

**ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE (EDTAC)****MEETING MINUTES****April 28, 2022****5:00 p.m.****County Hall – Boardroom 138 & 140**

**Present**

Bill Tonita	Councillor, Non-voting Member
Seana Almer	Voting member
Barry Flom	Voting member
Samantha Fullerton	Voting member
Grace Meikle	Voting member, Vice-Chair
Dan Rochette	Voting member, Chair
Kim Stefaniuk	Voting member
Mike Wharmby	Voting member

**Administration:**

Shane Olson	Economic Development and Tourism
Eiblis Doherty	Economic Development and Tourism

**Absent** Councillor Robert Parks, Mayor Rod Frank, Todd Banks, Wade Wilson, Sean McRitchie, Stephen Rausch

**Guest:** Justin Rousseau, Expedition Management Consultants Ltd.

**Call to Order:****1. CALL TO ORDER**

The meeting was called to order at 5:30 p.m.

**Changes and Adoption of Agenda:****2. ADDITIONS/DELETIONS/CHANGES & ADOPTION OF AGENDA**

The Chair called for an adoption of the April 28, 2022 agenda. Changes in the order for 4, 5 & 6 were requested to move the Final Tourism Product Development Plan presentation up to item 5.

**MOVED** by: S. Almer, K. Stefaniuk

**Carried****Adoption of Minutes:****3. CONFIRMATION OF MINUTES**

The Chair called for an adoption of the February 24, 2022 minutes.

### **Motion for Adoption of Minutes**

**MOVED** by: B. Flom, S. Almer

THAT the minutes of the February 24, 2022 committee meeting be approved as presented.

**Carried**

#### **4. MEMBER INTRODUCTIONS**

4.1 Member introductions for EDTAC, Council and new EDTAC members

#### **5. PRESENTATION**

5.1 Justin Rousseau, Expedition Management Consultants Ltd. provided an update on the Strathcona County Tourism Product Development Plan. Vision and how to achieve success were a few areas that were discussed.

#### **6. TOURISM ACTIVITIES AND TACTICS UPDATE**

6.1 Administration provided a summary of tourism plans, sporting/non-sporting events, projects, and initiatives in 2022. Group discussion ensued.

**ACTION: EDT to share presentation with EDTAC members.**

#### **7. COUNCILLOR UPDATES**

7.1 Councillor Tonita provided an update. Group Q&A ensued.

### **Adjournment**

**/2022**

**MOVED** by: S. Almer, K. Stefaniuk

THAT the Committee meeting **adjourned** at 7:03 p.m.

**Carried**

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Shane Olson, Administrative  
Representative

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Dan Rochette, Chair, EDTAC