

Economic Development

LETHBRIDGE

MINUTES of the meeting of the **AD HOC GOVERNANCE REVIEW COMMITTEE** held on Friday, March 1, 2019 at 11:30 a.m. in the Large Conference Room at Tecconnect.

PRESENT: **Committee Members**
Kevin Brees (Chair), Todd Caughlin, Kathleen Sheppard, Chris Stasiuk

Staff:
Trevor Lewington

RECORDER: Trevor Lewington

ABSENT: Mark Brown, Sandra Dufresne

1) Approval of Agenda:

The agenda was approved by consensus.

2) Adoption of Minutes:

The minutes of the January 11, 2019 meeting were approved by consensus.

3) Current Business:

a) **Board feedback –**

- a. Trevor reviewed feedback received about the committee's recommendations arising from the February Board meeting. Kathleen and Chris provided their perspective on the meeting to committee members who were not able to attend.
 - i. With respect to reviewing the purpose of the board, the committee referenced the EDL Board policy manual and felt its original recommendations were consistent with the purpose.
 - ii. With respect to the optimal size of the board, the committee determined that increasing to 31 or 32 spots was not a concern.
- b. There was general alignment with the Board's feedback that the County should not be seen as a competitor and there should be a seat retained for the County. The board's feedback about acting more as a region and fostering a stronger partnership with the County was noted. It was also determined that the airport should hold a separate seat.

b) **Sector definitions/parameters** – The Committee again discussed developing guidelines or loose definitions for each sector to better support recruiting efforts as well as provide better information about what each of the sectors represent. The attached draft definitions were prepared by the committee for review by the Board at their April meeting.

c) **Sector alignment with economic sectors and marketing messages** – The Committee reviewed proposals from the previous meeting how minor changes to current sector definitions could provide better alignment with EDL marketing messages and how sectors are viewed by the general public.

Recommendations to the Board include:

Current EDL Sector:	Recommended Change:	Notes:
Aboriginal	Indigenous	Approved at December Board meeting. Better reflects current accepted language. Complete
Agriculture	Agriculture / Agrifood	Better reflects current EDL marketing materials and strategic plan focus.
Arts & Culture	Arts, Culture & Entertainment	Currently the entertainment sector which includes some hospitality, tourism and other services but is not well represented.
Chamber of Commerce	<i>No change</i>	Suggested this be a board to board type appointment.
City of Lethbridge	<i>No change</i>	** Includes Mayor, City Manager and a member of Council.
Commercial	Real Estate & Development	Inclusion of the development sector to broaden the appeal.
Construction	<i>No change.</i>	Includes both residential and commercial/industrial.
County/Airport	Lethbridge County	Airport becomes separate sector.
Environment	<i>No change</i>	
Finance	Financial & Professional Services	Extending sector definition to include banking, accounting, finance, investment, and professional service firms.
Industrial	Industrial & Manufacturing	Better reflection of current EDL marketing approaches.
Lethbridge College	<i>No change</i>	
Multi-Cultural	<i>No change</i>	
Not-for-Profit	Nonprofit	Updating language to reflect what is used in the sector.
Past President (ex-officio)	<i>No change</i>	
Regional	Regional Economic Development Agencies	Suggestion to alternate representation between SouthGrow Regional Initiative and Alberta SouthWest every 2 years.
Retail	<i>No change</i>	
Seniors	<i>No change</i>	*Continue current informal arrangement of 2 year terms rotating between LSCO and Nord-Bridge.
Service	Community and Social Services	Better reflection of the sector and what should be included.
Sports/Recreation	<i>No change</i>	
Technical/Research	Technology	Better reflects the future of the economy in an increasingly digital world.
Tourism	Hospitality & Tourism	Expanding the sector to include hotels, restaurants and other service providers focus on the business side vs tourism promotion handled by LDMO.
Transportation	Supply Chain & Logistics	Better reflection of language used by the sector and in EDL marketing materials.
University of Lethbridge	<i>No change</i>	

POTENTIAL New Sectors to be added	
Airport	This would be a representative from a future airport commission so implementation of this sector could be either delayed until that process is complete or filled in the interim by a representative of the businesses at the airport.
Education	A representative from either school district. Proposed to alternate 2 year terms between School District 51 and Holy Spirit. (Similar to methodology with seniors sector.)
Health & Wellness	This would include businesses like: medical clinics, physiotherapy, pharmacies, other private health care providers/practitioners but would not include AHS.
Young Professional	Includes those 18-30 starting out in a professional career, with a key focus of representing the interests of the young talent the community is trying to retain.
Young Entrepreneur	Includes young, small business owners and start-up entrepreneurs aged 18-30.
Sector-at-Large	Adds an unaffiliated sector for special projects, highly qualified applicants who do not necessarily fit an existing sector. This could be a sector that is vacant if no qualified applicants are available or if there is no special project requiring specific representation.

Action:

Chair to provide overview at next Board meeting, including these minutes when final for the Board package as a pre-read.

Trevor to include the definitions as attachment for the Board meeting. Trevor to prepare powerpoint file for use at the Board meeting to be reviewed with Committee Chair prior to meeting.

4) Next Meeting Date: None scheduled. Pending April Board meeting outcomes.