

## ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE (EDTAC)

### MEETING MINUTES

**May 17, 2021**  
**5:00 p.m.**  
**Microsoft Teams**

<b>Present</b>	Seana Almer	Voting member, Chair
	Todd Banks	Voting member, Chamber Representative
	Pam Cholak	Voting member, Vice-Chair
	Mayor Rod Frank	Ex-Officio
	Ken Lesniak	Voting member
	Josh Oviatt	Voting member
	Robert Parks	Councillor, Non-voting Member – Ward 1
	Aaron Plawke	Voting member
	Kim Stefaniuk	Voting member
	Bill Tonita	Councillor, Non-voting Member – Ward 4
	Mike Wharmby	Voting member
	Wade Wilson	Voting member

#### **Administration:**

Cyril Cooper	Economic Development and Tourism
Tara de Munnik	Economic Development and Tourism
Shane Olson	Economic Development and Tourism

<b>Absent</b>	Sean McRitchie	Economic Development and Tourism
---------------	----------------	----------------------------------

#### **Call to Order:**

##### **1. CALL TO ORDER**

The meeting was called to order at 5:03 p.m.

#### **Changes and Adoption of Agenda:**

##### **2. ADDITIONS/DELETIONS/CHANGES & ADOPTION OF AGENDA**

The Chair called for an adoption of the May 17, 2021 agenda as presented.

**MOVED** by: K. Lesniak, J. Oviatt

**Carried**

#### **Adoption of Minutes:**

##### **3. CONFIRMATION OF MINUTES**

The Chair called for an adoption of the March 18, 2021 minutes as written.

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

**MOVED** by: K. Lesniak, J. Oviatt

THAT the minutes of the March 18, 2021 committee meeting be approved as written.

**Carried**

#### **4. COUNCILLOR UPDATES**

Mayor and Council provided updates on current economic development initiatives happening in Strathcona County. Some of the topics discussed were the hydrogen opportunity, Pointe-Aux-Pins, Indoor Fieldhouse, Cambrian, Broadband, enhanced infrastructure in Alberta's Industrial Heartland, and SIA and AIHA incentive bylaws. Q&A followed.

#### **5. TOURISM UPDATE INCLUDING TOURISM PRODUCT DEVELOPMENT PLAN**

Administration provided a tourism product development plan update to the committee. Also discussed was the 2021 Alberta Ladies Amateur Golf Championship July 13-15 at Broadmoor Public Golf Course, tourism blog success, 2021 Activity & Travel Guide, Hotel Meetings. Update on Destination Marketing Fund discussions with hotels.

#### **6. BUSINESS RETENTION & EXPANSION UPDATE**

Administration provided an update of office, retail and industrial vacancies. Sought input from the committee on innovative ways to decrease those numbers. T. Banks also provided an update from a recent presentation to the Greater Edmonton Region Chambers of Commerce that included vacancies, working from home statistics, and housing prices. Q&A, comments and suggestions with administration and committee members.

#### **7. COVID-19 UPDATES**

Committee members discussed effects of COVID-19 and the current business climate that they are experiencing as a result.

#### **8. PETROCHEMICAL AND HEARTLAND UPDATES FOR INDUSTRY**

Administration provided an update on the petrochemical industry and Alberta's Industrial Heartland.

**Adjournment****May 17, 2021****MOVED** by: P. Cholak, W. WilsonTHAT the Committee meeting **adjourned** at 7:03 p.m.**Carried**

---

Shane Olson, Administrative  
Representative

---

Seana Almer, Chair, EDTAC