

# Economic Diversification Committee

## 2017 Work Plan

## Document History

Version	Author	Date	Summary of Changes
0.1	Doug Tymchyshyn	January 10, 2017	Original version

## Distribution

Name	Function

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## 1 Committee Overview

### 1.1 Purpose

Parkland County's 2016-2020 Strategic Plan identifies Agriculture and Economic Diversity as Strategic Priority Areas. The purpose of this Committee is to consider Agriculture and Economic Diversity matters, their alignment with the Strategic Goals set out in the Strategic Plan, and advise Council of its recommendations.

### 1.2 Function

The Committee will make recommendations to Council Committee of the Whole that help achieve Council's annual strategic priorities for the Committee. The annual strategic priorities will be determined at Council's annual strategic planning session. The Committee will provide advice to Administration regarding plans and concepts referred to it by Council. The Committee may recommend to Council changes to the Terms of Reference. Any scope change beyond paragraph 3.3 of this Work Plan must be approved by Council.

### 1.3 Objectives

The Agriculture related Strategic objectives are:

- i. To engage with our agricultural community and post-secondary institutions to create opportunities for diversity, innovation and entrepreneurship; and
- ii. To support the agricultural sector to create a strong, diverse and resilient industry.

The Economic Diversity related Strategic objectives are:

- i. That tourism will be a key element in diversifying the local economy and improving the quality of life in our community;
- ii. Investing in and promoting connectivity will support a knowledge workforce and enable the advancement of economic and community benefits;
- iii. To foster the creation of quality employment opportunities throughout our community; and
- iv. Increase business support services to our agricultural producers, rural businesses and sole proprietorships

## 2 Scope

The Committee has an advisory role with no decision making authority.

### 2.1 Constraints

The Committee does not have the power to:

- i. Enter into agreements;
- ii. Spend money;
- iii. Direct county employees; or
- iv. Bind or obligate the County in any other manner.

### 2.2 Success Criteria and Key Outcomes

The Committee will be deemed a success if:

Success Criteria	Key Outcome
Committee support and services	Sufficient financial and administrative support and services available
Stakeholder engagement	Stakeholder feedback obtained , evaluated and implemented through information and education campaigns

Work plan expectations met	Accomplishing and reporting work plan deliverables
Deliver on time	On schedule and on budget
Advice and recommendation uptake	75% of committee advice and recommendations adopted by Council
Stakeholder satisfaction	Overall deliverable satisfaction identified during annual stakeholder survey

### 3 Structure, schedule and governance

The Committee may have up to 9 members, up to 3 of which may be Councillors. Councillors will be appointed annually at the Council Organizational Meeting. Other Members will be appointed by resolution of Council for a term not to exceed 4 years.

Council will encourage applications from individuals with a diversity of experience and backgrounds. Individuals with experience or familiarity in areas including, but not necessarily limited to, commercial and industrial development, tourism, energy, business, agriculture and post-secondary education will be encourage to apply. Members are not required to be a resident of Parkland County.

Council may at its discretion, by resolution, revoke the appointment of any Member. Council may by resolution fill any vacancy that may arise during a term.

Members will be required to read and adhere to the Code of Conduct, Workplace harassment and Health & Safety policies of Parkland County while acting as members of the Committee.

Meetings will be open to the public and conducted in accordance with the Parkland County Meeting Procedure Bylaw 2015-06, except for as may be varied by the Terms of Reference. The Committee shall hold meetings 6 times per year, or as otherwise called by the Chairperson.

At the first meeting in each calendar year the Committee will elect a Chairperson and Vice Chairperson from among the public members. A majority of the appointed Members will be quorum. The majority vote of those Members present at a meeting shall constitute a decision of the Committee.

The Chief Administrative Officer will appoint an Administrative Representative to support the meetings of the Committee.

#### 3.1 Stakeholders

Name/Department	Role
Council	Approve committee work plan annually
Chief Administrative Officer (CAO)	Advise Council on work plan development
Executive Committee	Recommend annual committee deliverables
General Managers	Advise committee on achieving work plan
Parkland County employees	Administratively support the committee
Parkland County residents	Provide stakeholder feedback on deliverables
Parkland County businesses	Provide stakeholder feedback on deliverables

#### 3.2 Support Team

Name	Role	Business Area
Peter Vana	Executive Sponsor	Development Services Division
Legislative Officer	Administrative Support	Legislative Services

### 3.3 Deliverables

Item	Description
One Parkland/ Customer Service project review and recommendations	Review project, obtain feedback from stakeholders, and apply member expertise, to develop recommendations on community needs
Priority market segment areas advice	Evaluate market segment areas, obtain feedback from stakeholders, and apply member expertise, to develop advice on community needs
Gap analysis and advice on priorities plan for infrastructure network	Conduct gap analysis for infrastructure network, obtain feedback from stakeholders, and apply member expertise, to develop priorities plan advice satisfying community needs
Renewable energy opportunities advice	Identify and evaluate renewable energy opportunities, obtain feedback from stakeholders, and apply member expertise, to develop renewable energy advice satisfying community needs
Entrepreneurial action plan recommendations	Identify and evaluate entrepreneurial opportunities, obtain feedback from stakeholders, and apply member expertise, to develop entrepreneurial action plan recommendations satisfying community needs
Committee metrics for success advice and recommendations	Review and verify committee metrics of success to develop advice and recommendation on committee needs

### 3.4 Milestones

Item	Description	Estimated timeline
Interim Report	Report Committee activities to Committee of the Whole	End of Q2
Interim Report	Report Committee activities to Committee of the Whole	End of Q3
Final Report	Provide Committee advice and recommendations to Committee of the Whole	End of Q4

### 3.5 Reporting and Tools

The Committee will report through the Council Committee of the Whole 2 to 3 times per year.

## 4 Related Projects

What other projects are underway that could affect this project?

- Aggregate/Natural Resource Extraction Bylaw
- Land Use Bylaw Review/Refresh
- SMART Parkland Connectivity Pilot Project
- Business Incubator operations
- Business support events
- Future of Coal Study

## 5 Risks

Description	Probability	Impact	Mitigation Factors
Council's expectations about the deliverable are not met	M	H	Interim and final reporting to Council of committee findings
General Manager's expectations are not met	M	H	Build risk-based thinking and behaviour
Resistance from stakeholders and committee members	M	H	Thorough stakeholder engagement and committee expertise

## 6 Resource Requirements

### 6.1 Staff

Name	Role	Time Commitment (Approximate Hours)
Peter Vana	Executive Sponsor	100
Barb Williams	Administrative Support	50
Lois Tyerman	Administrative Support	50

### 6.2 Budget

Deliverable Phase	Approved Budget	% of Budget	Comments
One Parkland/ Customer Service project recommendations			
Priority market segment areas advice			
Infrastructure network priorities plan advice			
Renewable energy opportunities advice			
Entrepreneurial action plan recommendations			
Committee metrics advice and recommendations			

### 6.3 Costs

Item	Description	Cost
Meeting Per Diem	2 Council and 7 public members attending 6 meetings	\$21,000.00

## 7 Approval

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Name:

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Date

Title:

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Name:

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Date

Title:

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Date

Title: