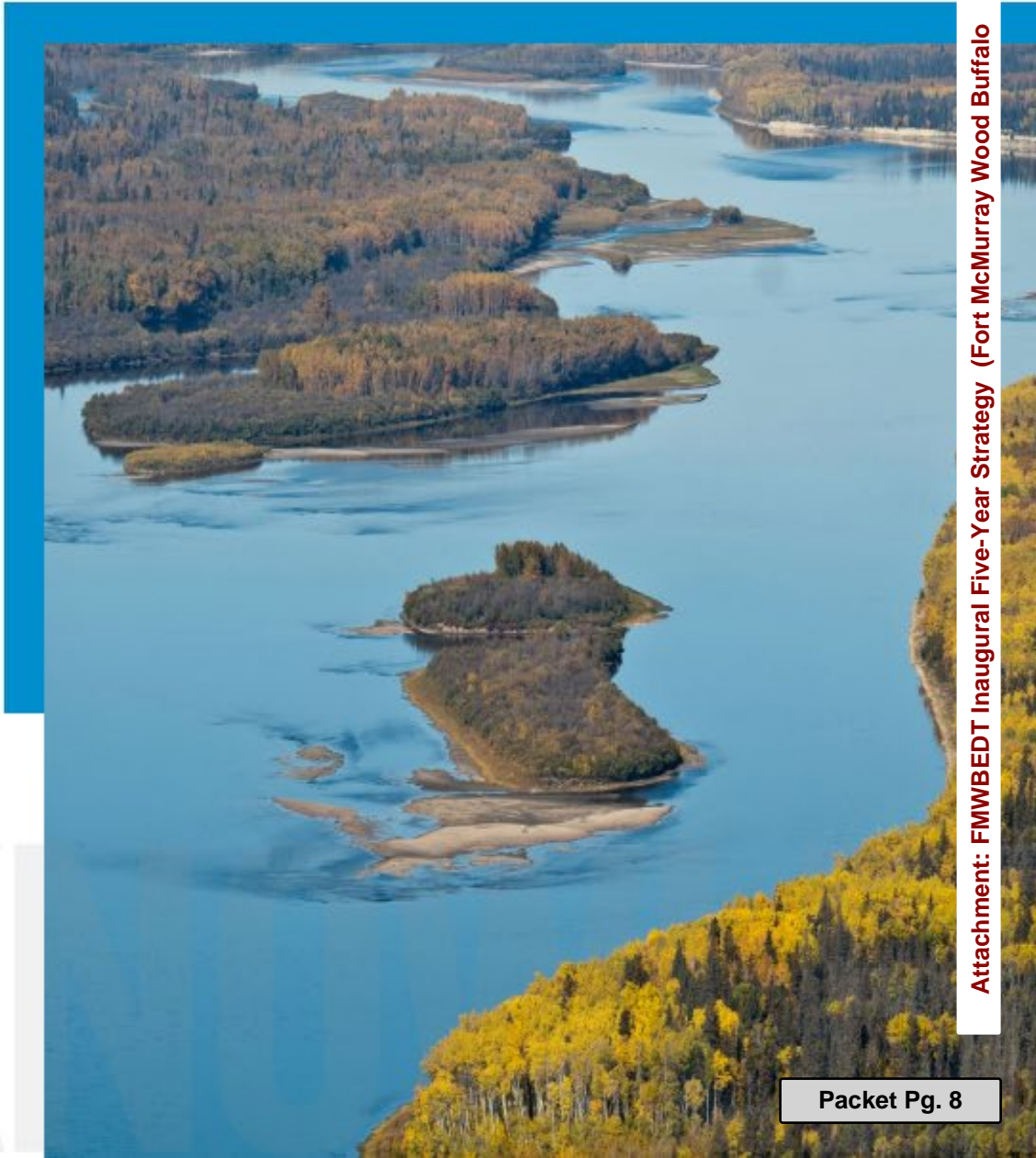
FORT MCMURRAY
WOOD BUFFALO

ECONOMIC
DEVELOPMENT
& TOURISM



LAND ACKNOWLEDGEMENT

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WELCOME & INTRODUCTIONS

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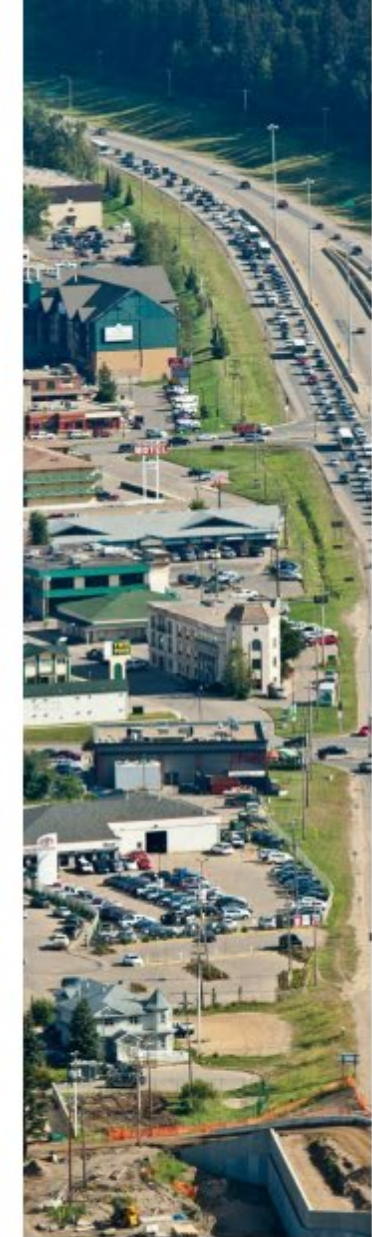


4.1.a

Attachment: FMWBEDT Inaugural Five-Year Strategy (Fort McMurray Wood Buffalo)

AGENDA

- Opening Remarks & Key Highlights
- Meeting Objectives
- Five-Year Strategy Overview
- Discuss How We Can Partner Together on Key Initiatives



OPENING REMARKS & KEY HIGHLIGHTS

FIVE BIG INITIATIVES (2019 - 2021)

1. Fort McMurray Tourism & Economic Development Amalgamation
2. Fort McMurray Wood Buffalo Community Brand (Place Brand)
3. Startup YMM (Business Incubator)
4. Business Recovery Taskforce
5. Creation of this Inaugural 5-Year Strategy



MEETING OBJECTIVE

To lay the foundation for future conversations about creating [win-win-win](#) scenarios, achieved by co-creating key initiatives together.

Driving the **Economic Competitiveness** of
**FORT MCMURRAY
WOOD BUFFALO**

Inaugural Five-Year Strategy for
Regional Economic Development



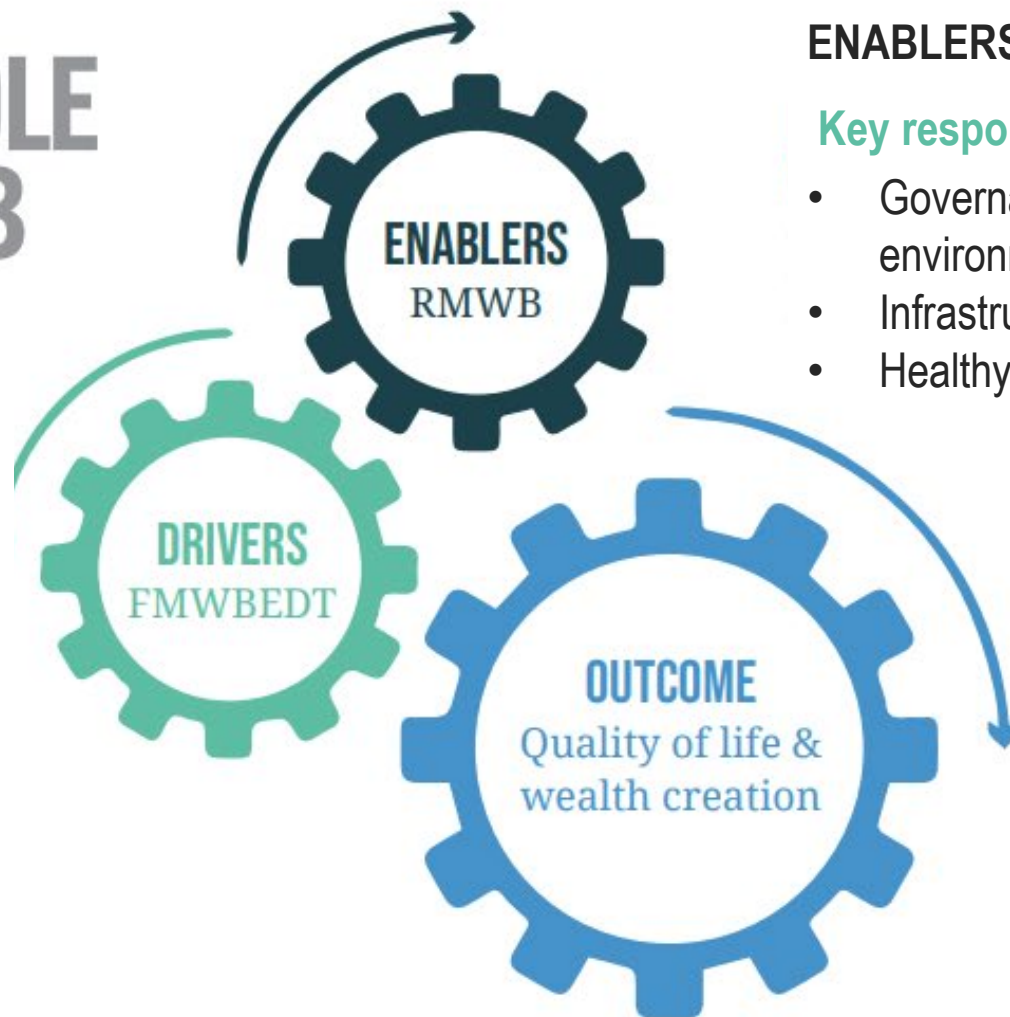
Attachment: FMWBEDT Inaugural Five-Year Strategy (Fort McMurray Wood Buffalo)

OUR SHARED ROLE WITH THE RMWB

DRIVERS (FMWBEDT)

Key responsibilities for success:

- Business retention and expansion
- Entrepreneurship and innovation
- Talent attraction
- Tourism (visitor economy)
- Private investment attraction
- Partnership development
- Marketing/communicating region's assets



ENABLERS (RMWB)

Key responsibilities for success:

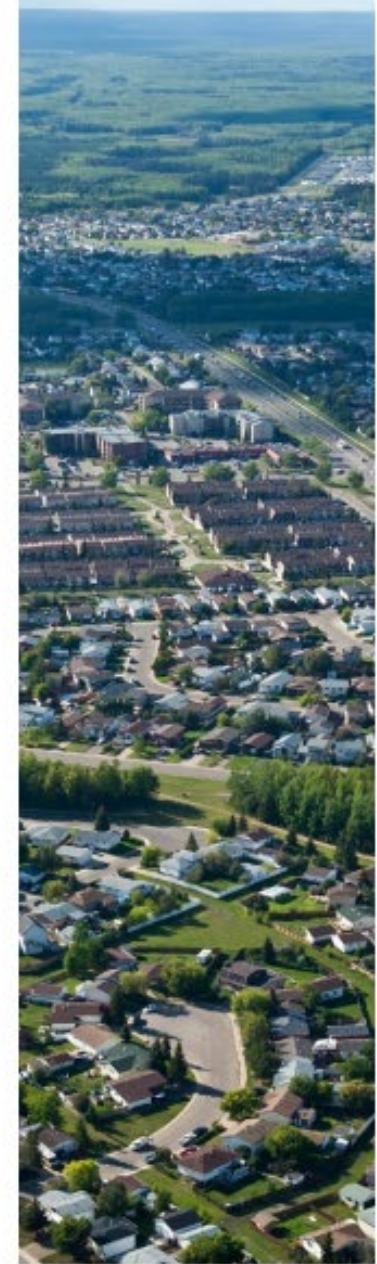
- Governance (pro-business environment through policy)
- Infrastructure
- Healthy communities

OUR VISION

The world is awakened to
the dynamic economic
region of Fort McMurray
Wood Buffalo

OUR MISSION

To **co-create** and activate
transformative economic
opportunities for
Fort McMurray Wood Buffalo



CORPORATE VALUES

1

Acting together
(collaboration)

2

Model the example
(leadership)

3

Own the outcome
(accountability)

4

Reach out to include
(inclusivity)

5

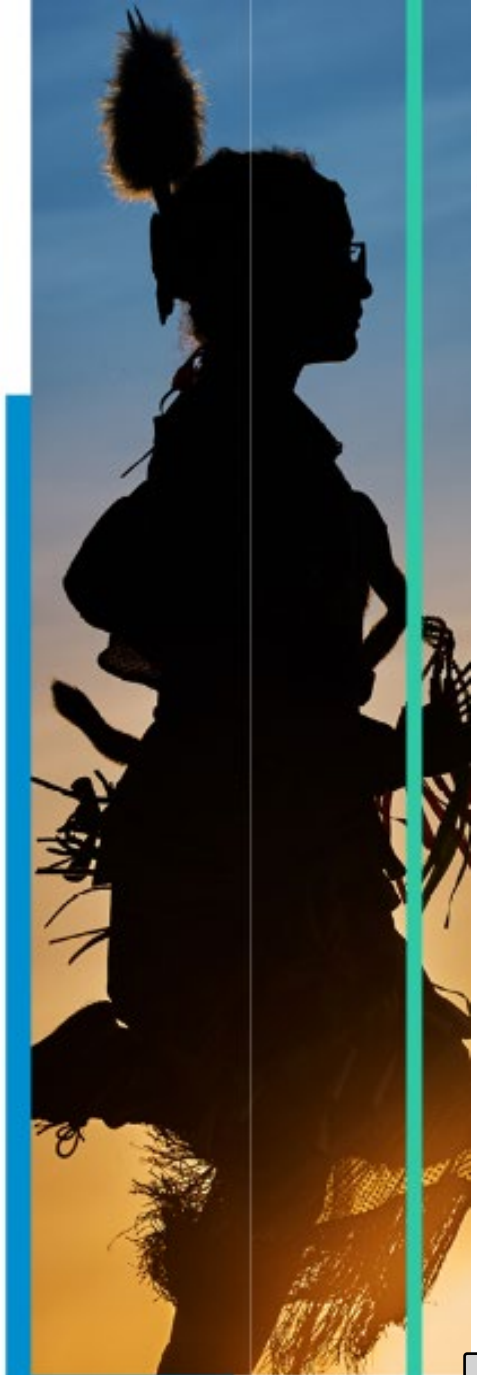
Adapt to succeed
(adaptability)



OUR RESPONSE TRC'S CALLS TO ACTION

CALL TO ACTION #92

- A call to all business leaders.
- Our strategy captures key steps towards reconciliation under each priority.
- Some initiatives will be undertaken independently, while others we will undertake in partnership with Right holders.



5 STRATEGIC GOALS

GOAL #1

Grow Local Business
& Entrepreneurship

GOAL #2

Support Innovation

GOAL #3

Attract New Business
& Private Investment

GOAL #4

Brand & Market
Our Region

GOAL #5

Pursue Organizational
Excellence



GOAL #1 GROW LOCAL BUSINESS & ENTREPRENEURSHIP

We Strengthen Local Business

INITIATIVE 1.1

Grow Entrepreneurship

INITIATIVE 1.2

Foster Talent &
Expand Workforce

INITIATIVE 1.3

Increase Awareness
& Access to Capital

INITIATIVE 1.4

Create Partnerships
to Activate
Commercial Space



GOAL #2 SUPPORT INNOVATION

We Foster Ideas & Expand
into New Sectors



INITIATIVE 2.1
Develop New & Emerging
Innovation Sectors

INITIATIVE 2.2
Develop Partnerships to
Advance Regional
Innovation Goals

GOAL #3 ATTRACT NEW BUSINESS & PRIVATE INVESTMENT

We Pursue Targeted Investment

INITIATIVE 3.1

Drive the Visitor Economy
& Tourism

INITIATIVE 3.2

Attract Targeted Commercial,
Retail & Tourism Investment

INITIATIVE 3.3

Attract Targeted Industrial
Enterprise Investment

INITIATIVE 3.4

Facilitate the
Development of
Signature Tourism
Experiences



GOAL #4 BRAND & MARKET OUR REGION

We Own and Tell Our Story



4.1.a

INITIATIVE 4.1
Expand Talent, Visitor,
& Investment Marketing

INITIATIVE 4.2
Build Pride in Place

INITIATIVE 4.3
Build National Brand
Recognition

GOAL #5 PURSUE ORGANIZATIONAL EXCELLENCE

We Strive for Excellence

INITIATIVE 5.1

Demonstrate & Report Impact

INITIATIVE 5.2

Enhance Relationships
& Communications

INITIATIVE 5.3

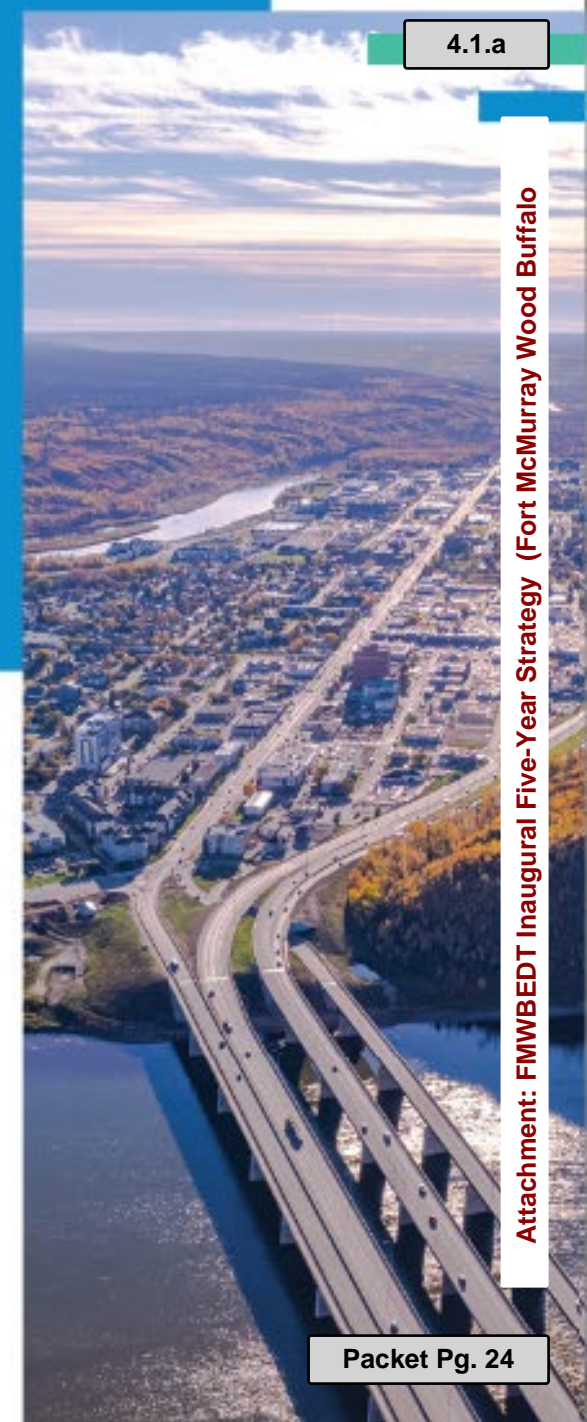
Develop Regional Economic
Data and Market Intelligence

INITIATIVE 5.4

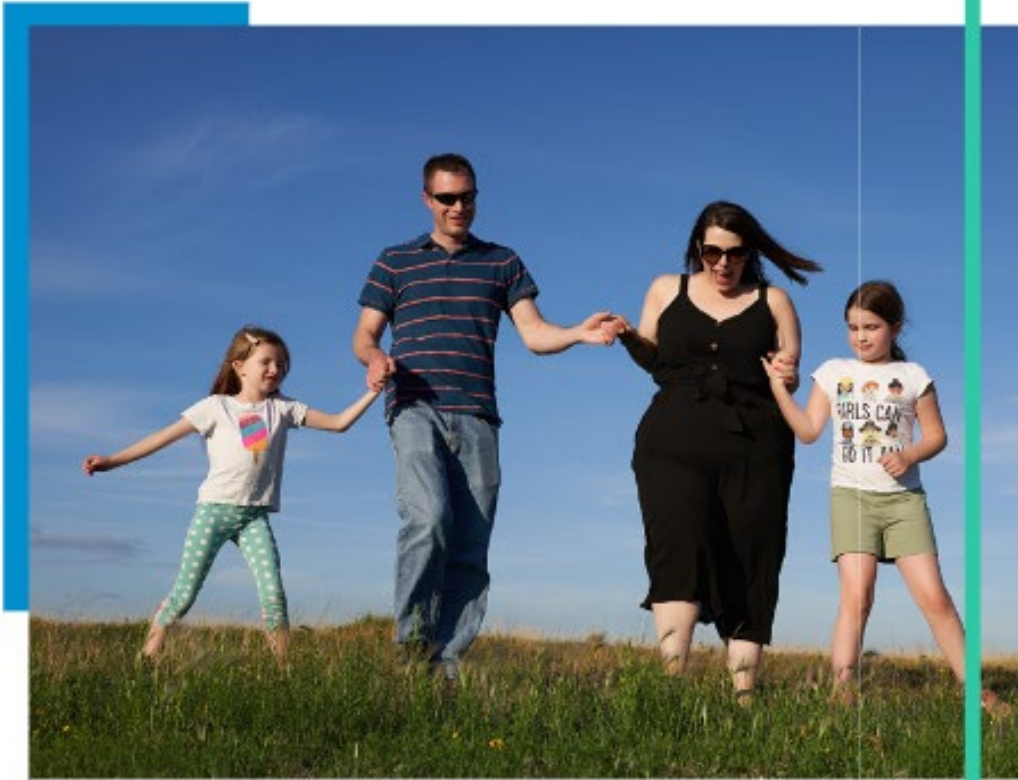
Respond to Truth &
Reconciliation
(Call to Action #92)

INITIATIVE 5.5

Lead as a Values-Based
Organization



STEWARDSHIP OF THE STRATEGY



Measurement, Reporting and Engagement	
Partner	Engagement & Reporting
Board of Directors	<ul style="list-style-type: none">Quarterly dashboard summary reportsSemi-annual strategy sessions
Shareholder	<ul style="list-style-type: none">Quarterly information presentations to CouncilSemi-annual meeting with CouncilAnnual General Meeting
Stakeholders & Rights Holders	<ul style="list-style-type: none">Annual General MeetingAnnual Community Business Partners SessionFMWBEDT Advisory Working Groups
Community At Large	<ul style="list-style-type: none">Highlights and reporting on websiteHighlights and reporting on social media channelsSpecial community-wide presentations

MOVING FORWARD TOGETHER CREATING WIN-WIN-WIN SCENARIOS



ONGOING ENGAGEMENT OPPORTUNITIES

Our ask:

- How can we best work with you to identify joint-initiatives and activities?
- Can we meet formally a couple times per year to have mid to longer term strategy discussions?
- What do you need from us?



FORT McMURRAY
WOOD BUFFALO

ECONOMIC
DEVELOPMENT
& TOURISM

WE LOOK FORWARD
TO PURSUING
OPPORTUNITY,
TOGETHER.

T H A N K Y O U