

Mayor's Report February 11 - 23

February 11 - 13

Rural Tourism Convention

Growing Rural Tourism 2019 had a great selection of speakers and experts. Each of our speakers were exciting, dynamic and invested in educating us.

- **Lisa J. Lima: Building Strategies for Partnerships & Packaging**

We were introduced to tourism experiences from Alberta and Canada which sparked new ideas for us on how we could develop or be a partner for a tourism experience in our area.

- **Darian Kovacs 7 Reasons Why PR is Worth the Hustle**

Darian's stories, practical examples and takeaways left us feeling inspired and equipped to implement social media and PR strategies into MFTA.

- **Tarra Wright Many Chief: Indigenous Tourism in Alberta
Laura McGowan & Mackenzie Brown Collaborating with Indigenous
Communities for Tourism**

We were introduced to many ways to form partnerships with Indigenous people and different ideas for tourism experiences we could collaborate in.

- **Lisa Lima: A Making Memorable Experiences:**

An exciting workshop on how to make experiences and not just attractions. We learned about developing great experiences and how they become the best marketing tool. We were introduced on tourism experiences all across Canada.

- **Mike Armstrong: The Rise of Micro Brands and Application within Tourism**

Mike is brand obsessed, and he gave us many new ideas on how to brand our region.

- **Sheila Willis: From Housewife to Award Winner: The Accidental Entrepreneur**

In this interactive session, Sheila will demoed her History Check. She showed us how to participate as well as talk about the importance of creating alliances and partnerships, using social media, and stepping out of your comfort zone to "Be the Change". The History Check Mobile App. goals include making History Check a province wide initiative, as well as taking it to an international market as a white label product for geographical regions and sector marketing and education.

February 14**ADM Michelle Evans**

Discussion centred around REDI and how important it is to the region, as our municipalities use it as an economic driver. We also discussed how REDI needs the financial support of the government. Project of interest discussed:

- Decorification
- Richardson Pioneer
- Support for oil/gas
- Lithium
- Geothermal
- hemp

Challenges discussed by our council:

- Transportation
- Rail
- Internet
- Cell Service
- Moratoriums
- ENGOs
- Economic uncertainty

February 14**REDI**

- Discussions with Michelle Evans around funding for REDI
- Decision was made to continue exploring the possibility of lithium and geothermal with the energy industry
- A business plan for a “Pea Processing Plant” was presented and REDI approved a booth at the Saskatoon summit for Dan to attend.
- Members of REDI will attend the Trade Fair in Yellowknife to discuss different ways of partnering.

February 15**Special Council Meeting**

- Collaborative Working Opportunity with the Dene Tha’ and TOLKO.
- Rezoning Agricultural Land to Industrial Land

February 16**CAO Interviews**

- In-camera

February 19**NTAB**

- Dr. Kent Fellows - University of Calgary (Teleconference) gave a report on Opening Canada's North - Running from Labrador to British Columbia and connecting with the Arctic Ocean through the Northwest Territories, the hypothetical northern trade corridor would, "potentially bundle roads, rail lines, pipelines, and transmission lines into a relatively narrow right-of-way."
- Jeremy Talbot, Manager Port of Valdez (Teleconference) gave an update on the Port of Valdez and the September 23, 2019 Conference in Valdez
- Matt Vickers / Len Wilson – Generating for Seven Generations (G7G) Update on G7G's proposed multi-purpose rail- line AB to Alaska which has not gone anywhere since our last presentation

February 20-21 Growing the North

There was a wide range of qualified speakers of "Growing the North" this year and they provided some insight into the industries that are vital to our area. There were numerous speakers, but I found the following to be the most interesting :

CHIEF CLARENCE LOUIE

Osoyoos Indian Band

- Under Louis his Band owns and manages nine businesses and employs hundreds of people.
- He also initiated the Osoyoos Indian Taxation By-law.
- Chief Louie's constant message since i first saw him in 2002 has been: "Socio-economic development is the foundation for First Nation self-reliance, and communities need to become business minded and create their own jobs and revenue sources, not just administer underfunded government programs.
- He believes our ancestors worked hard for a living, and to improve our quality of life, and we either go to school or get a job. Words without action, excuses and blame, leads towards more welfare dependency and poverty. It's hard work and making money that improves one's standard of living and provides for First Nation social needs.

JON MONTGOMERY

Olympic Champion / Host, The Amazing Race Canada

- Of course Jon Montgomery was as inspiring as the day he captured all of our hearts during the 2010 Vancouver Winter Games when he won a gold medal in the skeleton.
- He has a passion, spirit, and sense of humour that is contagious.

MARK PINNEY

Manager, Markets & Transportation, Canadian Association of Petroleum Producers

- His responsibilities at CAPP include analysis of oil and gas markets and pipeline issues.
- CAPP's mission is to enhance the economic sustainability of the Canadian upstream petroleum industry in a safe and environmentally and socially responsible manner,

through constructive engagement and communication with governments, the public and stakeholders in the communities in which we operate.

MARK TONNER

President and CEO, Nauticol Energy

- His message is that the red tape in Canada is killing companies and it is a huge pain to get anything done in Canada!!

GRAHAM SHERMAN

Co-Owner, Tool Shed Brewing Company

- Graham Sherman is an amazingly funny person and hugely inspirational, and used his love of technology to help him master the craft of brewing artisan beer.
- Together with his partner, Graham they launched the “Tool Shed Brewery”.
- Prior to starting Tool Shed, Graham and his Tool Shed partner worked on contracts for the Canadian and US governments and military forces, installing encrypted, tactical communication networks.

CHRIS SLUBICKI

President, Chief Executive Officer and Director, Modern Resources Inc.

- With more than 35 years of experience in the business sector, Chris was hugely inspirational.
- Youtube video “Chris Slubicki” for his 49 minute presentation

“Growing the North,” also provided networking networking time and I managed to spend some time with:

- **Michelle Evans** (ADM of Economic Development) to further discuss challenges to development in the north.
- **Kevin Keller**(EDO for Greenview) to discuss their 25 million dollar Geothermal project.
- **Leanne Beaupre** (Reeve of Grande Prairie County) to discuss their 2 Billion dollar Methanol Plant announcement.
- **Jeannette Danks** (NADC council) on the geothermal study that NADC just completed with Terrapin.

February 22-23 Frostival

- I attended the opening of “Frostival 2019.” Congratulations to the Town Crew who worked so hard to make this a fantastic event for the community. A lot of work went into building the snow sculptures and hosting a two-day event.
- The ice slide and the fireworks were a huge hit with my grandson.