



Wood Buffalo Pro-Business Advisory Committee

Room 207, 2nd Floor, Jubilee Centre
9909 Franklin Avenue, Fort McMurray, AB T9H 2K4

Wednesday, October 11, 2023
1:00 PM

Agenda

1. **Call to Order**
 2. **Adoption of Agenda**
 3. **Minutes of Previous Meeting**
 - 3.1. Wood Buffalo Pro-Business Advisory Committee Meeting - September 13, 2023
 4. **New and Unfinished Business**
 - 4.1. Introduction of New Committee Member
 - 4.2. Business Roundtable
 - 4.3. 2023 Committee Priorities - Strategic Solutions
- 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, September 13, 2023, commencing at 2:00 PM.

Present:

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

Absent:

Lana Maloney, Fort McMurray Construction Association

Administration:

Kelly Hansen, Director, Strategic Planning and Program Management
 Dennis Vroom, Department Administrator, Strategic Planning and Program Management
 Caitlin Sheaves, Clerk, Legislative Services

1. Call to Order

Chair Dianna de Sousa called the meeting to order at 2:18 p.m.

2. Adoption of Agenda

MOTION:

THAT the Agenda be adopted as presented.

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

Minutes Acceptance: Minutes of Sep 13, 2023 2:00 PM (Minutes Approval)

3. Minutes of Previous Meeting

3.1. Wood Buffalo Pro-Business Advisory Committee Regular Meeting - June 14, 2023

MOTION:

THAT the Minutes of the Wood Buffalo Pro-Business Advisory Committee Meeting held on June 14, 2023, be approved as presented.

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	John Rybak
SECONDER:	Robbie Picard
FOR:	Daprocida, de Sousa, Picard, Rybak
ABSENT:	Hines, Maloney

4. Presentations

4.1. Kelly Williams, Manager, Communications and Engagement re: PULSE

Kelly Williams, Manager, Communications and Engagement, provided an overview of PULSE and the services, and functions, it provides. Additionally, a review of the goals for the service was provided including, centralized intake for customer requests, reduced duplications and opportunities to automate processes, an integrated customer service tool, and improved reporting capabilities and analytics.

The Committee provided feedback on the current services provided, and suggestions on how the PULSE function could be expanded.

Entrances:

Councillor S. Wigle entered the meeting at 2:28 p.m.

Committee Member Kristi Hines entered the meeting at 2:36 p.m.

5. New and Unfinished Business

5.1. Committee Member Resignation

Dennis Vroom, Department Administrator, Strategic Planning and Program Management, advised that the Northern Alberta Aboriginal Business Association (NAABA) Representative position had recently become vacant, noting that Administration is working with NAABA on appointing a new representative, and that the new appointment will be considered by Council prior to the next Committee meeting.

5.2. 2023 Committee Priorities - Strategic Solutions

The Committee discussed updates strategic priorities 1(a) and 1(b), and it was noted that the Committee would like to gather feedback from various businesses in the Region on their experiences, struggles, concerns etc.

Action Item:

Administration to add Business Roundtable to the October 11, 2023 Committee meeting agenda.

MOTION:

THAT the Wood Buffalo Pro-Business Advisory Committee Meeting held on October 11, 2023, start at 1:00 p.m. and end at 4:00 p.m.

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

5.3. Standing Invitations to Committee Meetings

Dennis Vroom, Department Administrator, Strategic Planning and Program Management, advised that the Planning Development Department and Fort McMurray Wood Buffalo Economic Development and Tourism (FMWBEDT), have expressed interest in being standing attendees at the Committee's regular meetings.

With consensus of the Committee, it was agreed that Planning and Development can attend as administration regularly, and FMWBEDT can be invited to present.

Adjournment

The meeting adjourned at 3:51 p.m.

Chair

Minutes Acceptance: Minutes of Sep 13, 2023 2:00 PM (Minutes Approval)