

**Minutes of a Meeting of the Council of the Regional Municipality of Wood Buffalo held via Electronic Communication, a combination of video conferencing and teleconferencing in Fort McMurray, Alberta, on Wednesday, November 18, 2020, commencing at 5:00 PM.**

**Present:**

Liana Wheeldon, Culture (Arts, Culture & Heritage)  
Gary Devison, Seniors Representative  
Cathy Dreier, Public-at- Large  
Kimberly Hooper, Oil and Gas Industry  
Bill Loutitt, Indigenous Representative  
Keith Plowman, Business Community Representative  
Sunita Sanker-Clarke, Recreation Representative  
Michael Sieger, Land Development Industry  
Gaylene Weidlich, Community Development Sector  
Krista Balsom, Councillor  
Phil Meagher, Councillor

**Absent:**

Joanne Singer, Public-at- Large  
Sean Robertson, Safety and Security Sector

**Administration:**

Matthew Hough, Deputy Chief Administrative Officer  
Monica Lance, Manager, Special Projects  
Nina Caines, Manager, Parks  
Amanda Haitas, Senior Manager, Planning and Development  
Anita Hawkins, Clerk, Legislative Services

**1. Call to Order**

Chair Liana Wheeldon called the meeting to order at 5:03 p.m.

**2. Adoption of Agenda**

**2.1. Motion to Approve Agenda**

THAT the Agenda be approved as presented.

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| <b>RESULT:</b>   | <b>CARRIED [UNANIMOUS]</b>                                   |
| <b>MOVER:</b>    | Gary Devison, Seniors Representative                         |
| <b>SECONDER:</b> | Cathy Dreier, Public-at- Large                               |
| <b>FOR:</b>      | Hooper, Sieger, Wheeldon, Dreier, Weidlich, Plowman, Devison |
| <b>ABSENT:</b>   | Loutitt, Sanker-Clarke, Singer, Robertson                    |

### 3. Minutes of Previous Meetings

#### 3.1. Wood Buffalo Waterfront Advisory Committee Meeting - October 21, 2020

##### MOTION:

THAT the Minutes of the Wood Buffalo Waterfront Advisory Committee held on October 21, 2020 be approved as presented.

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| <b>RESULT:</b>   | <b>CARRIED [UNANIMOUS]</b>                                   |
| <b>MOVER:</b>    | Kimberly Hooper, Oil and Gas Industry                        |
| <b>SECONDER:</b> | Gary Devison, Seniors Representative                         |
| <b>FOR:</b>      | Hooper, Sieger, Wheeldon, Dreier, Weidlich, Plowman, Devison |
| <b>ABSENT:</b>   | Loutitt, Sanker-Clarke, Singer, Robertson                    |

### 4. Presentation

#### 4.1. Andrea Haley - Fort McMurray Wood Buffalo Economic Development & Tourism re: Place Brand

Andrea Haley, Fort McMurray Wood Buffalo Economic Development & Tourism, presented the new Fort McMurray Wood Buffalo Place Brand initiative. She spoke to the four main components of the Place Brand, being the Brand Purpose, Brand Positioning, Brand Personality and Brand Expression.

##### Arrivals

Sunita Sanker-Clarke joined the meeting at 5:08 p.m.

Bill Loutitt joined the meeting at 5:15 p.m.

Ms. Haley noted there will be an online community tool kit and an in-region campaign which will be launched during the week of November 23, 2020. It is also the plan to promote the place brand in labour attraction and retention workshops.

##### Disconnect and Reconnect

Chair Liana Wheeldon disconnected from the meeting at 5:27 p.m. and reconnected at 5:29 p.m., during which time Vice-Chair Gaylene Weidlich assumed the Chair.

#### **4.2. Such Chandhiok, Regional Municipality of Wood Buffalo re: Municipal Development Plan**

Such Chandhiok, Supervisor, Statutory Plans, Planning and Development, introduced the new Municipal Development Plan (MDP) project, noting that they are currently raising awareness for the project and looking for feedback from the Committee Members. It was explained that the Municipal Develop Plan is a high-level vision for the growth and development in the region over the next 5 to 15 years.

There will be a second round of engagement to be in held in January/February, 2021.

Committee Members offered feedback on various aspects of development which should be considered when developing the Municipal Development Plan.

#### **5. New and Unfinished Business**

##### **5.1. Waterfront Park Engagement Plan Review and Discussion - Stephen Fudge, RMWB and Joshua Bernson and Heidi Redman, Lee and Associates**

Nina Caines, Senior Manager, Public Works, indicated the RFP has been posted for a design consultant for the Waterfront Park Project. Joshua Bernson and Eric Lees, Lee and Associates spoke to the schedule identified to address the development of the festival site to start and then moving to the planning and design of the entire waterfront park.

##### Exit

Gary Devison, Committee Member, exited the meeting at 6:30 p.m.

Committee Members to provide names of stakeholders to be engaged in this project. Collection and distribution of information to Lee and Associates will be coordinated through Monica Lance, Senior Project Manager.

##### **5.2. Annual Report to Council Update**

Chair Liana Wheeldon spoke briefly to the presentation made to Council and passed on Mayor Scott's thanks to the Committee.

##### **5.3. Working Group Updates Arts, Culture and Leisure Working Group History with Seniors Working Group Indigenous Cultural Advisory Working Group**

###### Arts, Culture and Leisure Working Group

No update was provided at this time.

###### History with Seniors Working Group

The group has begun discussion on stakeholders and have a preliminary list which will be enhanced before the next meeting.

### Indigenous Cultural Advisory Working Group

The group has started a spreadsheet which will be shared with Monica Lance for distribution to Lee and Associates.

#### **5.4. Action Log**

Cathy Dreier, Committee Member, spoke to the information gathered to date from the cities of Saskatoon, Halifax, Calgary, Kelowna and Aurelia, Ontario.

#### **Next Meeting Date**

The next meeting date is December 16, 2020 at 5:00 p.m.

#### **Adjournment**

The meeting adjourned at 6:57 p.m.

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Chair