



## Wood Buffalo Development Advisory Committee

Wednesday, November 3, 2021

Conducted Electronically Via MS Teams

9:00 AM

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### Agenda

#### Public Participation for November 3, 2021 Wood Buffalo Development Advisory Committee Meeting

Wood Buffalo Development Advisory Committee (Committee) will be conducting the November 3, 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. November 2, 2021**.
  - To register to speak, please email [boardsandcommittees@rmwb.ca](mailto: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](http://www.rmwb.ca/writtendelegations) or email [boardsandcommittees@rmwb.ca](mailto: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.

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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, 7<sup>th</sup> 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 - September 1, 2021

4. **New and Unfinished Business**

- 4.1. Introduction of New Council Committee Member
- 4.2. Process Review Project Update
- 4.3. Council Resolution Review
- 4.4. License Bylaw Update
- 4.5. Household Spending Survey

**Adjournment**

**Minutes of a Meeting of the Wood Buffalo Development Advisory Committee held via electronic communications in Fort McMurray, Alberta, on Wednesday, September 1, 2021, commencing at 9:00 AM.**

**Present:**

Bryce Kumka, Chair  
 Bilal Abbas, Public-At-Large  
 Steven Hale, Education Sector  
 Scott Jackson, Oil and Gas Industry  
 Jin Li, Public-At-Large  
 Justin Macneil, Arts, Culture and Recreation Sector  
 Diana Noble, Public-At-Large  
 David Secord, Business Community  
 Beverley Tjarera, Community Development  
 Ijeoma Uche-Ezeala, Public-At-Large  
 Curtis Williams, Community Development

**Absent:**

Dan Soupal, Land Development Industry  
 Jessica Bowles, Health and Wellness Field  
 Bruce Inglis, Councillor

**Administration:**

Matthew Hough, Deputy Chief Administrative Officer  
 Jade Brown, Chief Legislative Officer  
 Kelly Hansen, Director, Strategic Planning and Program Management  
 Brad McMurdo, Director, Planning and Development  
 Monica Lance, Manager, Strategic Planning and Program Management  
 Sonia Soutter, Manager, Senior Legislative Officer  
 Caitlin Sheaves, Clerk, Legislative Services

**1. Call to Order**

Chair Bryce Kumka called the meeting to order at 9:08 a.m.

**2. Adoption of Agenda**

**MOTION:**

THAT the Agenda be adopted as presented.

**RESULT:** CARRIED [UNANIMOUS]  
**MOVER:** Beverley Tjarera  
**SECONDER:** Ijeoma Uche-Ezeala  
**FOR:** Noble, Kumka, Jackson, Li, Secord, Tjarera, Williams, Uche-Ezeala, Abbas, Hale, Macneil  
**ABSENT:** Soupai, Bowles

### 3. Minutes of Previous Meetings

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

THAT the Minutes of the Wood Buffalo Development Advisory Committee Meeting held on August 4, 2021, be approved as presented.

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

### 4. New and Unfinished Business

#### 4.1. Motion - Approval of Absences - Committee Member

##### MOTION:

THAT the absences incurred by Committee Member Justin MacNeil for the meetings held on dates of June 2, 2021, July 7, 2021, and August 4, 2021, be excused.

**RESULT:** CARRIED [UNANIMOUS]  
**MOVER:** Diana Noble  
**SECONDER:** Jin Li  
**FOR:** Noble, Kumka, Jackson, Li, Secord, Tjarera, Williams, Uche-Ezeala, Abbas, Hale, Macneil  
**ABSENT:** Soupai, Bowles

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

Matthew Hough, Deputy Chief Administrative Officer, provided an update on flood mitigation, noting that a public update will be provided at the September 14, 2021 Council meeting. It was noted that the section of berm located at Longboat Landing is almost complete and design work is continuing on completed sections to increase protection. It was further indicated that preparations are underway for 2022 river break up including equipment maintenance.

**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**

Lisa Sweet, Director, Business and Investment Attraction, Fort McMurray Wood Buffalo Economic Development and Tourism, presented an overview and update on the Inaugural 5 Year Strategic Plan Progress (strategic plan), and Commercial Business and Retail Attraction Strategy.

It was noted that the strategic plan is currently in stage 4 of development, with a focus on priorities for the next 5 years. The first draft is anticipated to be completed by the end of September.

It was further indicated that a Commercial Attraction Survey will be launching in October, to identify gaps within our community, economic leakage, and formulate a targeted attraction strategy.

Exits and Returns:

D. Noble exited the meeting at 9:28 a.m. and returned at 9:47 a.m.

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

Nadia Power, Manager, Public Engagement, provided an overview of the Regional Municipality of Wood Buffalos Engagement Framework, outlining the guidelines and procedures for stakeholder and public engagement.

The Committee provided feedback on the current engagement practices and made suggestions on how current practices can be improved.

Exits and Returns:

J. Macneil exited the meeting at 10:17 a.m. and returned at 10:21 a.m.

J. Macneil exited the meeting at 10:43 a.m. and returned at 10:47 a.m.

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

Christopher Booth, Manager, Community and Development Planning, provided an update on the Business License Bylaw, noting that the Bylaw is under revision to update

outdated language in an effort help improve the level of customer service provided in the Business Licensing branch.

Exits and Returns:

Jin Li disconnected and exited the meeting at 11:00 a.m.

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

The Committee discussed the opportunity to touch base with the new Associate Minister of Red Tape Reduction to continue being engaged on red tape reduction.

**4.7. MOTION:**

THAT Chair Bryce Kumka be authorized on behalf of the Committee to send a letter of congratulations to the newly appointed Associate Minister of Red Tape Reduction requesting that the Committee continue to be engaged regarding red tape reduction.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Ijeoma Uche-Ezeala
<b>SECONDER:</b>	Beverley Tjarera
<b>FOR:</b>	Noble, Kumka, Jackson, Li, Secord, Tjarera, Williams, Uche-Ezeala, Abbas, Hale, Macneil
<b>ABSENT:</b>	Soupal, Bowles

**Adjournment**

The meeting adjourned at 11:08 a.m.

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Chair

# Planning & Development Process Review Project Update WB Development Advisory Committee

Presenter: Amanda Haitas, Senior Manager

Department: Planning & Development

Meeting Date: November 3, 2021

# P&D Process Review Project

## Presentation Outline

- Project Purpose
- Project Approach
- Team Introduction
- Project Timeline
- Progress Update
- Confirm WBDAC Involvement
- Discussion
  - What outcomes do you hope to see as a result of the Review?
  - What does ultimate success look like to you & our community?

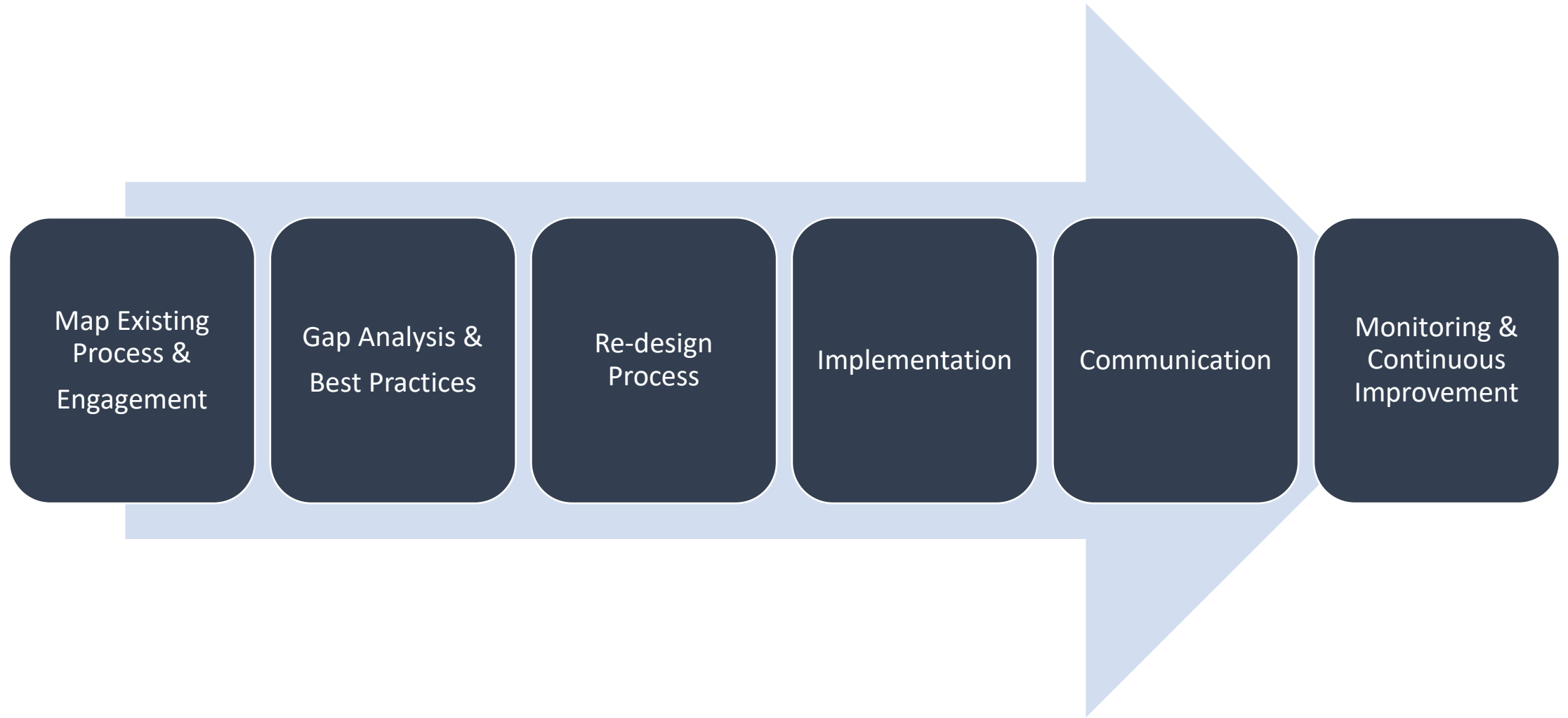
# P&D Process Review Project - Overview

## Project Purpose

- Increase customer service and reduce frustration
- Increase consistency/clarity for residents, businesses, staff
- Streamline processes/steps
- Increase business and investor confidence

Ultimately, P&D is aiming to reduce red tape and better facilitate property improvement, investment, growth and economic recovery.

# P&D Process Review Project – Approach



# P&D Process Review Project – Team Introduction

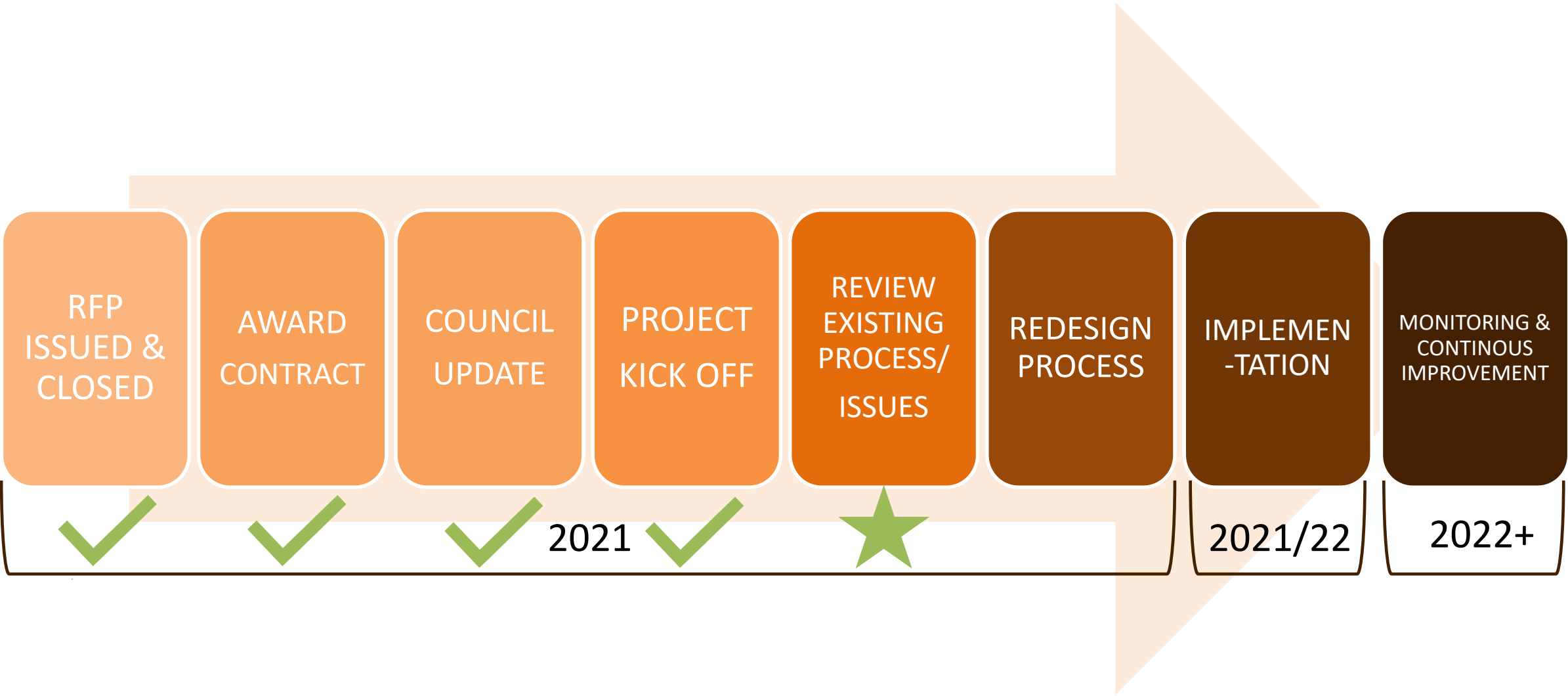
## RMWB project leadership

- Brad McMurdo
- Amanda Haitas
- Dennis Vroom

## *Ernst & Young* project leadership

- Rick Valdemarca
- Bryan Matthews
- Haylee Ritchie

# P&D Process Review Project - Timeline



Attachment: Process Review Update (Dennis Vroom, Program Manager, Strategic

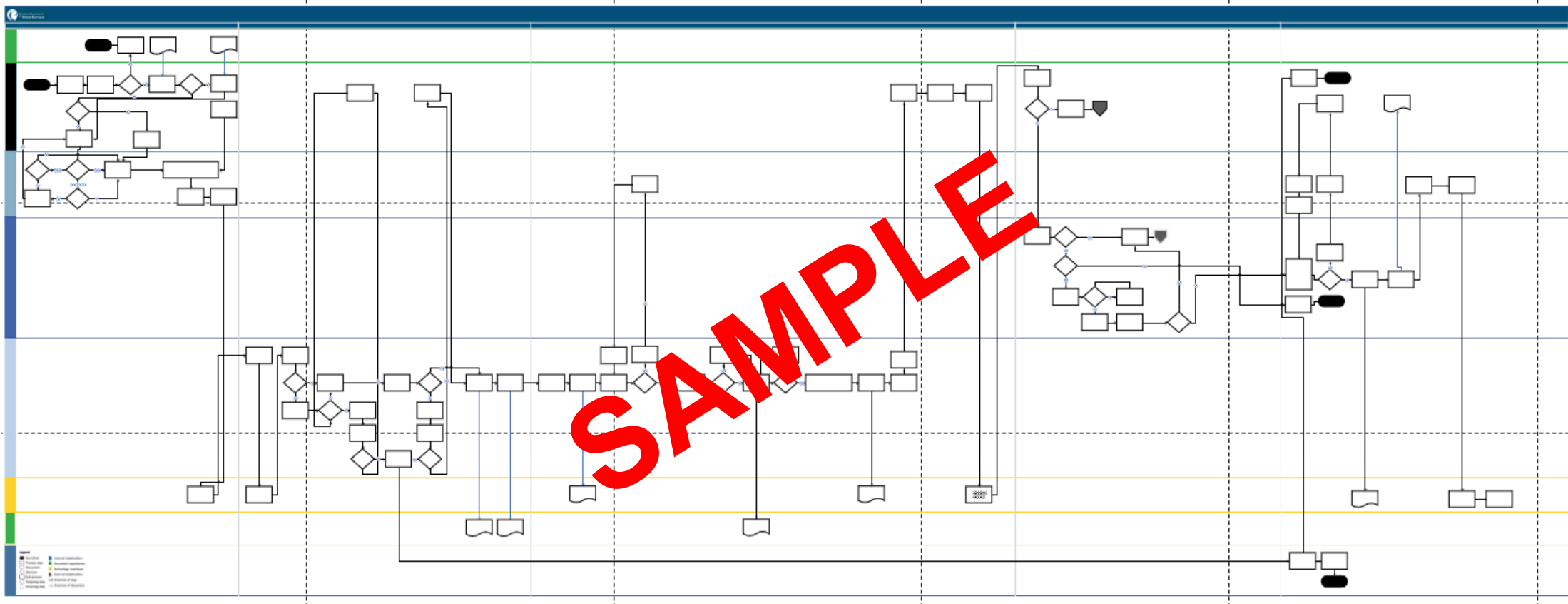
# P&D Process Review Project - Update

## Progress Update:

- Reviewing internal P&D documents & processes
- Conducting internal staff interviews & workshops
- Scheduling external stakeholder interviews & workshops
  - Stakeholder organizations (e.g. NAABA)
  - Residents
  - Businesses & potential investors
- Preparing public survey
- Attending WBDAC meetings

# P&D Process Review Project – Update Cont'd

## Sample Process Flow Diagram



# P&D Process Review Project – WBDAC

## WBDAC Involvement

- Receive updates and provide input at monthly meetings
- Act as a sounding board
  - Current State findings and observations
  - Future State recommendations
- **How do you see yourself and the Wood Buffalo Development Advisory Committee supporting the project?**
  - Do you wish to be further engaged outside of WBDAC meetings?

# P&D Process Review Project – Discussion

- **What outcomes do you hope to see as a result of the Review?**
- **What does ultimate success look like to you & our community?**

# P&D Process Review Project

Thank you

# License Bylaw Rewrite

## Planning and Development

Wood Buffalo Development Advisory Committee

November 3, 2021

[www.rmwb.ca](http://www.rmwb.ca)



REGIONAL MUNICIPALITY  
OF **WOOD BUFFALO**

# Introduction

- Examples aimed at enhancing P&D services:
  - Process Review
  - Change of Use process
  - Land Use Bylaw
  - E-Permitting improvements
  - Special Events amendments & policy
  - **(Business) License Bylaw**

A Business license is normally obtained to operate a business in the RMWB.

# Proposed Business License Bylaw Changes

- **One or two-year** license option.
- More options for **temporary businesses or short-term** vendors.
- **Discount incentive** for businesses that renew their license on time.
- Where applicable, the Municipality will **verify provincial licensing** requirements on behalf of businesses.
- **Simplified application** and renewal requirements.
- Clearer, simpler and **easier to understand** language and better organization to help businesses more easily find what they need.

# Progress Update

Benchmarking with other municipalities is complete and potential improvements have been identified.

- City of Red Deer
- City of Lethbridge
- City of Grande Prairie
- City of Medicine Hat
- City of Airdrie
- City of Penticton
- City of Edmonton
- City of Calgary

Draft under internal review

# Next Steps

## **Stakeholder engagement (early 2022):**

- Wood Buffalo Development Advisory Committee
- Chamber of Commerce
- Fort McMurray Construction Association
- BILD Wood Buffalo
- Fort McMurray Wood Buffalo Economic Dvpt Corp & Tourism
- Northeastern Alberta Aboriginal Business Association
- Community Futures Wood Buffalo
- Keyano College
- Other local business associations and regulatory partners?

## **Targeting Council consideration by Q2 2022**

# Thank you & Questions

FORT McMURRAY  
WOOD BUFFALO  
ECONOMIC  
DEVELOPMENT  
& TOURISM

# HOUSEHOLD SPENDING SURVEY

SHARE YOUR  
INSIGHTS



Fort McMurray Wood Buffalo Economic Development and Tourism (FMWBEDT) is launching a regional survey to better understand household spending in the areas of retail, food and beverage, personal services, and entertainment. Survey findings will be combined with additional market research to inform the direction of FMWBEDT's Retail and Commercial Plan, focused on supporting existing local businesses with retention and expansion, and attracting new private investment.

Enter the Link below to complete the survey.

[Household Spending & Consumer Demand Survey \(survey.monkey.com\)](https://survey.monkey.com)



Attachment: Household Spending Survey (Household Spending Survey)