

SEPT. 23, 2014

AGENDA OF A MEETING OF THE COUNCIL OF THE MUNICIPAL DISTRICT OF FAIRVIEW NO. 136, TO BE HELD IN THE COUNCIL CHAMBERS, MUNICIPAL DISTRICT OF FAIRVIEW NO. 136, FAIRVIEW, ALBERTA AT 10:00 A.M. ON TUESDAY, SEPTEMBER 23, 2014.

10:00 A.M.

1. CALL TO ORDER
2. ADOPTION OF AGENDA
3. ADOPTION OF MINUTES
 - A. Council Meeting Minutes – September 9, 2014
 - B. Special Meeting Minutes – September 16, 2014
4. FINANCE
 - * A. Payment of Accounts
 - * B. Bank Reconciliation
5. PUBLIC WORKS & ASB
 - * A. Public Works Superintendent Report
 - * B. Ag. Fieldman Report
 - * C. CAO Report
6. COUNCILLOR CONCERNS ARISING FROM STAFF REPORTS
7. DELEGATIONS
8. DEVELOPMENT & SUBDIVISIONS
 - * A. Farmstead Separation – SW-22-80-04-W6 (File # 14MK051)
9. COMMITTEE/BOARD REPORTS
10. COUNCILLOR CONCERNS
11. OLD BUSINESS
 - * A. Pending report from September 9, 2014
 - * B. FCSS Redirection – Revised Agreement
 - * C. AB Historical Resources Foundation – Outstanding Achievement Award
 - * D. Alberta Municipal Affairs – Public Library Funding
12. NEW BUSINESS
 - * A. MD Christmas Party
 - * B. Peace River School Division – Community Consultation Meeting
 - * C. AAMDC – 8760 Energy Group Contract Renewals (3 Contracts)
 - * D. Alberta Community Partnership Grant Project
 - * E. Chamber of Commerce – Small Business Week Awards Gala
 - * F. Peace River School Division – Invitation to meeting with Day Care
 - * G. Fairview Rural Water Co-op Request
 - * H. Business Retention and Expansion Initiative Phase 1 Final Report
 - * I. C.U.P.W. – Resolution Request – Changes to Postal Service
 - * J. MMSA – Retirement Invitation
 - * K. Mighty Peace Tourist Association Gala
13. INFORMATION ITEMS
 - * A. AAMDC Contact Newsletters
 - * B. Alberta Health Services – Physician Recruitment Update
 - * C. Alberta Municipal Affairs – Federal Gas Tax Fund
 - * D. CRI Newsletter
 - * E. Chamber of Commerce – Jedi Mind – Tricks and 26 Hours on a Day Workshop
 - * F. MMSA – Strategic Plan 2015-2019
 - * G. The Newsosaur – The Official Newsletter
 - * H. Northern Alberta Elected Leaders – Water and Wastewater Systems
 - * I. Alberta Roadbuilders & Heavy Construction Association
14. NEXT COUNCIL MEETING
15. ADJOURNMENT

SEPT. 23, 2014

MINUTES OF A COUNCIL MEETING OF THE COUNCIL OF THE MUNICIPAL DISTRICT OF FAIRVIEW NO. 136, HELD IN COUNCIL CHAMBERS, THE MUNICIPAL DISTRICT OF FAIRVIEW MUNICIPAL OFFICE, FAIRVIEW ALBERTA ON TUESDAY, SEPTEMBER 23, 2014, COMMENCING AT 10:00 A.M.

PRESENT AT THE MEETING:

COUNCIL MEMBERS PRESENT:

Peggy Johnson Councillor - Chair
Ray Skrepnek Councillor
Bev Wieben Councillor
Terri Wyness Councillor

REGRETS

Ernie Newman Reeve
Chris Eakin The Post

OTHERS IN ATTENDANCE

Sandra Fox Chief Administrative Officer
Sandra Rendle Recorder

CALL TO ORDER

Deputy Reeve Johnson called the meeting to order at 10:03 a.m.

AGENDA

Addition:
12K. – Mighty Peace Tourist Association Gala
Deletion:
4C. – Financial Statement
15. – In-Camera

14-484
Councillor Wyness

Moved that Council adopt the agenda for the September 23, 2014 regular Council Meeting as presented with the above noted addition and deletions.

CARRIED

ADOPTION OF MINUTES – SEPT. 9, 2014

Correction:
Pg. 4 – Committee Meeting s/b Fire Department not Fire Hall
Pg. 4 – Committee Meeting s/b PARN not PARDA

14-485
Councillor Wieben

Moved that Council approve the September 9, 2014 regular Council Meeting Minutes as presented with the above noted corrections.

CARRIED

ADOPTION OF MINUTES – SEPT. 16, 2014

Corrections:
Pg. 2 – Spelling of Whitelaw

14-486
Councillor Skrepnek

Moved that Council approve the September 16, 2014 Special Council Meeting Minutes as presented with the above noted correction.

CARRIED

FINANCE

PAYMENT OF ACCOUNTS

A list of expenditures for the period was provided for Council's review.

14-487

Councillor Wieben

Moved that Council accept the Accounts Payable Report in the amount of \$393,044.24 as presented.
CARRIED

BANK RECONCILIATION

The Bank Reconciliation ending August 31, 2014 was provided for Council review. Attached as Schedule "A".

14-488

Councillor Wyness

Moved that the Bank Reconciliation ending August 31, 2014 be accepted as presented.

CARRIED

AG. FIELDMAN REPORT

The Agricultural Fieldman, Fred Sawchuk report was provided to Council for review. Attached as Schedule "B".

Agricultural Fieldman, Fred Sawchuk arrived at 10:16 a.m.

Councillor Wieben asked Agricultural Fieldman, Fred Sawchuk about funding for PARN. No further funding is required this year.

14-489

Councillor Wieben

Moved that Council receive the Agricultural Fieldman report as presented.

CARRIED

Agricultural Fieldman, Fred Sawchuk left at 10:19 a.m.

Public Works Superintendent, Kevin Morrison arrived at 10:24 a.m.

CAO'S REPORT

Chief Administrative Officer, Sandra Fox presented her report to Council:

- Attended a Management Training Workshop in Edmonton from September 17 - 19, 2014.
- RV Sewage Dump is closed in Bluesky for the Season.
- Brushing of Chocolate Creek:
 - o Brush piles will be cleaned up and burned.
 - o The canal hasn't been brushed for 20 years and there are some large trees. The MD equipment not suitable to brush the canal, so SITE will be contacted to do the brushing.

14-490

Councillor Wyness

Moved that the maintenance work be completed at Chocolate Creek Section 34-81-02-W6 and Section 24-81-02-W6. Further, to be funded through the ASB Department.

CARRIED

14-491
Councillor Wieben

Moved that Council receive the Chief Administrative Officer report as presented.

CARRIED

Chris Eakin with the Post arrived at 10:32 a.m.

PUBLIC WORKS SUPERINTENDENT REPORT

The Public Works Superintendent, Kevin Morrison presented his report to Council:

- Working on installing culverts, slow going waiting on 1st Calls.
- Graveling in progress in problem areas.
- Spare grader is grading some of the dust control areas and grading the detour route.
- Only one culvert changed on the Ski Hill Road, having issues with TELUS lines.
- Graveling on new road re-construction is complete.

COUNCILLOR CONCERNS ARISING FROM STAFF REPORTS

Councillor Wieben asked if the gravel trucks could slow down when passing oncoming vehicles.

Councillor Johnson asked about no exit signs. The MD does install signs on no exit roads.

Councillor Johnson asked about the installation of the school signs. No signs have been installed waiting on 1st Calls.

14-492
Councillor Skrepnek

Moved that Council receive the Public Works Superintendent report as presented.

CARRIED

Public Works Superintendent, Kevin Morrison left at 10:54 a.m.

DELEGATION

No delegations at this time.

DEVELOPMENT & SUBDIVISIONS

Council was presented with a farmstead separation subdivision application.

14-493
Councillor Wieben

Moved that Council recommend approval of a Farmstead Separation of 8.8 acres from SW-25-80-04-W with the noted conditions.

- Taxes are paid in full.
- Provision of access to the remainder of the quarter.
- Sewage relocation as per provincial standards.

CARRIED

**COMMITTEE/
BRD REPORTS**

Councillors reported on the following Board/Committee meetings they attended

Councillor Skrepnek reported on the following Committee/Board Meetings from September 10, 2014 to September 23, 2014:

- Attached as Schedule "C".

Councillor Wyness reported on the following Committee/Board Meetings from September 10, 2014 to September 23, 2014:

- September 16, 2014 – Special Council Meeting.
- September 17, 2014 – Peace River Medical Clinic Meeting with NPHF.

Councillor Wieben reported on the following Committee/Board Meetings from September 10, 2014 to September 23, 2014:

- Attached as Schedule "D".

Councillor Johnson reported on the following Committee/Board Meetings from September 10, 2014 to September 23, 2014:

- September 11, 2014 – Joint Meeting with Town of Fairview.
- September 16, 2014 – Special Council Meeting.
- September 18, 2014 – Chamber of Commerce Meeting.

Reeve Newman reported on the following Committee/Board Meetings from September 10, 2014 to September 23, 2014:

- Reeve Newman was not in attendance.

**COUNCILLOR
CONCERNS**

No concerns brought forward.

UNFINISHED BUSINESS

**PENDING
REPORT**

Council reviewed the pending report from the September 9, 2014 Council Meeting.

14-494

Councillor Wyness

Moved that the Pending Report from September 9, 2014 be accepted as information.

CARRIED

**FCSS
REDIRECTION -
REVISED
AGREEMENT**

Council was presented with a revised copy of the FCSS Agreement and a current Job Description.

14-495

Councillor Wyness

Moved that Council approve entering into the FCSS Agreement with the Town of Fairview as presented.

CARRIED

**ALBERTA
HISTORICAL
RESOURCES
FOUNDATION –
OUTSTANDING
ACHIEVEMENT
AWARD**

Council was presented with an email from the Board of Directors of the Alberta Historical Resources Foundation advising our nomination for a Heritage Award was selected. Marshall Rolling was awarded the Outstanding Achievement Award.

14-496

Councillor Skrepnek

Moved that Council ratify the administration's purchase of a plaque and gift for Marshall Rolling to recognize his receipt of the Alberta Historical Resources Foundation Outstanding Achievement Award.

CARRIED

**ALBERTA
MUNICIPAL
AFFAIRS –
PUBLIC LIBRARY
FUNDING**

Council was presented with a letter from Municipal Affairs and from Hector G. Goudreau in regards to our letter supporting increased Public Library Funding.

14-497

Councillor Wyness

Moved that Council accept the letters from Municipal Affairs and Hector G. Goudreau regarding Public Library Funding information.

CARRIED

NEW BUSINESS

**MD
CHRISTMAS
PARTY**

14-498

Councillor Wyness

Moved that Council accept the information that the MD Christmas Party will be held on November 20, 2014 at 5:30 p.m. at Unchaga Lanes.

CARRIED

**PEACE RIVER
SCHOOL
DIVISION –
COMMUNITY
CONSULTATION
MEETING**

Council was presented with an invitation to the Peace River School Division – Community Consultation Meeting regarding possible relocation of all Central Services to one location at the current Grimshaw High School location.

14-499

Councillor Wyness

Moved that all Council members and CAO Sandra Fox attend the Peace River School Division meeting on October 20, 2014 at Dunvegan Motor Inn.

CARRIED

**AAMDC –
8760 ENERGY
GROUP
CONTRACT
RENEWALS**

Current contracts expire on December 31, 2015. Three or Five year contracts are available with start date of January 1, 2016.

14-500
Councillor Wieben

Moved that Council direct administration to renew the 3 contracts with AAMDC – 8760 Energy Group for Natural Gas, Electricity and Electricity – Street Lights for a five year term.

CARRIED

**ALBERTA
COMMUNITY
PARTNERSHIP
GRANT
PROJECT**

Council was presented information regarding Alberta Community Partnership Grant Project.

14-501
Councillor Skrepnek

Moved that Council supports the Fairview Airport Terminal Building Project to be submitted under the Alberta Community Partnership Grant in partnership with the Town of Fairview and Clear Hills County with the MD of Fairview No. 1 being the managing partner.

CARRIED

**CHAMBER OF
COMMERCE –
SMALL BUSINESS
WEEK
AWARDS
GALA**

The Fairview & District Chamber of Commerce - Small Business Week Awards Gala is on October 24, 2014 at Dunvegan Motor Inn.

14-502
Councillor Wyness

Moved that Reeve Newman present the Chamber of Commerce - Small Business Week Award and additional 4 tickets be purchased for the Gala.

CARRIED

**PEACE RIVER
SCHOOL DIVISION –
INVITATION TO
MEETING WITH
DAY CARE**

Council was presented with a draft agenda and invitation to attend the Fairview Daycare Society Meeting with Peace River School Division.

14-503
Councillor Wieben

Moved that all Council members and CAO Sandra Fox attend the Peace River School Division meeting with the Day Care on October 20, 2014 at E.E. Oliver School at 2:00 p.m.

CARRIED

Chris Eakin with the Post left at 12:03 p.m.

**FAIRVIEW
RURAL
WATER
CO-OP**

Council was presented with a request to hook onto the MD's Bluesky Transmission water line.

14-504
Councillor Wyness

Moved that Council not approve the Fairview Rural Water Co-op request to hook on to the MD's Bluesky Transmission water line to serve one customer on PT NE-32-81-02W. Further, recommend hooking on to the Fairview Rural Water Co-op main line.

CARRIED

**BUSINESS
RETENTION AND
EXPANSION
INITIATIVE
PHASE 1
FINAL REPORT**

Council was presented with a Request for Decision from the Town of Fairview.

14-505
Councillor Johnson

Moved that the MD of Fairview No. 136 collaborate with the Town of Fairview for Phase II of the Business Retention and Expansion Initiative. Further, support the ACP Grant application for the purpose of funding Phase II with the Town of Fairview being the managing municipality.

CARRIED

**C.U.P.W. –
RESOLUTION
REQUEST –
CHANGES TO
POSTAL
SERVICE**

Council was presented with a letter from Canadian Union of Postal Workers.

14-506
Councillor Wieben

Moved that Council accept the C.U.P.W. Resolution Request for Change to Postal Service and provide information.

CARRIED

**MMSA –
RETIREMENT
INVITATION**

Council was presented with an invitation to MMSA Retirement Social for Ron Rauckman.

14-507
Councillor Wieben

Moved that Sandra Rendle attend the MMSA Retirement Social for Ron Rauckman on October 10, 2014.

CARRIED

**MIGHTY
PEACE
TOURISM
GALA**

14-508
Councillor Wyness

Moved that Councillor Wieben attend the Mighty Peace Tourism Gala on October 8, 2014 in Peace River. Further, donate \$500.00 to the Mighty Peace Tourist Association for the hosting of the Gala.

CARRIED

**INFORMATION
ITEMS**

Council was presented with the following information for review:

- 13A – AAMDC Contact Newsletters
- 13B – Alberta Health Services
- 13C – Alberta Municipal Affairs – Federal Gas Tax Fund
- 13D – CRI Newsletter
- 13E – Chamber of Commerce – Jedi Mind Workshop
- 13F – MMSA – Strategic Plan 2015-2019
- 13G – The Newsosaur – The Official Newsletter
- 13H – Northern Alberta Elected Leaders – Water and Wastewater Systems
- 13I – Alberta Roadbuilders & Heavy Construction Association

14-509
Councillor Wieben

Moved that Council accept the information items as presented.

CARRIED

**COUNCIL
MEETING**

14-510
Councillor Johnson

Moved that Council change the time of the October 14, 2014 Council Meeting to start at 2:00 p.m.

CARRIED.

ADJOURNMENT

14-511
Councillor Johnson

Moved that the September 23, 2014 Council Meeting be adjourned at 12:39 p.m.

CARRIED


DEPUTY REEVE JOHNSON


CHIEF ADMINISTRATIVE OFFICER



MUNICIPAL DISTRICT OF FAIRVIEW #136



Bank Reconciliation

August 31, 2014

| | CREDIT UNION | | | ROYAL BANK | TOTAL ALL ACCOUNTS |
|----------------------------------|-------------------------|-------------------------|---------------------|----------------------|-------------------------|
| | GENERAL ACCOUNT | CEMETERY TRUST ACCT. | PUBLIC RESERVE | AV GAS SALES ACCT | |
| BALANCE FORWARD | \$ 10,647,487.83 | \$ 18,519.82 | \$ 23,747.14 | \$ 121,508.80 | \$ 10,811,263.59 |
| Current Month Deposits | \$ 775,324.30 | \$ - | \$ - | \$ 3,253.21 | \$ 778,577.51 |
| Interest Earned | \$ 11,574.90 | \$ - | \$ - | \$ - | \$ 11,574.90 |
| SUBTOTAL | \$ 11,434,387.03 | \$ 18,519.82 | \$ 23,747.14 | \$ 124,762.01 | \$ 11,601,416.00 |
| A/P Disbursements | \$ 849,305.79 | \$ - | \$ - | \$ - | \$ 849,305.79 |
| Payroll | \$ 91,474.93 | \$ - | \$ - | \$ - | \$ 91,474.93 |
| Utilities | \$ 7,009.01 | \$ - | \$ - | \$ - | \$ 7,009.01 |
| NSF/Stop Pmt/Service Charges/Adj | \$ 5,182.40 | \$ - | \$ - | \$ 167.58 | \$ 5,349.98 |
| NET BALANCE END OF MONTH | \$ 10,481,414.90 | \$ 18,519.82 | \$ 23,747.14 | \$ 124,594.43 | \$ 10,648,276.29 |
| Bank Statement Balance | \$ 10,488,720.21 | \$ 18,519.82 | \$ 23,747.14 | \$ 124,594.43 | \$ 10,655,581.60 |
| Outstanding Deposits | \$ 18,093.45 | \$ - | \$ - | \$ - | \$ 18,093.45 |
| SUB-TOTALS | \$ 10,506,813.66 | \$ 18,519.82 | \$ 23,747.14 | \$ 124,594.43 | \$ 10,673,675.05 |
| Less Outstanding Cheques | \$ 25,398.76 | \$ - | \$ - | \$ - | \$ 25,398.76 |
| NET BALANCE FOR MONTHEND | \$ 10,481,414.90 | \$ 18,519.82 | \$ 23,747.14 | \$ 124,594.43 | \$ 10,648,276.29 |

Janice Puetter
Signature

Schedule "A"

AG FIELDMANS REPORT SEPT. 23, 2014

- Our ditch mowing program continues and is going along fine. He is just north of Fv now continuing westward. I have him mowing intersection sight lines this time as he goes by ones that we usually do. I will get him to mow out water runs etc also this fall if all goes well and a few roads he had missed.
- We have been discussing brushing out part of chocolate Creek south of Fred Heck's for approximately 1.5 miles. Some of us here from the MD had met with one landowner to see what he thought could be done for the mess that was left when the canal was built. Sandra can fill you in as she met with us also. I also spoke to Site Energy, formerly HCL, to get an estimated cost of mulching the bottom and banks of the canal. There is plenty of trees and small brush there now and it will only get worse in the years ahead and once the trees get to large, even the mulcher will not be able to mulch them meaning we would have to use a track hoe to rip them out. Now is the time to get track type mulchers in there as the smaller machines can still mulch those size of trees. I have discussed the cost through Site with Sandra and my budget I have remaining for vegetation management. Site feels they would be very close to what budget dollars I have or a touch more. They are ready to do it as soon as we have the right paper work completed.
- I attended a herbicide informational venue in Edmonton on Sept 12 that Dow Agro Sciences put on. It was about the introduction and information of new industrial herbicides coming out for 2015.
- The 2 - 100 year farm family plaques will be presented to the families on October 14th as per discussion with Sandra. I have called them to let them know.
- I was to attend a Pest Committee meeting in Whitecourt leaving in afternoon of Sept 23 but it has since been cancelled.
- I will be draining down and winterizing our rental sprayers this week and with the 3 inch water pump, I will see how the weather holds out. We had also re-planked the loading chute as the boards were getting pretty thin from the cattle traffic.
- We in the Peace Region had an assistant Ag Fieldman pass away yesterday afternoon from cancer and her funeral will be next week in Hythe, time and date will be announced later. She will be greatly missed by the whole AAAF association and for sure by us here in the Peace Region.

HAVE A WONDERFUL MTG.

September 10 to 23, 2014, Committee/Board Reports Ray Skrepnek, Ward 1

Sept. 11 Joint Meeting with Town

Discussed the following: Tourist Booth (Chamber of Commerce)

Land Development Partnership.

Joint Security/Bylaw Enforcement.

Fire Department – new Tanker/Pumper Truck (2016)

FCSS.

Stop Signs.

Presentation by Mark Baxter from Outlook Market Research and Consulting on Phase 1 Final Report for Town of Fairview (Business Retention and Expansion Initiative).

Sept. 16 MD Special Meeting (Policy)

Minutes in agenda package.

Sept. 18 Library Board Meeting

Discussion of possible expansion of the library.

Passed our 2015 Budget with no increases.

Summer Reading Program finished on August 15th with a party at Cummings Lake.

4 new rotating shelves were installed to replace the old wire shelving units.

The C.O.W. (Classroom On Wheels) Bus will be visiting Fairview on Tuesday, October 7, 2014

Next meeting October 16.

Sept. 19 County of Grande Prairie Building Opening Event Clairmont

Attended the Ribbon Cutting Ceremony and presented the picture.

Very impressive building renovations and additions.

The weather could have cooperated a lot better (high winds with dust)

Sept. 20 Peace Library System Board Meeting High Prairie

Accepted all 7 Reports.

Moved the following Policies: Revised School Services Policy.

Revised Trustee Continuing Education Policy.

Revised Trustee and Staff Expenses Policy.

Revised Trustee Recognition Policy.

Revised Provision of Municipal Library Services Policy.

Revised Hours of Service Policy for Library Service Points.

Received the 8 Advisory Committee Reports.

Plan of Service Committee vacancy filled by Brenda Kerr (Town of Manning).

Reviewed and passed the Resource Sharing Contract with Grande Prairie Public Library.

Next Board meeting November 29 in Grande Prairie.

Sept 20 PLS Plan of Service Committee (following the PLS Board Meeting)

Discussed the Emergency Response Plan especially obtaining an AED for the PLS Building.

Started planning for the Plan of Service 2016-2018.

Reviewed the Revised Policy on Policy Making.

Next Meeting November 29 after the Board Meeting.

MD OF FAIRVIEW NO. 136

Bea Wieben

BOARD REPORTS

Sept 11, 2014

Joint meeting with the town
Listened to the completion report of Phase 1 and out comes
Enhanced policing
EDO

Sept 15, 2014

MPTA
OCT 8TH Bell centre GALA event
Broucher on showcasing the Peace Region
Visitor's guide distribution is now 20 000 up from 5000
MPTA going thur a "branding" venture
Updating website
Melanie the executive director wants to reach out to counties /md's to meet
And see their needs
MPTA not going forward with the waterproof maps reproduction
MPTA working on a strategic plan
Tpurism Opportunity Forum Nov 5, Travel Alberta conference in Banff,
And Art of hosting training in Sept that Melanie will be attending

Sept 16, 2014

Special Council Meeting

Sept 18, 2014

North Peace Regional Landfill Commission
Interesting to understanding how it all works with the commission'
Building Maintenance has increased b/c of a furnace replacement & overhead
Door repair due to an accident
Dennis contacted the town to find out how to invoice for the concrete coming in
From the town under requisition or other. Currently standing at \$6300 owing
**for every tonne of garbage processed is costs \$77/tonne, the commercial rate
Is \$49.50/tonne, meaning the commission is subsidizing \$27/tonne
Tipping fee;'s need to go up to compensate shortfall

August-Bomag major breakdown \$6000 for a turbo, \$8500 inter cooler
Now operational

Ridgeline who is the contractor for the industrial hill is currently reshaping it
Receiving another 200 T of contaminated dirt

New cold storage building is built, looks great and stronger than the previous
Building.

Dennis & Jim MacGregor attended the CARE conference in La Biche, brought back interesting ideas for the commission to look at going forward.

I asked what if anyone is asking about agriculture plastic that is a big problem in our rural areas. It's a much bigger problem but needs to come from govt and other sources to properly and affordably deal with the refuse when done. Farmer options are few stock pile, some burn or bury it, an environmental issue.

Lot's of discussion on budgeting and the need to increase wages it will be discussed at the Oct 23rd meeting.

Also during budgeting discussion on setting up a reserve for capital items

Dennis will bring to the next meeting info on new equipment and financial options eg. Financing.

TIPPING RATE WILL BE REVIEWED FOR NEXT MEETING

Performance review will happen at next meeting



Prepared By: Melanie Bekevich-Joos
September 10th, 2014

and Banner Post. We also had spots running on YL and KIX. The overnight and Shaftesbury legs were sold out and the Strong Creek leg has about 25 participants. I attended the event and took photos. The reporting to Travel Alberta is submitted.

- We also executed the Harmon Valley Rodeo ad coordination this year. The event had a 15% increase in attendance on Saturday, and a 5% decrease on Sunday (likely due to the air show). Weekend pass sales were also up, as well as the number of cowboys competing.
- I have been working with Marty Ebert from Travel Alberta to develop a plan to discuss implementing some branding work. She is able to play a role in the brand articulation (ie. Our point of difference as a region), while the visual identity components to translate the brand would be handed over to designers. She suggested the first step would be to work with Don to bring the EQ1, 2 & 3 Training where she would sit in on some of the sessions. The training is all about identifying your best customer and crafting messaging around those discoveries. She suggested we could piggyback on the training to do some of the branding work.
- I met with Dan Dibbelt from PREDA to discuss potential partnerships and ways of supporting one another. PREDA is currently working with the Smoky River Region and is going to suggest they look at joining the MPTA. He's also made the recommendation to Saddle Hills. We discussed the MPTA submitting an application to the PREDA Municipal Fund, and the MPTA having a presence at the PREDA AGM in November in the County of Northern Lights.
- The Tourism Investment Opportunity Report was released in early August. We contributed quotes for the press release from Rhonda and Peter. We have to discuss if we will be attending the November 5th forum in Calgary. We've formed a subcommittee to host a local launch of the report. We've slated October 8th at the Belle Petroleum Centre for the event. We've had confirmation of attendance from Tourism, Parks and Recreation, PREDA's ED and both MLAs. Formal invitations should go out next week. Assistance in promoting the event would be appreciated.
- I've been invited to attend the next EDO Network meeting to discuss ways to collaborate. I plan to bring forward a few ideas, including: partnering on a travel section in Move Up Magazine and accessing TA Cooperative Marketing Dollars to do so, needs for imagery on mightypeace.com, municipal websites, industry marketing and Move Up.

Memberships

- Membership fees have been steadily coming in; we're currently at \$5,925 of a budgeted \$7000.
- The Super 8 Hotel in Peace River and the Dunvegan Inn in Fairview are new members and the Peace River Chamber of Commerce has opted to upgrade their membership to a Professional Membership.
- The Town of Peace River paid their membership, so we have reached our budgeted amount.
- The Town of Manning sent a letter requesting a refund for the 2014 membership fees. Rhonda and I developed a presentation and appeared as a delegation on August 13th. We received



Prepared By: Melanie Bekevich-Joos
September 10th, 2014

Executive Director's Report: September 10th, 2014

2014 Visitor's Guide

- The Visitor Guide was distributed in early July. We were in all the VICs, residential & commercial addresses in the region, hotels/motels, as well as the Smoky River Region.
- We received the guide from the printer very late and the trucking company dropped off all the guides at the wrong place funny story.
- We hired youth from the Sagittawa Youth Centre to do the bundling, which took 2 days. We received the guides on Friday afternoon and had them sent out on Monday afternoon.
- We sent 50 guides to each municipality and developed a hotel/motel list and sent guides for each room throughout our region. Most were very well received.
- Overall we've received great feedback regarding the increased distribution. We've received inquiries from a few businesses about how to be listed or advertise in the guide next year.
- Developed 2015 membership and ad packages that include a professional membership, Visitor Guide ad and web ads for review by the board.

Great Grande Prairie Roadshow and other Marketing

- In recent weeks, I compiled all the invoices and submitted a promissory note to Travel Alberta for partial payment. Thus far we have spent approximately \$13,500 with ads in the GP Smart Guide (3), Harvest Roots (2), Grande Prairie Daily Herald Tribune (5), Move Up Magazine (4).
- We have engaged 6 partners in the Great Grande Prairie Roadshow, including the Belle Petroleum Centre, Peace River Cabins and Outdoors, the Peace River Museum, Willow Bay Campground, Sagittawa Friendship Centre and Aboriginal Interagency Pow-Wow.
- We completed the Guest Ranch Getaway Contest in August and received a total of 108 entries (exceeding our goal). The winner of the package was Crystal Burrows.
- We've done 2 contests giving away \$100 Esso Gift Cards while promoting the Manning Rodeo and the PR Museum's Street Party. We also did a contest for a set of passes to the Harmon Valley Rodeo.
- We currently have 1086 likes on FB, compared to 1035 in June.
- We had multiple radio stations and newspapers do stories as a result of the press release regarding the new ED at MPTA.
- I have written a column for Move Up Magazine that will likely be an ongoing column. Keep an eye out for the September issue.

Partnerships and Opportunities

- We executed all Paddle the Peace marketing for this year's event. A press release was composed that resulted in considerable coverage. An additional interview with a one-day promotion was conducted on August 11th. We had ads running in the Fairview Post, GP Herald, Record Gazette



Sponsorship Opportunity: Mighty Peace Tourism Investment Opportunity Project

Recently, the Minister of Tourism, Parks and Recreation released the Mighty Peace Tourism Investment Opportunity Report that identifies 11 viable opportunities for tourism investment in the region ranging in capital requirement from \$486,000 to \$10M. The report, which is a culmination of years of work, is an opportunity to foster tourism and economic development in the region.

The Mighty Peace Tourist Association (MPTA) is undertaking the promotion of the report, and respective tourism investment opportunities, by hosting a local launch on October 8th, attending the provincial Tourism Investment Forum on November 5th and creating accompanying marketing materials.

The MPTA anticipates the project will target economic developers, investors, entrepreneurs and media, as we introduce this exciting document to prospective investors.

We are inviting MPTA member municipalities to participate in the project through sponsorship, for any amount the municipality is comfortable to contribute to the project.

Expenses are anticipated to be as follows:

| | |
|-------------------------------------|---------------|
| Local Launch | \$1200 |
| Tourism Investment Forum | \$1500 |
| Marketing Materials and Advertising | \$1500 |
| Total | \$4200 |

All sponsors will be recognized as follows:

- Sponsorship signage at refreshment tables displaying the municipality's logo at the local launch,
- Print recognition in the local launch brochure,
- Voice recognition during the evening program of the local launch,
- Print recognition in newly developed marketing and advertising materials.