



**Date:** Friday, January 21, 2022

**Video:** <https://www.gotomeet.me/MaryJoanAylward>

**Call-in** +1 (647) 497-9391

**Access Code:** 354-747-613

**Time:** 10:30 AM to 3:00 PM

**In-Person:** [MD Spirit River Chambers](#)

4202 50 St, Spirit River, AB

**Need Help:** 780-527-6232(PREDA Cell)

## Theme – The Attractiveness of Small Urbans (Part 2)

[Music Video Link – Small Town](#)

(John Cougar Mellencamp, 1985)

**Background:** In February 2021 PREDA presented Part 1, a full-day session on agrihoods, homesteads, rural land use by-laws, the legalities of “tiny-homes”, and selling farm direct. A year ago, three emerging trends placed locations like the PREDA region into the limelight: 1) the global pandemic resulting in forced "stay home to work / learn; 2) urban dense dwellers wanting access to outdoor space and land; and 3) the local food movement underpinned by global food security concerns. These three trends are now impacting the revitalization of small urbans. The Peace Region is being catapulted into this trend. Right now, **IT** (i.e...attractiveness) is **NOT** about a particular job or resource extraction. **IT** is about our low population, open space, and knowing your neighbors. This meeting offers an opportunity to discuss this trend and how PREDA’s municipalities can embrace this window of opportunity to attract people to our region.

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**10:30AM Call to Order/ Welcomes - Elaine Garrow - MD of Sprit River; PREDA Chair**

**10:45 Urban Exodus:** PREDA region real estate agency owners will present an overview of the housing inventory across the PREDA region and how / if the growing demand for homes in small urbans is impacting the PREDA region.

**11:15 Labour Market Partnership Funding:** Deanna Basarab and Beverley Lavender-Marsh are GOA Workforce Consultants who service the PREDA region. Deanna and Beverly will provide an overview of the *Labour Market Partnership* grant which may be a possible source of funding for municipalities to implement strategies identified.

**11:45 Local Recruitment & Retention:** Economic Development Officers actively engage in recruitment and retention strategies. Lynn Florence – EDO Northern Sunrise County, Hetti Huls – EDO County of Grande Prairie, and Kerri Taylor – EDO MD of Greenview, will present current efforts and challenges relative to their recruitment and retention efforts on behalf of their municipalities.

**LUNCH – Thank-you to our Meeting Host & Sponsor**



**12:30 Entrepreneurs:** Community Futures Grande Prairie & Area is launching customized sessions focused on the needs of entrepreneurs. Marley Heitrich – *Smart Start* Coordinator; will provide an overview of the content of the program and the service delivery approach.

**1:00 Micro-credentials:** The latest “buzz word”, Northern Lakes College has been offering non-credit “just in time” workforce training for more than 30 years. Micro-credentials can expediate a person into the workforce or up the ladder of responsibility. Jasmine Light, NLC Community Engagement and Chair of Academic Upgrading will provide an overview of the “micro-credentials” offered through NLC.

**1:30 Northwest Alberta Development Strategy:** Within the last two years PREDA has been invited to participate in numerous government-initiated stakeholder sessions on rural economic development – both at the federal and provincial levels. PREDA has invited MLA David Hanson (Chair of NADC); and MLA Nate Horner – Minister of Agriculture, Forestry, and Rural Economic Development to speak to the current status of a *northern development strategy*.

**“Over the next year, we will be working on the development of a northern strategy for Alberta that focuses on advancing the development of one or more multi-modal corridors across the north, which would include broadband, utilities, roadways, and rail”**

Source: NADC 2020-2021 Annual Report = Message from the Chair (pg.4)

**2:30 Membership Roundtable: Follow-Up / Next Steps**

**3:00 2022 Quarterly Membership Meeting Dates – March 4, June 3, September 2, December 2**

**Adjournment**

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### Thank-you to our Presenters



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**Note: Attachments are posted on the PREDA Website in the Membership Section**

### **Small Town**

(John Cougar Mellencamp, 1985)

Well I was born in a small town  
And I live in a small town  
Prob'ly die in a small town  
Oh, those small communities

All my friends are so small town  
My parents live in the same small town  
My job is so small town  
Provides little opportunity

Educated in a small town  
Taught the fear of Jesus in a small town  
Used to daydream in that small town  
Another boring romantic that's me

But I've seen it all in a small town  
Had myself a ball in a small town  
Married an L.A. doll and brought her to this small town  
Now she's small town just like me

No I cannot forget where it is that I come from  
I cannot forget the people who love me  
Yeah, I can be myself here in this small town  
And people let me be just what I want to be

Got nothing against a big town  
Still hayseed enough to say  
Look who's in the big town  
But my bed is in a small town  
Oh, and that's good enough for me

Well I was born in a small town  
And I can breathe in a small town  
Gonna die in this small town  
And that's prob'ly where they'll bury me

