

# Ag Center Meeting

Tuesday, May 3, 2022 – 7pm

JC Charyk School

Minutes



## Call to Order

### Business Case and Presentation Recap

Some questions on the business case and town hall presentation were answered, including more background on the Ag Center project process (how we got here).

### Discussion Topics

A discussion was had on the following topics, to help focus the group and decide how to move the project forward.

- Vision / End Result – What does the Ag Center project look like to you? Why are we here?
  - Events center & riding arena (broad events, more than just ag events - weddings, etc)
  - Vet services (large animals – cattle and nutrition)
  - Research and development space (university or college departments – lab facility space)
  - Educational opportunities (veterinarian, equine, post secondary, PLSD school options and Alberta Education curriculum, continuing education)
  - Retail space (agriculturally based or any really that will help generate revenue)
  - Conferences and corporate team building opportunities (potentially with animals)
  - Dormitory (to attract students from inside and outside Canada that will use the space for various reasons as listed above)
  
- People / Structure – Who is over-seeing the project? Who will govern it? Who will manage or run it?
  - It needs to have dedicated, paid staff including a manager or CEO to run it properly and attract users
  - Volunteers will be needed to get it going
  - It could be set up as a cooperative
  - It could be set up as its own corporation, such as a Part 9, non profit entity
  - Any board should have representation from a broad base of user groups such as the Ag Society, 4-H groups, rodeo, riding clubs, municipalities and school representation

**At this point in time the project needs a champion, including members of the various groups to step up.** The question was asked, is there funding to hire a project manager to do the work needed? Mark said he will look into options for funding but said there needs to be a champion and/or group of people who put their name forward to be the project leads before applying for funding. There is no point asking for money for a project manager if there aren't community members willing to help guide and work on the project; that it can't be up to one person to get this project off the ground, paid or otherwise.

- Construction – When is it open for business? Are there phases?
  - There can be phases but if the opportunity is there to have all the pieces from the start, we can't dismiss that option.
  - We could have a big vision with the view we can add 'pieces' later.
  - We would like to start the shovel in ground by 2025 – gives us something to work towards.
  
- Location – Where do you want it to be located? Why there?
  - There has been a potential site identified but will be kept confidential until the time is right to pursue it.
  
- Roles / Committees – How are we going to build it?
  - We need a champion to drive the project forward.

## **Roundtable**

### **Next Meeting: Date, Time, Location**

- Tuesday, May 24<sup>th</sup> at 7pm in the JC Charyk Theatre (thanks Prairie Land for hosting)

### **Adjournment**

- The meeting was adjourned at approximately 9pm

**\* Please let Mark know if there are people that want to be added to the email list or if you want your email removed from the list**