



Wood Buffalo Pro-Business Advisory Committee

Room 206, 2nd Floor, Jubilee Centre
9909 Franklin Avenue, Fort McMurray, AB T9H 2K4

Wednesday, September 13, 2023
2:00 PM

Agenda

1. **Call to Order**
2. **Adoption of Agenda**
3. **Minutes of Previous Meeting**
 - 3.1. Wood Buffalo Pro-Business Advisory Committee Regular Meeting - June 14, 2023
4. **Presentations**
 - 4.1. Kelly Williams, Manager, Communications and Engagement re: PULSE
5. **New and Unfinished Business**
 - 5.1. Committee Member Resignation
 - 5.2. 2023 Committee Priorities - Strategic Solutions
 - 5.3. Standing Invitations to Committee Meetings
6. **Adjournment**

Minutes of a Meeting of the Wood Buffalo Pro-Business Advisory Committee held in Room 206 at the Municipal Offices in Fort McMurray, Alberta, on Wednesday, June 14, 2023, commencing at 2:00 PM.

Present:

Dianna de Sousa, Fort McMurray Chamber of Commerce
Carmelo Daprocida, Building Industry and Land Development Association, Wood Buffalo
John Rybak, Consulting Engineers of Alberta, Wood Buffalo
Kristi Hines, Fort McMurray Wood Buffalo Economic Development and Tourism (via MS Teams)
Stu Wigle, Councillor

Absent:

Robbie Picard, Public-At-Large
Mike Deranger, Northern Alberta Aboriginal Business Association
Lana Maloney, Fort McMurray Construction Association

Administration:

Kelly Hansen, Director, Strategic Planning and Program Management
Amanda Haitas, Senior Manager, Planning and Development
Dennis Vroom, Program Manager, Municipal Initiatives
Heather Fredeen, Clerk, Legislative Services

1. Call to Order

Chair Dianna de Sousa, called the meeting to order at 2:04 p.m.

2. Adoption of Agenda

MOTION:

THAT the Agenda be adopted as presented.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	John Rybak
SECONDER:	Carmelo Daprocida
FOR:	de Sousa, Daprocida, Hines, Rybak
ABSENT:	Deranger, Maloney, Picard

Minutes Acceptance: Minutes of Jun 14, 2023 2:00 PM (Minutes of Previous Meeting)

3. Minutes of Previous Meeting

3.1. Wood Buffalo Pro-Business Advisory Committee Regular Meeting - May 10, 2023

THAT the Minutes of the Wood Buffalo Pro-Business Advisory Committee meeting held on May 10, 2023, be approved as presented.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Kristi Hines
SECONDER:	John Rybak
FOR:	de Sousa, Daprocida, Hines, Rybak
ABSENT:	Deranger, Maloney, Picard

4. New and Unfinished Business

4.1. Planning and Development Process Review Project

Amanda Haitas, Senior Manager, Planning and Development, provided an overview on the Planning and Development Process Review Project indicating that the Project encompasses a review of processes and procedures used by three branches within the Planning and Development Department including Community Development Planning, Safety Codes and Land Administration. It was noted that 92 recommendations were contained in the final report and the Department is currently working on the implementation phase of the project.

Exit and Adjournment

Committee Member Kristi Hines exited the meeting at 3:05 p.m. and due to a loss of quorum, the meeting was adjourned.

Chair

Pulse

Kelly Williams, Manager

Communications and Engagement

September 13, 2023



Present State

- Pulse provides 24/7 support to the region
- All requests are logged and assigned a unique tracking number
- A digital information library for agents use
- Pulse agents follow up on requests that are active for greater than 48 hours
- Pulse Online was introduced in 2017 enabling customers to submit requests online via the RMWB website
- Monthly and Annual reporting
- Aim to resolve requests at the first point of contact where possible

Attachment: Pulse Presentation (Communications and Engagement re: PULSE)

Data

Pulse	2018	2019	2020	2021	2022
Volume of Requests	45,530	56,703	65,703	65,316	61,916

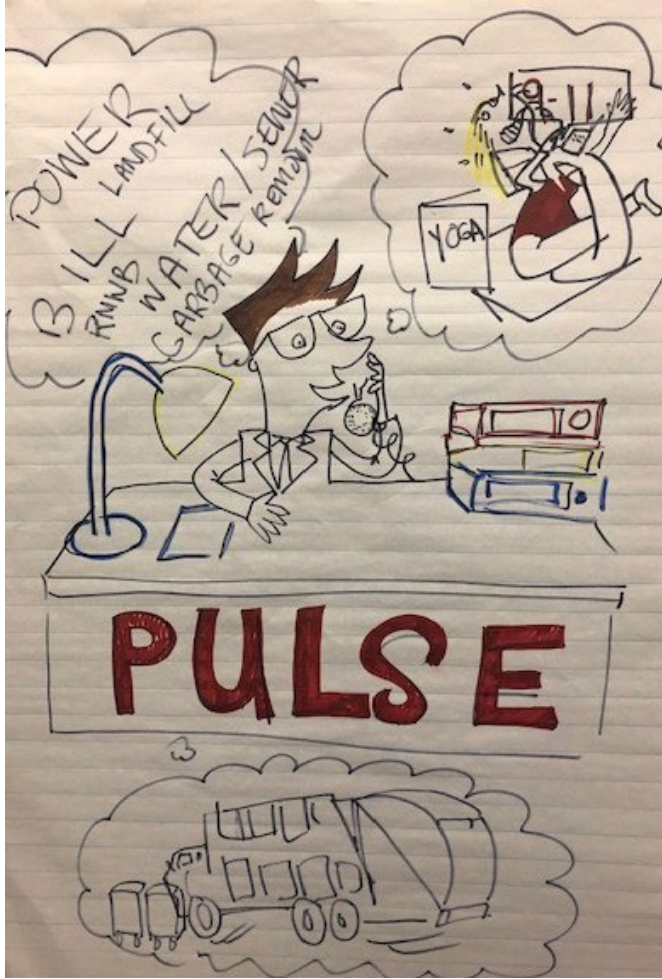


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Data

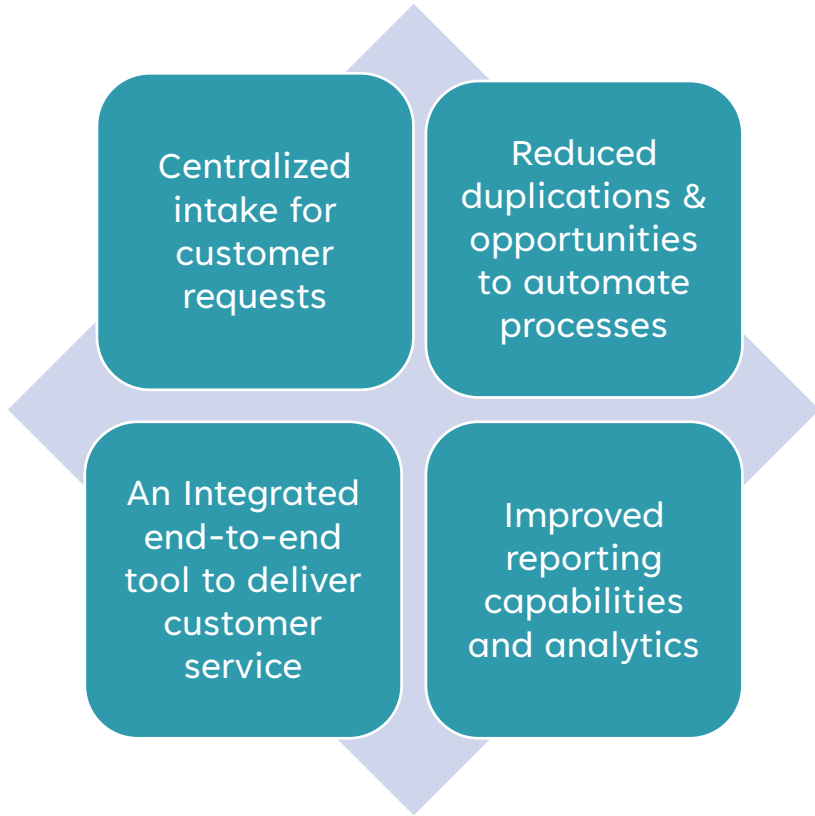
JANUARY TO DECEMBER 2022		
Metric	Definition	Result
Total requests	Number of requests made to Pulse <i>(Top 2-3 topics / business unit)</i>	61,916
Top departments/ branches	Public Works	12,550
	Street/Road related inquiries	4,277
	Transit Service Inquiries	4,118
	Park related inquiries	2,625
	Financial Services	12,371
	Assessment & Taxation Inquiries	5,143
	Utility Billing Inquiries	3,822
	Cashier Services	2,564
	Bylaw Services	11,408
	Animal Control Inquiries	3,880
	Parking Related Inquiries	2,366
	General Inquiries*	2,243
	Environmental Services	6,989
	Solid Waste Services	4,281
	Underground Services	2,321
	Water Treatment	250
	Planning & Development	4,483
	Permits	3,144
	General Inquiries**	1,257
	Business Licensing	754

*General Inquiries for Bylaw Services include noise concerns, nuisance property reports, loitering, etc.
 **General Inquiries for Planning and Development include call transfers, clarification on a section of the Land Use Bylaw, etc.



Attachment: Pulse Presentation (Communications and Engagement re: PULSE)

Goals



Why Now?

- Customer Expectations continue to grow
- The Municipality strives to provide the best service possible supported by a ticketing system and internal processes to manage customer requests
- The Municipality recognized an opportunity to leverage technology to improve our customers' experience

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Thank You Questions?

