

BOARD MINUTES
Speaker Series Lunch



NOTICE OF MEETING
December 11, 2019 @ Noon
Coaldale Inn

The Coaldale and District Chamber of Commerce | Box 1117, Coaldale AB, T1M 1M9
Ph: 403-345-2358 | info@coaldalechamber.com | coaldalechamber.com

Attendance: **Bill Chapman**, HWY 3 Twinning
Briane Simpson, Town of Coaldale
Conrad Van Bostlen, Grahams Garage;
Darleen Sinclair, Community Futures
Derek Connick, Westland Insurance;
Doreen Lloyd; Communities in Bloom
Jack Penner, Napa Auto Parts;
Jack Van Rijn, Van Rijn Electric;
Jackie Pitstra, Coaldale Dental;
Kalen Hasting; Town of Coaldale;
Leonard Fast, Leonard D. Fast Barrister & Solicitor; **Liz Allen**;
Nikkie Jamieson, Sunny South News;
René van de Vendel, Destiny Homes;
Rob Horvath, Lethbridge County;
Terry Roosen, Scotia Bank;

Guests: **Victoria Chester**, HWY 3 Twinning
Colleen Van Raalte, Executive Assistant

1. WELCOME AND INTRODUCTIONS

- Ken would like to remind people that there are still spots for the Christmas Lunch.
- René spoke about our committees. Chairs will be contact members for participation.

2. BRIANE SIMPSON – TOWN OF COALDALE

- survey in from the pool. The results was pretty even. They will fix the pool. Plans will be made for future developments.
- Town has been dealing with complaints. Dog, snow removal, unsightly are the top three.
- Special Council meeting December 16, 2019 at 4:30 regarding the budget

3. DARLENE SINCLAIR – COMMUNITY FUTURES.

- Business improvement program. Town help us send out info to Town business members.
- We only received about 20 survey results
- 85% of the people did not know about the community futures program.
- 9 People reached out to find more info.
- Comments include that Community Futures should make its programs aware to all business and new business when registering at the town.
- Would like to work with the Chamber more in the new year to get this info out to the business.
- New campaign to start in Feb. Increasing loan value.
- Landlords owner as well as their tenants can apply for loans. Looking at upping those loan limits.
- Time frame to start in the new program should take place in February.

4. KEYNOTE SPEAKER

Victoria Chester – Hwy 3 Twinning
-Twinning near Taber and fort MacLeod.

- A lot needs to happen
- Working with Picani Nation, environmental planning, engineering, request funding \$10 M from gov't, utilities, bulldozer.
- Engineering cost will cost more the \$10M. \$800,000 per 10 km
- Change in government is good and bad for this project
- They support it in theory but with budget cuts, financing the project will be challenging.
- HWY 3 Twinning initiative use to be run by the municipalities. They deiced to hire Victoria to help.
- Developed a 3-year plan.
- my position: primary role is to promote and advertise.
- HWY 3 Twinning is expanding membership to various business and industries. Looking for support from the Chamber in term of a no-cost membership. Looking to head to the Alberta Chamber for support as well.
- Where are we now;
- Meeting with Gov't....(Notes)
- What can you. Anyone can become members. We need to build our membership to prove to the gov't the legitimacy and need for HWY twinning.
- Member of Board: Bill Chapman speaks
- We have 27 members. Working with 200 different groups. Trucking industries are coming on board. South grow has been campaigning and supportive.
- We have a Facebook page. We hear daily how important this why is and the need to twin.
- We are being heard by the provincial govt and we are on their top 5-priority list.
- Southern Alberta is a strong Ag industry in the province. Southern Alberta is considered the Agricultural "pipe-line".
- For now, we will be focusing on twining with overpasses a future goal for places like Coaldale
- No plans for electric car charging stations.
- This HWY will be key to economic growth to South Alberta.
- Golden is looking to reroute traffic to this corridor due to upgrades.
- There is a BC version of HWY Twinning
- What does the agreement look like for the chamber.
- You can attend our events and we can attend yours
- As non-voting members, you can attend meetings, you will get copies of minuets. Meeting every 2 months. 1 AMG in around April.
- Advocacy is a large part of what we do.

5. **NEXT MEETING**

January 15, 2019 at Noon
Coaldale Inn

Highway 3 Twinning Development Association
Who is H3TDA and What is H3TDA doing?
By Victoria Chester, Director of Advancement



The History



Our Association was formed in the 70's to promote Highway 3 safety and tourism, including design of the current Crow signage



Grew to incorporate a large number of communities across southern Alberta, advocating for a Twinned Highway from BC to SK, resulting in twinning between Fort MacLeod and Taber



Our Board currently includes every Municipality between Medicine Hat & Crowsnest Pass

What are the STAGES to twin?

STEP ONE: DONE!

Studies of the entire corridor, with exception of Piikani Nation, were completed with the financial support of the Province. Currently there are 12 *Sections* identified.

STEP TWO:

Some locations of the West require Environmental Impact planning (Wildlife Crossings, Water protection, Traditional lands, Gravesite sensitivity, etc).

STEP THREE:

Engineering Design (the firm construction location & details). *Recently we have asked Government to fund TWO of the 12 sections, provide a DEDICATED PROGRAM with minimum 10 Million annual funding.

STEP FOUR:

Utility and Right-of-Way (purchase land for the new location and coordinate utility changes)

STEP FIVE:

Construction start (Land clearing & Asphalt)! Most likely completed in sections.

Highway 3 Twinning Feasibility: A Cost-Benefit Analysis



Report Prepared for the Highway 3 Twinning Development Association

by

Kien C. Tran, Ph.D.
Professor
Department of Economics
University of Lethbridge

Revised: April 22, 2017

STEP ONE IS DONE!



How do we get there?

GOVERNMENT PERSPECTIVE



COMMUNITIES NOT READY:

The studies showed some communities do not agree on the location of new roadways.

Government does not want to force communities and would prefer consensus before final Design investment.



COST:

The *TOTAL* cost to twin the 200+- kms is significant and increasing (between 4-8 Million per km).

Economy of Alberta has decreased available funds for Capital Projects.



STAGES & SECTIONS:

Providing for funding in Stages AND Sections is more cost effective for Albertans.

H3TDA to help identify which Stage/Section is next, based on available funding.



Conclusion - KEEP WORKING!

Communities:

Get Route Consensus!

Businesses:

Become a H3TDA Member!

H3TDA:

Coordinate/Lobby with Government!

Part 1: Strategic Ladder

Regional Vision

The Vision of the Region is a broad statement that encompasses what sort of economic membership would like to see realized. It informs H3TDA mission and gives us a direction towards. SouthGrow cannot achieve the vision alone, but we can play our part to reach it.

H3TDA's Vision is a twinned Highway 3 is a safe, community and regional economy, the provincial and national transportation network.

The Association's Mission

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4. Develop Collaborative relationships with Indigenous Communities along Highway 3 to fast-tracking of twinning where community safety is a high priority.

A. Engage Blood Tribe & Piikani Nation in Highway 3 twinning efforts

SMARTER GOAL	Find common needs and goals. Encourage membership and attendance.
OUTCOME	First Nations feel respected and engaged as an important partner, and advocate for the twinning of highway 3 within their communities.
MEASURE	Written support of twinning highway 3 within respective nations Increased attendance at Board meetings Membership
TARGET	By Q3 2020

Pillar 3: Develop a multimedia communication program to promote twinning, community and economic development initiatives

1. Determine communication program elements required to effectively inform residents, landowners and elected officials about the initiatives and successes of H3TDA

A. Create a new Brand (re-brand)

SMARTER GOAL	By Q3 2020 H3TDA has launched a new visually exciting logo, messaging solutions and easy to understand marketing materials		
OUTCOME	H3TDA has an effective brand that is recognizable and understood by Southern Alberta residents		
MEASURE	New Logo & transition of marketing materials Recognition of Brand ("oh I saw/heard about that")		
TARGET	2019 invite student designs, 2020 select logo, prepare implementation complete program		
WORKPLAN	2019 Q3: Connect with college to engage students in fall Q4: Lethbridge college design students work on logo & branding	2020 Q1: Select best student campaign Q2: Prepare new logo/branding materials Q3: Implement new branding	2021

B. Create a communications strategy to guide long-term efforts

How do we get there? H3TDA PERSPECTIVE

Momentum in the Association was slowing, so the Board engaged a consultant and prepared a Strategic Plan.

With financial commitment from Municipalities and Economic Development partnerships, the Plan moves the Association to a central location with an employee to drive Plan targets.

Now we're ready to GO BIG!



Operationalize the Strategic Plan into a detailed Work Plan - **DONE**



Secure the Commitment of Association and Industry Stakeholders - **In PROCESS**



Deliver a Consistent, Concentrated and Unified Effort - **In PROCESS**



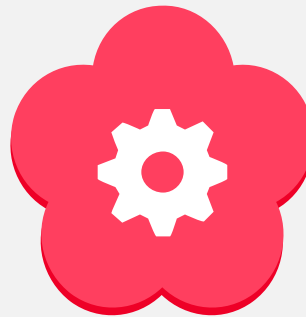
The Plan – Increase Awareness/Engage!

Municipal Members, Industry,
Stakeholder Associations & Community



Increase our membership, so we **SPEAK LOUDER** to Government and diversify the financial burden

5 Specific Goals
12 Sub-Projects



Collaborate with Associations (Chambers, Alberta Motor Transportation Association, etc) and Industry Stakeholders

4 Specific Goals
4 Sub-Projects



Develop Community Event to connect H3TDA with citizens, answer questions or support Advocacy.

1 Specific Goal
3 Sub-Projects

Where Are We Now!

- Government Ask for DEDICATED PROGRAM with minimum 10 Million per year in Spring 2020 budget
- Meetings with Ministers of Transportation, Treasury, Agriculture, and Economic Development & Trade
- Chamber Presentations along the Corridor
- Alberta Motor Transportation adding Hwy 3 to Priorities
- Connecting with Associations (Alberta Sugar Beet Growers, Potato Growers, & etc)
- Connecting with Trucking/Busing Industry (Chinook Carriers & etc.) Trucking on the East/West Corridor made safer, faster and easier to get products to/from market
- Connecting with 125 Industry stakeholders (Businesses impacted by Hwy 3 twinning) Travel time (operational/environmental) cost savings/impact
- Connect with Government (meeting monthly with Southern Alberta Department of Transportation, MLA's and Ministers)
- 2020 Connect with Community (future event)
- Improved East/West travel experience and safety for tourists, commuters and local travelers.
- Advocate Highway 3 as Commodity and Provincial Economic Corridor for a diversified economy
- Working to establish *H3TDA as the collaborative and regional leader of this initiative*



Align Advocacy with
Government
Strategic Economic
Priorities

Support
Economic
Development
along
Corridor

Increase
safety for
all
travelers



What Can You Do?

Become a Member!

SUPPORT:

- A dedicated part-time advocate for Highway 3 Twinning,
- The expansion of stakeholder collaboration, and
- Improvement to Association operations.

Work with your Community!

H3TDA has Board/Municipal representation for every community.

YOUR representative/s is/are willing to work with your community to define a Resolution for the location and access points for future Highway 3.

Advocate!

Encourage other Business owners impacted by Hwy 3 twinning to:

Join H3TDA

Work with Community

Support twinning to your MLA

Follow H3TDA on Facebook!

The Region needs Hwy 3 Twinned.

H3TDA needs support from Industry & Community.

#twin3





CROWSNEST HIGHWAY

ALBERTA

~ Since 1932 ~

Contact

Highway 3 Twinning Development Association

Victoria Chester

Director of Advancement

403-929-3593

FOLLOW US! www.facebook.com/twin3.ca/



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www.twin3.ca

