

Attending:	Glenn Andersen, Ed Sosnowski, Vic Stapleton, Sherry Johnson, Anne Elliott, Dennis Jasinsky, Carole Carpenter, Pat O’Neill, Martha Wessel, Germaine Hill, Kal Polturak, Jane Palmer, Armand Gagnier, Judy Woyewitka, Daryl Frank, Garry Krause, Maryann Robinson
Guests:	Monica Coneys, Shosholoza Productions Carole Thomas, Shosholoza Productions Cathy Goulet, Alberta Economic Development, Edson

9:40 am Glenn Andersen, Chair, welcomed everyone and called the meeting to order.
Introductions of all attendees and guests.

Motion 06-08 **Agenda**
Vic Stapleton moved to accept the agenda as presented. Carried

Motion 06-09 **Minutes of June 16, 2006**
Armand Gagnier moved to adopt the minutes of the June 16, 2006 Executive Management Committee meeting. Carried

Overview **HUB Overview/Handouts**
Garry Krause provided a brief overview of the HUB projects as most would be covered throughout the remainder of the day in the working session.
Garry advised that he will be moving to work with the GROWTH Alliance based out of Barrhead. Cathy Goulet who currently works with the GAER Alliance in Edson, will become the HUB Manager effective January 2007.
Handouts: Project Updates, News Release – New Board to set direction for \$100 million rural development fund, Cold Climate Construction Conference & Trade Show, News Release – Strong bookings and higher rates mark summer tourism season, National Buyer/Seller Forum, How to Hire Foreign Workers Conference, and Final Report - Defence Sector Economic Development Investment Attraction & Local Procurement Opportunities in the Eastern Corridor of Alberta

Shosholoza Productions **Working Session by Shosholoza Productions**
The working session was facilitated by Monica Coneys from Shosholoza Productions. The focus for the day covered:

- Think Outside the Tank (information sharing by all participants regarding the MERX program and Military procurement)
- Rural Metro Accord (City of Edmonton and HUB)
- Arts and Culture Initiative (Edmonton Arts Council and HUB)

- Rural Development

Outcomes

Courtyard Café Discussions on Rural Metro Accord, Arts and Culture Initiative, and Rural Development

Rural Metro Accord:

- Better exposure through advertising
- Arts & Culture exchange
- Awareness made to urban MLA's
- More resources
- Cluster representatives
- HUB to commit to initiate the project
- HUB Executive, Mayor Mandel, Al Maurer, Lori Schmidt
- Venues to advertise
- Time constraints
- Alberta Lakeland Tourism
- Engineering services
- Area historical tours
- Type of experiences
- What is the win-win on this?
- What's happening in rural areas (tourism)?
- Opportunities that can be realized by going to other communities
- What about the competition with each other?
- Will time be a problem?
- What are they offering?
- Types of activities in rural Alberta for urban partners
- Tourism packages to northeast Alberta from Edmonton
- Initial an accord
- Professional services eg. Drafting RFP's, tax strategies, heritage
- Initiate a tourism and recreation cluster

Arts and Culture:

- Recreation – fishing
- Marketing – regulations – facility capacity. 200 start – growing
- Border Bash – Cold Lake – 16 Bands, 3 days – Canadian Bands
- Dewberry example – Local/distance
- Under your nose! We didn't know we had this happening.
- How to get people there?
- Sporting Events – ball and soccer
- Gospel groups
- Edmonton Symphony – Lac La Biche and Vermilion
- Elder Hostels – people with rural backgrounds/attachments touring the area, competition with casinos
- Elk Point Dinner Theatre – 1 day to 2 days to growing every year.

Cultural centre is needed. Bus groups to tour Elk Point.

- October Francophone Tour
- Ag Tour – Bonnyville – Saskatoon U-Pick
- Rodeo Tours – between the rodeos. Entertainment for the week.
- River tours – fishing/jet boats, Duvernay – bus/boat tours
- Links – Websites to Kalyna, Lakeland, Military (City of Cold Lake round Maple Flag), aboriginal experiences
- Brent Kissal
- Cultural groups in the area eg. Metis Group – Lac La Biche, Membership – Metis Groups and First Nation Groups, Fish Derby & Pow Wow
- Banjo Bashes – Sticks in the Hicks
- Tour – DeSilva – wine making
- MAPAS – Mannville and area Performing Arts Society
- Arts Group – Highway 28
- Mini Big Valley
- Edmonton Web Site
- Inventory – Catalogue on HUB web site
- Calendar of Events – Alberta’s Lakeland, Kalyna Country, Iron Horse Trail, The Heritage Partners (Historical Sites), VRRRA, Lloydminster CF, Alberta Arts Council, DMO
- Membership – John Mahon, Arts Group Studio 28, Metis Association, First Nations, Elk Point (Don Conrad), MAPAS (Fred Wyard-Scott 853.2294)

Rural Development:

1. **What is it?**
2. **What are our expectations?**
 - a. **Of the region**
 - b. **Of HUB**
3. **Regional Assets – how do we get the most out of what we have? Action: Gather information on facility usage and share.**
 - Invest in ourselves and our communities
 - Healthy economies
 - Senior’s knowledge – ask them
 - Under 5000
 - Recreation facilities are under utilized
 - Farmer’s Markets and Market Gardens
 - Keeping community sustainable, alive!
 - Attraction and value of historic buildings
 - I think rural is country orientated
 - Winter use of golf course – toboggan rides, not motorized
 - Community skating rink

- Come up with innovative ideas – building houses
- Doors open – through heritage
- Horse trail rides along rural trails and Bale & Breakfasts
- Using old assets in new ways
- Walking programs for seniors in schools
- Slaughter houses be suppliers of meats
- Hiking trails along North Saskatchewan River, B & B's
- Land development
- Bunny hills – new ski lessons
- Sharing of services
- Youth involvement
- Importance of getting students involved, making them part of
- Assets in arts and culture
- Entrepreneurial skills
- Some school divisions have figured it out
- How do we compete with oil and gas in Fort McMurray?
- Keeping kids on the farm
- Not Edmonton, Red Deer or Calgary
- Is the province supporting the retention of rural education institutions?
- Support for educational institutions
- Training aimed as needs of industry – keeping kids in rural Alberta
- Bringing new industry in
- Homeland security

Adjournment
4:00pm

Glenn Andersen – Thank you to Monica Coneys for facilitating and everyone's valuable contribution today.