



**AGENDA  
REGULAR MEETING OF THE BARRHEAD TOWN COUNCIL  
TUESDAY, MARCH 14, 2023 AT 5:30 P.M.  
IN THE TOWN OF BARRHEAD COUNCIL CHAMBERS**

*Barrhead....a quality community....giving a quality lifestyle*

Present

Others Present

Regret

1. Call to Order
2. Consideration of Agenda (Additions - Deletions)
3. Confirmation of Minutes
  - (a) Regular Meeting Minutes – February 28, 2023
4. Public Hearings
  - (a) There are no Public Hearings
5. Delegations
  - (a) Delegation at 5:30 p.m. – Ms. Jennifer Pederson, Town's Communication Coordinator
  - (b) Delegation at 6:00 p.m. – Mr. Evan Jamison – VP, Manufacturing, Great West Media and Ms. Lynda Leng – General Manager, Town and Country, Great West Media
6. Old Business
  - (a) Awarding of tender – Observation Deck (Administration's report will be circulated at the Council Meeting)
7. New Business
  - (a) Alberta Trappers Association – 2024 Rendezvous Event
  - (b) Monthly Bank Statement – for the month ended February 28, 2023

8. Reports
  - (a) Council Reports
  - (b) CAO Report
  - (c) Council Action List to February 28, 2023
9. Minutes
  - (a) Barrhead & District Social Housing Association Minutes – January 24, 2023
10. Bylaw
  - (a) There are no Bylaws
11. Correspondence Items
  - (a) Letter from Alberta Municipal Affairs
  - (b) Letter from Alberta Municipal Affairs
  - (c) Email dated March 7, 2023 from Community Future Yellowhead East
  - (d) Letter dated March 8, 2023 from Barrhead & District FCSS, the Barrhead and Community Volunteer Planning Committee
12. For the Good of Council
13. Tabled Items
14. Closed Session
  - (a) Pursuant to Section 16 – Land of the FOIP Act
15. Adjourn

MINUTES OF THE REGULAR MEETING OF THE BARRHEAD  
TOWN COUNCIL HELD TUESDAY, FEBRUARY 28, 2023,  
IN THE TOWN OF BARRHEAD COUNCIL CHAMBERS

**PRESENT** Mayor McKenzie, Crs: T. Assaf , D. Kluin, R. Klumph, A. Oswald, D. Smith and D. Sawatzky

Officials: Ed LeBlanc, CAO

**OTHERS:** Barry Kerton, Barrhead Leader

**ABSENT**

**CALL TO ORDER** Mayor McKenzie called the meeting to order at 5:30 p.m.

**AGENDA** The agenda was reviewed.

051-23 Moved by Cr. Sawatzky that the agenda be accepted with the following amendments:

- Add - 7(c) Providing a letter of Support to the local Newspaper for the exemption from the Provincial Extended Producer Responsibility fees

CARRIED UNANIMOUSLY

**CONFIRMATION OF MINUTES** The Minutes of the Town Council Regular Meeting of February 14, 2023, were reviewed.

052-23 Moved by Cr. Klumph that the Minutes of the Town Council Regular Meeting of February 14, 2023 be accepted as presented.

CARRIED UNANIMOUSLY

**DELEGATION** Mayor McKenzie and Council welcomed Sergeant Bob Dodds of the RCMP at 5:32 p.m.

Sergeant Bob Dodds of the RCMP discussed with Council the Community Policing Report representing October-December 2018-2022 along with the Town’s main priorities for the 2023-2024 RCMP Annual Performance Plan.

**EXITED** Mayor McKenzie and Council thanked Sergeant Bob Dodds of the RCMP for his presentation and he exited the Chambers at 6:08 p.m.

053-23 Moved by Cr. Assaf that Council accepts Sergeant Dodds’ presentation on the Barrhead Provincial RCMP Detachment Crime Statistics Report from October-December 2018 – 2022, as information.

CARRIED UNANIMOUSLY

054-23 Moved by Cr. Klumph that Council accepts Sergeant Dodds’ presentation on the proposed 2023-2024 RCMP Annual Performance Plan, as information and identifies the following as the Town’s main priorities for the Annual Plan:

- Drug Enforcement
- RCMP Visibility

CARRIED UNANIMOUSLY

## **MONTHLY BANK STATEMENT**

The Monthly Bank Statement for the month ended January 31, 2023, was received.

055-23                      Moved by Cr. Oswald that Council approve the Monthly Bank Statement for the month ended January 31, 2023, as presented.

CARRIED UNANIMOUSLY

## **FINANCIAL REQUEST FROM THE BARRHEAD COMMUNITY GARDEN SOCIETY**

For Council to review and consider the financial request from the Barrhead Community Gardens Society, was received.

056-23                      Moved by Cr. Assaf that Council approve the following requests from the Barrhead Community Gardens Society to assist in their relocation of their gardens:

- A budget of \$15,000.00 for the construction of an access trail from 47<sup>th</sup> avenue, including a small parking lot.
- A budget of \$2,200.00 for the hauling cost for the required material.
- The donation of a porta potty, providing the Community Gardens is responsible for any future maintenance cost.
- The authorization to reimburse for three 2' x 3' signs in the amount of \$627.00 upon the receipt of an invoice along with original proof of payment to the vendor.

CARRIED UNANIMOUSLY

057-23                      Moved by Cr. Klumph that Council instructs Administration to extend an invitation to the local newspaper to presentation information to Council in respect to seeking an exemption relating to the Extended Producer Responsibility framework fee.

CARRIED UNANIMOUSLY

## **COUNCIL REPORTS**

The following Reports to Council as of February 28, 2023, were reviewed:

- Barrhead Cares Coalition
- Barrhead & District Social Housing Association
- Chamber of Commerce
- Community Futures Yellowhead East
- Family & Community Support Services Society
- Library Board

058-23                      Moved by Cr. Kluin that the following Reports to Council as of February 28, 2023, be accepted as information and as presented:

- Barrhead Cares Coalition
- Barrhead & District Social Housing Association
- Chamber of Commerce
- Community Futures Yellowhead East
- Family & Community Support Services Society
- Library Board

CARRIED UNANIMOUSLY

The CAO's Report as of January 31, 2023, was reviewed.

059-23 Moved by Cr. Smith that the CAO's Report be accepted as information.

CARRIED UNANIMOUSLY

## **MINUTES TO COUNCIL**

The following Minutes to Council were reviewed:

- Community Futures Yellowhead East – December 15, 2022
- Barrhead & District Family and Community Support Services – December 15, 2022

060-23 Moved by Cr. Oswald that the Minutes to Council be accepted as information and as presented.

- Community Futures Yellowhead East – December 15, 2022
- Barrhead & District Family and Community Support Services – December 15, 2022

CARRIED UNANIMOUSLY

## **CORRESPONDENCE ITEM**

The following correspondence item was reviewed:

Letter dated February 23, 2023 from the Barrhead & District FCSS, , Trisha Enman, Chair, Barrhead and Community Volunteer Planning Committee requesting financial assistance to assist with the costs required to host the event.

061-23 Moved by Cr. Assaf that Council accepts the letter February 23, 2023 from the Barrhead & District FCSS, Trisha Enman, Chair, Barrhead and Community Volunteer Planning Committee and authorizes \$1,800.00 in financial assistance to assist with the costs required to host the event.

CARRIED UNANIMOUSLY

## **ADJOURN**

062-23 Moved by Cr. Assaf that the Council Meeting be adjourned at 7:13 p.m.

CARRIED UNANIMOUSLY

## **TOWN OF BARRHEAD**

---

Mayor, David McKenzie

---

CAO, Edward LeBlanc

# REQUEST FOR DECISION

---

**To:** Town Council

**From:** Edward LeBlanc, CAO

**cc:** File

**Date:** March 14, 2023

**Re:** 5:30 p.m. Delegation – Jennifer Pederson – Communications Coordinator

---

## **1.0 PURPOSE:**

To hear a presentation from the Town's Communication Coordinator on the various social platforms administered by the Town.

## **2.0 BACKGROUND AND DISCUSSION:**

Ms. Pederson, our Communication Coordinator will be updating Town Council on the performance of the Town's web-site "Better in Barrhead" as well as the statistical information on the Town's other social platforms.

## **3.0 ALTERNATIVES:**

- 3.1 That Council accept the report from the Town's Communications Coordinator regarding the Town's social platforms, as presented.
- 3.2 That Council tables the presentation from Town's Communication Coordinator regarding the Town's social platforms and instructs Administration to provide further information at the next regular Council Meeting.

## **4.0 FINANCIAL IMPLICATIONS:**

Not Applicable

## **5.0 INTERDEPARTMENTAL IMPLICATIONS:**

Not Applicable

**6.0 SENIOR GOVERNMENT IMPLICATIONS:**

Not applicable

**7.0 POLITICAL/PUBLIC IMPLICATIONS:**

Not Applicable

**8.0 ATTACHMENTS:**

8.1 – PowerPoint presentation – as prepared by Ms. Pederson

**9.0 RECOMMENDATION:**

Council accept the report from the Town's Communications Coordinator regarding the Town's social platforms, as presented.

(original signed by the CAO)

Edward LeBlanc  
CAO



TOWN OF  
**BARRHEAD**  
ALBERTA

# DIGITAL MARKETING

---

2023 ANALYTICS & RESULTS



*“Ignoring online marketing is like opening a business but not telling anyone.”*

- KB MARKETING AGENCY

TOWN OF  
**BARRHEAD**  
ALBERTA



# BETTER IN BARRHEAD

BACKGROUND

2021 website developed in response to community desire for the Town to play a bigger role in attracting tourism to our region

---

Simple responsive page design

---

Target specific keywords for SEO, targeting drivers of tourism such as 'things to do near me,' 'culinary experiences,' 'get outdoors,' 'wedding venues,' and more

---

2022 Council approved a more aggressive advertising strategy to target Capital Region via programmatic advertising with a \$20K budget



THINGS TO DO VISIT BARRHEAD EVENTS ABOUT US

## EXPERIENCE BARRHEAD

As a small town in the heart of Barrhead, we offer a unique experience in the heart of Alberta. Our town is rich in history, culture, and natural beauty. We offer a variety of activities for all ages and interests. From fishing and hunting to golfing and hiking, we have something for everyone. Our town is also home to some of the best restaurants and hotels in the area. We invite you to experience the best of Barrhead and all it has to offer.

THINGS TO DO IN BARRHEAD



## A LOT TO OFFER

Wondering if there are things to do in Barrhead? **More than you think!**  
Read our blog to discover **everything** Barrhead has to offer.



CAMPGROUNDS  
- BY PARK



WORLD-CLASS  
GOLFING



VEGA  
CANDILLAS



BLUE HERON  
ROD & RIDE

TOWN OF  
**BARRHEAD**  
ALBERTA



# BETTER IN BARRHEAD

PROGRAMMATIC ADVERTISING

2022-04-1 TO 2022-12-31

How many people  
saw our ads

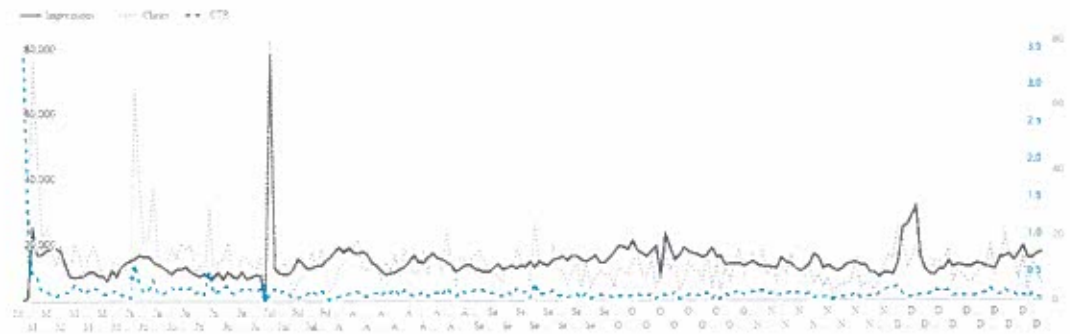
2,602,128  
Impressions

2,626  
Clicks

Clicks/Impressions  
=CTR

0.101%  
CTR

Campaign Performance Impressions, Clicks, CTR



This campaign generated a total of 2,602,128 impressions and 2,626 clicks with a 0.101% average CTR (conversion). It generally performed better on Jul 18, 2022, Dec 04, 2022 and Dec 03, 2022.

TOWN OF  
**BARRHEAD**  
ALBERTA



# BETTER IN BARRHEAD

PROGRAMMATIC ADVERTISING

2022-04-1 TO 2022-12-31

A click through rate is the percentage of people visiting a web page through a particular advertisement.

---

A good click through rate is typically 2-5 %, but Better in Barrhead Programmatic Advertising is only seeing 0.101%

---

Like clicks, the CTR is a great Key Performance Indicator (KPI) to gauge a campaign's success, but it isn't the only indicator of a strong campaign. With programmatic advertising we shouldn't expect our CTR to go any higher than 0.08-0.15%.

---

Instead of fixating on the CTR, we need to focus on our web traffic throughout our campaign and the amount of true prospects heading to our website.



# BETTER IN BARRHEAD

PROGRAMMATIC ADVERTISING

2022-04-1 TO 2022-12-31

## Top Performing Websites and Apps

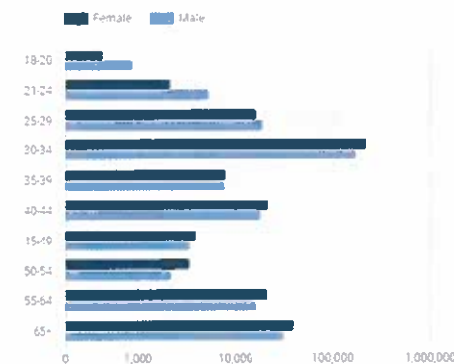
A total of 20,709 websites and apps were used for this campaign.

| Website/App  | Impressions | Clicks | CTR     |
|--|-------------|--------|---------|
| Website: <a href="https://www.foxnews.com/better-in-barrhead">https://www.foxnews.com/better-in-barrhead</a> | 65,022      | 33     | 0.051 % |
| Website: <a href="https://newsweek.com">https://newsweek.com</a>   | 55,253      | 96     | 0.174 % |
| Website: <a href="https://theglobeandmail.com">https://theglobeandmail.com</a>                               | 47,442      | 49     | 0.103 % |
| Website: <a href="https://www.foxnews.com">https://www.foxnews.com</a>                                       | 35,691      | 13     | 0.036 % |
| Website: <a href="https://www.foxnews.com">https://www.foxnews.com</a>                                       | 29,128      | 18     | 0.062 % |
| Website: <a href="https://theglobeandmail.com">https://theglobeandmail.com</a>                               | 27,024      | 10     | 0.037 % |
| Website: <a href="https://www.foxnews.com">https://www.foxnews.com</a>                                       | 26,503      | 13     | 0.049 % |
| Website: <a href="https://www.foxnews.com">https://www.foxnews.com</a>                                       | 26,227      | 19     | 0.072 % |
| Website: <a href="https://www.foxnews.com">https://www.foxnews.com</a>                                       | 23,371      | 2      | 0.009 % |
| Website: <a href="https://www.foxnews.com">https://www.foxnews.com</a>                                       | 23,044      | 61     | 0.265 % |

Showing 1 to 10 of 100 entries

## Most Engaged Demographic

Females aged 30-34 was your most engaged demographic for this campaign with a total of 228,124 impressions, 275 clicks and 0.121 % CTR (conversion).



TOWN OF  
**BARRHEAD**  
ALBERTA



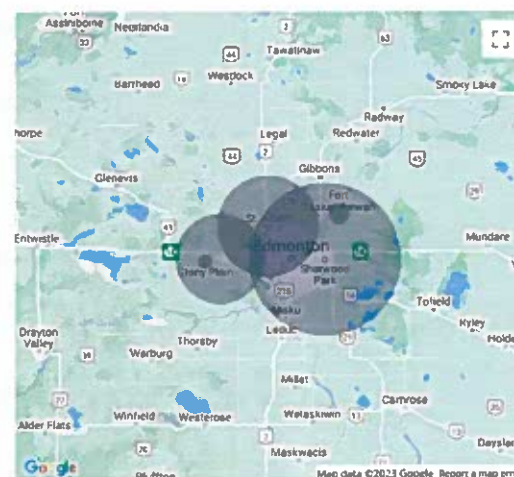
# BETTER IN BARRHEAD

PROGRAMMATIC ADVERTISING

2022-04-1 TO 2022-12-31

## Most Engaged Locations

These are the areas generating the most engagement.



## Top Performing Creative

**Town\_of\_Barrhead\_Experience\_Barrhead\_300x250** was the highest performing creative.

| Creative Name                                | Impressions | Clicks | CTR    |
|--|-------------|--------|--------|
| Town_of_Barrhead_Experience_Barrhead_300x250 | 905361      | 787    | 8.693  |
| Town_of_Barrhead_Experience_Barrhead_728x90  | 392840      | 419    | 10.666 |
| Town_of_Barrhead_Experience_Barrhead_300x600 | 288321      | 393    | 13.631 |
| BetterInBarrhead_Sept2022_Fall_320x50        | 321710      | 192    | 5.968  |
| BetterInBarrhead_June2022_Events_320x50      | 36344       | 76     | 20.911 |
| BetterInBarrhead_Sept2022_Fall_300x250       | 75365       | 68     | 9.023  |
| BetterInBarrhead_Sept2022_Fall_728x90        | 65583       | 59     | 8.996  |
| BetterInBarrhead_June2022_Events2_300x250    | 23806       | 50     | 21.003 |
| BetterInBarrhead_June2022_Events_728x90      | 28507       | 45     | 15.786 |
| BetterInBarrhead_June2022_Events2_728x90     | 23095       | 41     | 17.753 |

Showing 1 to 10 of 10 entries

TOWN OF  
**BARRHEAD**  
ALBERTA



## BETTER IN BARRHEAD

PROGRAMMATIC ADVERTISING

2022-04-1 TO 2022-12-31

## Programmatic Advertising: Is it Working?

Better in Barrhead is not a service nor product site, but an information webpage.

We can see from Google Analytics how much traffic we're getting, but the true indicator of our performance would be information gathered from our events.

How many are in attendance at events BIB advertises?

How many of those attendees are from outside of our region?





# BETTER IN BARRHEAD

GOOGLE ANALYTICS

USERS TO OUR SITE

2022-04-1 TO 2022-12-31

New users

14K

Returning users

1.4K



First user default channel group

New users

14,237

100% of total

|   |                |       |
|---|----------------|-------|
| 1 | Organic Search | 5,629 |
| 2 | Unassigned     | 5,078 |
| 3 | Organic Social | 2,033 |
| 4 | Direct         | 1,147 |
| 5 | Referral       | 277   |
| 6 | Paid Search    | 73    |
| 7 | Display        | 0     |

TOWN OF  
**BARRHEAD**  
ALBERTA



# BETTER IN BARRHEAD

GOOGLE ANALYTICS

PAGES & SCREENS

2022-04-1 TO 2022-12-31

Page title and screen class ▾



↓ Views

26,929

100% of total

|    |  |       |
|----|--|-------|
| 1  | It's Better in Barrhead   Things To Do in Barrhead, AB | 5,852 |
| 2  | Events Calendar   Things To Do   Barrhead, AB          | 4,866 |
| 3  | Blue Heron Fair  | 1,049 |
| 4  | Barrhead Demolition Derby                              | 1,001 |
| 5  | Street Festival  | 1,001 |
| 6  | Campgrounds in and around Barrhead, AB                 | 810   |
| 7  | Canada Day   | 776   |
| 8  | Polar Parade   | 648   |
| 9  | Hometown Holiday Festival                              | 540   |
| 10 | Neerlandia Co-op 100th Anniversary Celebration         | 528   |



# BETTER IN BARRHEAD

GOOGLE ANALYTICS

USERS BY CITY & PLATFORM

2022-04-1 TO 2022-12-31

| City |               | ↓ Users       | New users     |
|------|---------------|---------------|---------------|
|      |               | 14,324        | 14,237        |
|      |               | 100% of total | 100% of total |
| 1    | (not set)     | 3,453         | 3,336         |
| 2    | Edmonton      | 2,414         | 2,198         |
| 3    | Calgary       | 1,825         | 1,667         |
| 4    | Barrhead      | 1,028         | 961           |
| 5    | Toronto       | 785           | 779           |
| 6    | Columbus      | 613           | 613           |
| 7    | St. Albert    | 273           | 264           |
| 8    | Sherwood Park | 241           | 236           |
| 9    | Vancouver     | 233           | 211           |
| 10   | Gurgoon       | 196           | 196           |

| Platform |                | ↓ Users       | New users     |
|----------|----------------|---------------|---------------|
|          |                | 0             |               |
|          |                | 14,324        | 14,237        |
|          |                | 100% of total | 100% of total |
| 1        | web / mobile   | 9,039         | 9,028         |
| 2        | web / desktop  | 4,583         | 4,558         |
| 3        | web / tablet   | 669           | 650           |
| 4        | web / smart tv | 1             | 1             |



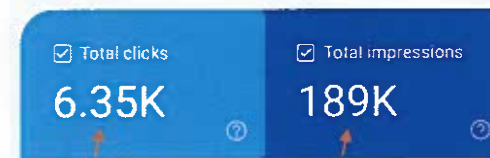
# BETTER IN BARRHEAD

GOOGLE SEARCH CONSOLE

IMPRESSIONS & CLICKS

2022-04-1 TO 2022-12-31

**Search Console** provides information on how many people saw information about Better in Barrhead on an **organic Google Search** when looking up specific terms they type into the Google Search bar. This is NOT directly related to Programmatic Advertising but is affected by Programmatic Advertising.



How many people clicked on our info on the SERP

How many people saw our information on the SERP

☐ Average CTR  
3.4%

☐ Average position  
14.7

Avg position is 14.7 down the list. We want to be top 3, if not first.

TOWN OF  
**BARRHEAD**  
ALBERTA



# BETTER IN BARRHEAD

GOOGLE SEARCH CONSOLE

IMPRESSIONS & CLICKS

2022-04-1 TO 2022-12-31



Months with increased activity are those where we had more of our events happening in town: June, July, August & December

TOWN OF  
**BARRHEAD**  
ALBERTA



# BETTER IN BARRHEAD

GOOGLE SEARCH CONSOLE

TOP QUERIES

2022-04-1 TO 2022-12-31

| QUERIES                        | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES |
|--------------------------------|-------|-----------|---------|-------------------|-------|
| Top queries                    |       |           |         |                   |       |
| barrhead demolition derby      |       |           |         |                   |       |
| better in barrhead             |       |           |         |                   |       |
| golberg lake campground        |       |           |         |                   |       |
| barrhead canada day 2022       |       |           |         |                   |       |
| bat traps golf course          |       |           |         |                   |       |
| barrhead street festival 2022  |       |           |         |                   |       |
| peanut lake campground         |       |           |         |                   |       |
| barrhead derby 2022            |       |           |         |                   |       |
| barrhead demolition derby 2022 |       |           |         |                   |       |
| things to do in barrhead       |       |           |         |                   |       |

| ↓ Clicks | Impressions |
|----------|-------------|
| 148      | 1,736       |
| 100      | 172         |
| 96       | 333         |
| 54       | 222         |
| 37       | 185         |
| 73       | 187         |
| 73       | 277         |
| 55       | 224         |
| 56       | 216         |
| 53       | 422         |

View per page 10 1-10 of 1000

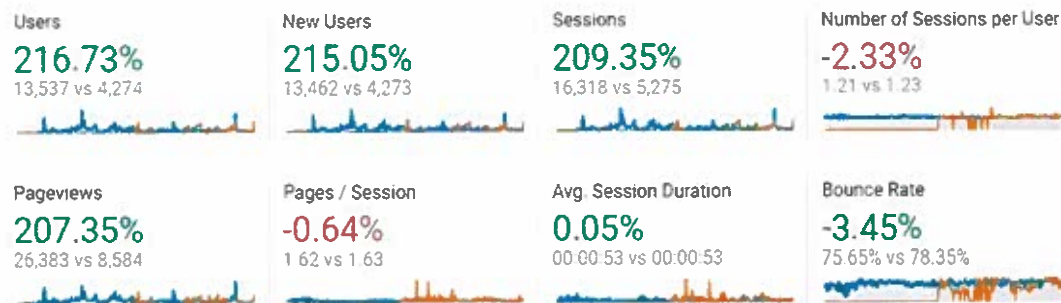


# BETTER IN BARRHEAD

YEAR-OVER-YEAR PERFORMANCE

GOOGLE ANALYTICS

2022-04-1 TO 2022-12-31



Overall, BIB outperformed 2021 as it should have with greatly increased users to the platform, and page views.

Metrics to be analyzed & addressed:

- Bounce Rate – how many users leave the site after arriving on the landing page
- Session duration – how long they're on our site before they leave
- Pages/Session – how many pages they look through before leaving

This comes with better  
understanding our audience

TOWN OF  
**BARRHEAD**  
ALBERTA



# BETTER IN BARRHEAD

ROOM FOR IMPROVEMENT

Aligning keywords in programmatic advertising with on-site SEO efforts (i.e., URL descriptions, keywords in copy, meta descriptions for each page)

---

Getting community organizations on board with sharing event information, and providing business images and information to shore up our internal directories.

---

Increasing awareness of Better in Barrhead within our community.

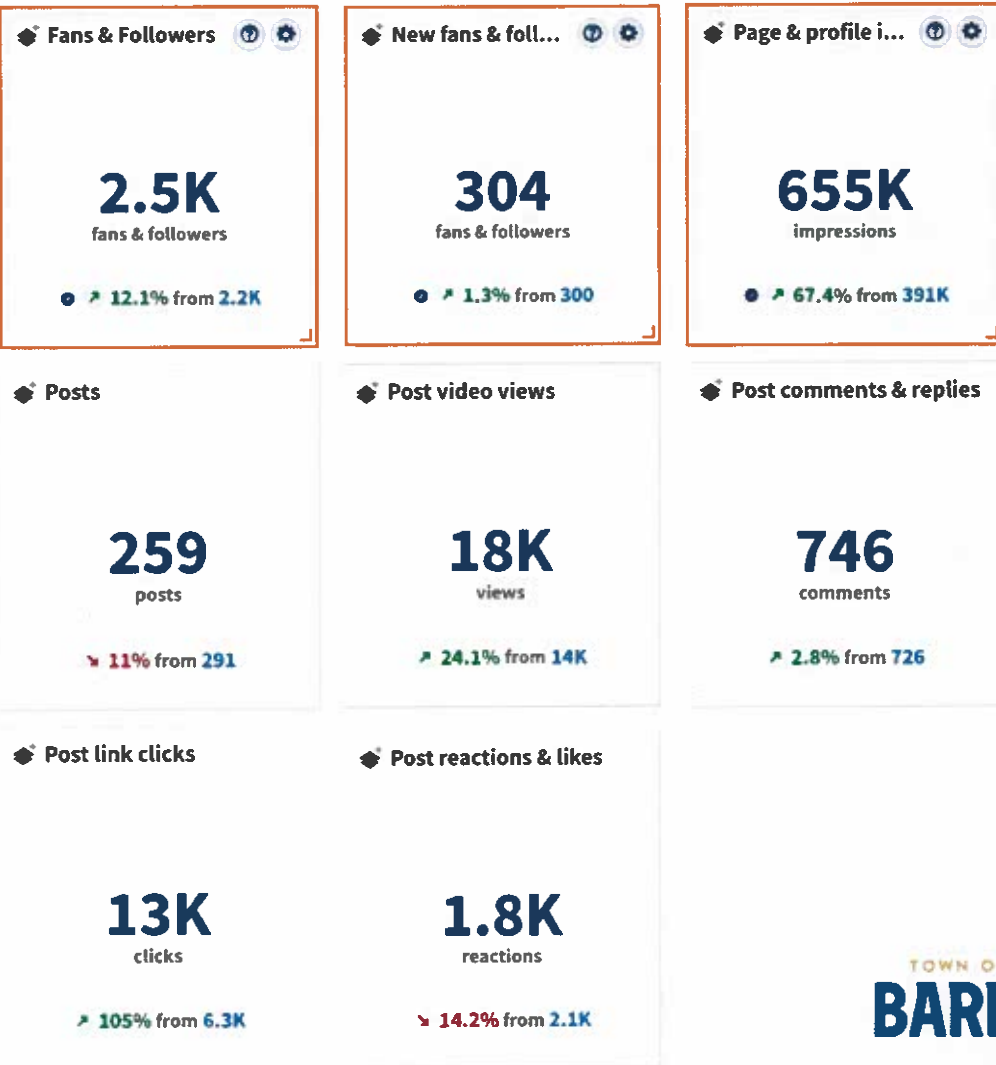
---

Taking a more integrated approach to advertising Better in Barrhead – splitting advertising dollars between programmatic advertising, content production (features), and Google Ads for specific keywords and events



# SOCIAL MEDIA

FACEBOOK



# SOCIAL MEDIA

## FACEBOOK

Facebook is seeing continued growth in followers and engagement with click-throughs to links.

---

There were several COVID related posts that consumed most of our content shared to Facebook in 2021, which would attribute to the reduction of posts made to Facebook in 2022 (-11%).

---

Suspicion of reduced reactions could be 2022 saw a lot less controversy around decisions made in relation to COVID protocols.

---

Facebook only shows content to 8% of a page's followers. Our success comes from sharing our posts to Barrhead Community Group pages getting more eyes on our content and increasing our Key Performance Indicators as shown in the previous slide.

# SOCIAL MEDIA

## FACEBOOK

### PLANNED IMPROVEMENTS

Work with departments in creating a content calendar where we can pre-plan and schedule posts more often creating more efficiency in cross-channel communications

---






Research further methods of increasing exposure to our Facebook content without having to pay for ads or boosted posts.

---




Work towards further developing brand voice and image by increasing positive commentary conversations with those users who comment under posts.

## Most Popular Posts by Reactions





### Posts Table

| DATE                              | MESSAGE  | REACTIONS | COMMENTS | SHARES |
|-----------------------------------|--|-----------|----------|--------|
| Town of Barrhead<br>Feb 22, 18:28 |  A big congratulatory high five goes out to Melissa Lotholz! You always show us that hard work and determination pays off. We're always behind you cheering you on. #sleighday Image from @mellotholz Instagram   | 170       | 9        | 7      |
| Town of Barrhead<br>Aug 28, 19:00 |  Look who's back in town! After an extended vacation, Aaron the Heron IS BACK on a new perch south of the gazebo (Hwy 33 & 50 St). He's excited to greet familiar and new faces with an amazing backdrop for any photos you'd like to take with him. Be sure to stop on by and say hello!   | 158       | 14       | 16     |
| Town of Barrhead<br>Feb 17, 21:11 | Melissa Lotholz and her team mate have their first 2022 Winter Olympics bobsleigh heats starting Friday, Feb 18 at 5:00 am. Will you be watching? Go Melissa! Barrhead is rooting for you!   | 91        | 5        | 46     |
| Town of Barrhead<br>Jan 17, 20:33 | Effective Feb 1/22, the Aquatics Centre will move to the Restrictions Exemption Program requiring all patrons age 12 and over to provide proof of vaccination, negative privately paid test result taken within 72 hours prior to attendance, or medical exemption. Unfortunately, Council had to make this difficult decision due to non-compliance in wearing masks and socially distancing. Read all about the reasons behind this decision below. <a href="https://barrhead.ca/p/local-news/933be8a6-1d31-4105-9314-a48b9cc3b9e7">https://barrhead.ca/p/local-news/933be8a6-1d31-4105-9314-a48b9cc3b9e7</a>    | 90        | 240      | 41     |
| Town of Barrhead<br>Feb 09, 03:48 | IMPORTANT UPDATE: The Province is removing the Restriction Exemptions Program effective 11:59 pm, tonight. The Aquatics Centre will no longer require proof of vaccination.  | 90        | 20       | 23     |
| Town of Barrhead<br>Nov 21, 18:43 |  REMEMBERING DR. GODBERSON. Dr. Charles Godberson dedicated much of his life to the Barrhead community through his medical profession and by serving on Town Council for 15 years. We are commemorating his service and life by lowering our municipal flag to half mast until sunset on the day of his funeral. Monday, November 28th, 2022. Please see the link below for more information.   | 67        | 5        | 37     |
| Town of Barrhead<br>Jun 23, 13:56 |  Our Wibit has arrived and it's ready for you to use on Friday, June 24, at our Summer Kick Off Teen Event alongside music, games prizes, snacks and more! No registration required. Open to youth ages 13 - 17 only, from 6:30 - 8:30 pm. Get your American Ninja Warrior self in action as you attempt to stay atop our floating obstacle course. The Wibit will be in place for special event swims and can be rented for birthday parties. For more information about our Wibit, contact Parks & Recreation at 780-674-2532. | 60        | 13       | 16     |
| Town of                           |  Recycling Roundup  |           |          |        |

## Most Popular Posts by comments

| Posts Table                       |   |   |  | REACTIONS | COMMENTS | SHARES |
|-----------------------------------|---|---|--|-----------|----------|--------|
| DATE                              | MESSAGE   |   |  |           |          |        |
| Town of Barrhead<br>Jan 17, 20:33 | Effective Feb 1/22, the Aquatics Centre will move to the Restrictions Exemption Program requiring all patrons age 12 and over to provide proof of vaccination, negative privately-paid test result taken within 72 hours prior to attendance, or medical exemption. Unfortunately, Council had to make this difficult decision due to non-compliance in wearing masks and socially distancing. Read all about the reasons behind this decision below. <a href="https://barrhead.ca/p/local-news/933be8a6-1d31-4105-9334-a448f9cc3b9e7">https://barrhead.ca/p/local-news/933be8a6-1d31-4105-9334-a448f9cc3b9e7</a> |   |  | 90        | 240      | 41     |
| Town of Barrhead<br>Jan 14, 20:06 | Many questions have been received and comments posted regarding the coming changes to how the Aquatics Centre will be operating. Read our responses to the most frequently asked questions here: <a href="https://barrhead.municipalwebsites.ca/Editor/images/Documents/POOL%20REP%20FAQ.pdf">https://barrhead.municipalwebsites.ca/Editor/images/Documents/POOL%20REP%20FAQ.pdf</a>  |    |  | 28        | 64       | 15     |
| Town of Barrhead<br>Mar 31, 16:03 | It's time to get their bounce on! Bounce House Drop-ins will be starting on April 11! Visit the link below for more info on drop-in times, rates, and bounce house rentals:   |   |  | 37        | 30       | 20     |
| Town of Barrhead<br>Feb 09, 03:48 | IMPORTANT UPDATE: The Province is removing the Restriction Exemptions Program effective 11:59 pm, tonight. The Aquatics Centre will no longer require proof of vaccination.   |   |  | 80        | 20       | 23     |
| Town of Barrhead<br>Jul 19, 15:58 | The Blue Heron Parade is back and expected to be bigger than ever. Council has approved a requested change to the parade route to accommodate a larger event. Please note which streets will be closed during the parade and ensure that vehicles and other obstacles are removed from identified roadways.   |   |  | 25        | 19       | 38     |
| Town of Barrhead<br>Oct 13, 16:49 | We are getting closer to the pool reopening! Expect to see news in the coming weeks with an exact reopening date in early November. All the details on the status of the pool maintenance repairs can be found in the link below.   |   |  | 8         | 15       | 13     |
| Town of Barrhead<br>Aug 15, 19:00 | Look who's back in town! After an extended vacation, Aaron the Heron IS BACK on a new perch south of the gazebo (Hwy 33 & 50 St). He's excited to greet familiar and new faces with an amazing backdrop for any photos you'd like to take with him. Be sure to stop on by and say hello!  |   |  | 158       | 14       | 16     |
| Town of Barrhead                  | Do you want to build a snowman? The Barrhead Arena indoor ice surface will be transformed into a winter wonderland with snow, trees, and a light display. Join us for these FREE and interactive Public Skates from 8 am - 8 pm. Experience winter...inside!  |  |  | 19        | 13       | 0      |

## Most Popular Posts by shares

| Posts Table                       |   |   |  | REACTIONS | COMMENTS | SHARES |
|-----------------------------------|---|---|--|-----------|----------|--------|
| DATE                              | MESSAGE   |   |  |           |          |        |
| Town of Barrhead<br>May 09, 14:38 | <b>Recycling Roundup</b><br>They're in our basements, in our garages, stuffed in storage rooms...and worse. Some are even being tossed in the garbage. In Alberta, old tires, paint, electronics and used oil are being shoved to the side instead of being recycled. It's time they were put in their place. In Barrhead, you can bring your leftover paint, empty paint cans and spray paint cans, computer equipment, TVs, tires, and used oil to the compost yard East of the Emergency Response Centre at 4515 61 Avenue from 1:00 pm - 4:00 pm on Saturday, June 11th.                                    |    |  | 58        | 10       | 49     |
| Town of Barrhead<br>Feb 17, 22:11 | Melissa Lotholz and her team mate have their first 2022 Winter Olympics bobsleigh heats starting Friday, Feb 18 at 5:00 am. Will you be watching? Go Melissa! Barrhead is rooting for you!  |   |  | 91        | 5        | 46     |
| Town of Barrhead<br>Jan 17, 20:33 | Effective Feb 1/22, the Aquatics Centre will move to the Restrictions Exemption Program requiring all patrons age 12 and over to provide proof of vaccination, negative privately-paid test result taken within 72 hours prior to attendance, or medical exemption. Unfortunately, Council had to make this difficult decision due to non-compliance in wearing masks and socially distancing. Read all about the reasons behind this decision below. <a href="https://barrhead.ca/p/local-news/933be8a6-1d31-4105-93f4-a48b9cc3b9e7">https://barrhead.ca/p/local-news/933be8a6-1d31-4105-93f4-a48b9cc3b9e7</a> |   |  | 90        | 240      | 41     |
| Town of Barrhead<br>Jul 19, 15:58 | The Blue Heron Parade is back and expected to be bigger than ever. Council has approved a requested change to the parade route to accommodate a larger event. Please note which streets will be closed during the parade and ensure that vehicles and other obstacles are removed from identified roadways.   |   |  | 25        | 19       | 38     |
| Town of Barrhead<br>Nov 21, 18:43 | <b>REMEMBERING DR. GODBERSON.</b> Dr. Charles Godberson dedicated much of his life to the Barrhead community through his medical profession and by serving on Town Council for 15 years. We are commemorating his service and life by lowering our municipal flag to half mast until sunset on the day of his funeral, Monday, November 28th, 2022. Please see the link below for more information.   |    |  | 67        | 5        | 37     |
| Town of Barrhead<br>Mar 14, 19:09 | <b>Scoop that Poop</b><br>Excessive dog poop in alleys? Just because you think no one is looking, it's still your responsibility to pick up after your dog, regardless if you're in the dog park, on a sidewalk, or making your way to a dog park down an alley. #scoopthatpoop #PoopAndScoop #dogpark #dogparks #dogparkfun  |    |  | 23        | 11       | 32     |
| Town of Barrhead<br>Aug 10, 15:45 | We're kicking off Blue Heron Rodeo weekend with a Movie in the Park, starting at 9 pm on Friday, August 12. Bring your friends, family, comfy seating and snacks as you settle in to watch Jumanji: Welcome to the Jungle on the big screen at the Barrhead Sportsgrounds. Admission is a donation to the FCSS Food Bank. <a href="https://barrhead.ca/p/local-news/38241fe6-303a-4c03-a01c-8f8800411f39">https://barrhead.ca/p/local-news/38241fe6-303a-4c03-a01c-8f8800411f39</a>   |  |  | 9         | 0        | 29     |

# Video production

YOUTUBE

Metrics in 2022 showed a decline in many Key Performance Indicators:

- Views: 9,921 (-14%)
- Watch time hours: 276.3 (-37.3%)
- Total subscribers: 111
- Impressions: 105,445 (+47%)
- Impressions CTR: 4.2% (-35.4%)



# Video production

YOUTUBE

## Top videos

|  |     |      |      |       |   |      |
|--|-----|------|------|-------|---|------|
| <input type="checkbox"/> Pembina River Float                   | 942 | 9.5% | 36.6 | 13.2% | 0 | 0.0% |
| <input type="checkbox"/> It's Splash Park Season!              | 803 | 8.1% | 8.5  | 3.1%  | 0 | 0.0% |
| <input type="checkbox"/> Lifeguard Training                    | 685 | 6.9% | 17.6 | 6.4%  | 2 | 6.9% |
| <input type="checkbox"/> Open Farm Days with Birch Creek Farms | 432 | 4.4% | 17.5 | 6.3%  | 0 | 0.0% |
| <input type="checkbox"/> How to See Northern Lights in Alberta | 427 | 4.3% | 13.3 | 4.8%  | 0 | 0.0% |

## Top traffic source

| Traffic source                                  | Views | Watch time (hours) | Average view duration | Impressions | Impressions click-through rate |
|---|-------|--------------------|-----------------------|-------------|--------------------------------|
| <input checked="" type="checkbox"/> Total       | 9,921 | 276.3              | 1:40                  | 105,445     | 4.2%                           |
| <input type="checkbox"/> External               | 3,232 | 32.6%              | 1:52                  | -           | -                              |
| <input type="checkbox"/> YouTube search         | 2,400 | 24.2%              | 1:55                  | 27,826      | 7.5%                           |
| <input type="checkbox"/> Suggested videos       | 1,675 | 16.9%              | 1:14                  | 45,809      | 2.6%                           |
| <input type="checkbox"/> Browse features        | 1,050 | 10.6%              | 1:41                  | 19,395      | 3.4%                           |
| <input type="checkbox"/> Channel pages          | 533   | 5.4%               | 1:09                  | 12,090      | 3.7%                           |
| <input type="checkbox"/> Direct or unknown      | 493   | 5.0%               | 1:40                  | -           | -                              |
| <input type="checkbox"/> YouTube advertising    | 378   | 3.6%               | 0:27                  | -           | -                              |
| <input type="checkbox"/> Other YouTube features | 97    | 1.0%               | 3:14                  | -           | -                              |
| <input type="checkbox"/> Playlists              | 30    | 0.3%               | 2:29                  | 151         | 1.3%                           |
| <input type="checkbox"/> Playlist page          | 17    | 0.2%               | 1:35                  | 172         | 9.9%                           |
| <input type="checkbox"/> Hashtag pages          | 9     | 0.1%               | 1:15                  | -           | -                              |
| <input type="checkbox"/> Notifications          | 7     | 0.1%               | 1:27                  | -           | -                              |
| <input type="checkbox"/> Product pages          | -     | -                  | -                     | 2           | 0%                             |

TOWN OF  
**BARRHEAD**  
ALBERTA



# Video production

YOUTUBE

## Top viewers by city

| Cities                              |            | Views |      | Watch time (hours) |      | Average view duration |  |
|-------------------------------------|------------|-------|------|--------------------|------|-----------------------|--|
| <input type="checkbox"/>            | Total      | 9,921 |      | 276.3              |      | 1:40                  |  |
| <input checked="" type="checkbox"/> | Edmonton   | 203   | 2.1% | 7.4                | 2.7% | 2:12                  |  |
| <input type="checkbox"/>            | Barrhead   | 180   | 1.8% | 4.6                | 1.7% | 1:32                  |  |
| <input type="checkbox"/>            | Chermainus | 43    | 0.4% | 0.0                | 0.0% | 0:03                  |  |
| <input type="checkbox"/>            | Calgary    | 37    | 0.4% | 0.7                | 0.3% | 1:09                  |  |
| <input type="checkbox"/>            | Montendre  | 17    | 0.2% | 0.0                | 0.0% | 0:05                  |  |
| <input type="checkbox"/>            | Fort Worth | 13    | 0.1% | 1.0                | 0.4% | 4:41                  |  |

## Top viewers by AGE

| Viewer age                          |             | Views |  | Average view duration |  | Average percentage viewed |  | Watch time (hours) |  |
|-------------------------------------|-------------|-------|--|-----------------------|--|---------------------------|--|--------------------|--|
| <input checked="" type="checkbox"/> | 13-17 years | -     |  | -                     |  | -                         |  | -                  |  |
| <input type="checkbox"/>            | 18-24 years | 21.5% |  | 0:29                  |  | 12.4%                     |  | 31.9%              |  |
| <input type="checkbox"/>            | 25-34 years | 78.5% |  | 0:17                  |  | 5.8%                      |  | 68.1%              |  |
| <input type="checkbox"/>            | 35-44 years | -     |  | -                     |  | -                         |  | -                  |  |
| <input type="checkbox"/>            | 45-54 years | -     |  | -                     |  | -                         |  | -                  |  |
| <input type="checkbox"/>            | 55-64 years | -     |  | -                     |  | -                         |  | -                  |  |
| <input type="checkbox"/>            | 65+ years   | -     |  | -                     |  | -                         |  | -                  |  |

# Video production

YOUTUBE

## Moving forward

First, acknowledge the strides Parks & Recreation made in video production.

---

Data shows a lack of positive ROI from YouTube videos, therefore moving forward we are:

- Sharing any short-notice videos that will not age well (i.e. non-evergreen content) on social media stories that typically expire and fall off the platform within 24 hours
- Posting one (1) video per month with a 6-week planning period
  - Ensure we properly plan videos
  - Ensure content audience is truly looking for
  - Ensure the engagement of subject matter experts
  - Allows for a proper vetting period to ensure protection of the Town from potential PR issues

# Video production

YOUTUBE

## Moving forward (Cont'd)

Expand coverage to other departments to ensure we're not just focusing on community events/Parks & Recreation

- Aid in bringing awareness to what the Town does as an entire organization
- Dispel public misconceptions

---

Look at our more successful videos and replicate that formula

# Video production

YOUTUBE

## Moving forward (Cont'd)

Try to better understand our audience

- Build marketing/comms strategies and their placement backwards from audience wants and needs
- Hone in on what the audience wants based on metrics provided by Google and our social platforms

## In summary...

Our efforts have been successful, but as the market changes, and people's ways of consuming information shifts, we need to adjust our efforts to meet those needs.

---

Communications and Marketing rely on the constant analysis of metrics to better understand how to reach the desired audience. What works this year, might not work next year.

---

Changes are not about a lack in effort or a failure, but ensuring our organization's efforts result in the Town of Barrhead maintaining and building upon its relevance and connection with our ratepayers, tourists, and potential investors.

# REQUEST FOR DECISION

**To:** Town Council

**From:** Edward LeBlanc, CAO

**cc:** File

**Date:** March 14, 2023

**Re:** 6:00 p.m. Delegation Evan Jamison – VP, Manufacturing, Great West Media and Lynda Leng, General Manager, Town and Country, Great West Media

---

## 1.0 **PURPOSE:**

To hear a presentation from Mr. Evan Jamison – VP, Manufacturing, Great West Media and from Ms. Lynda Leng, General Manager, Town and Country, Great West Media in regards to the effects the Provincial Producer Responsibility fees will have on the newspaper industry.

## 2.0 **BACKGROUND AND DISCUSSION:**

During the February 28, 2023 Council Meeting, a discussion took place on the Provincial Extended Producer Responsibility fees and the potential effects on the newspaper industry.

After the discussion, Council passed the following resolution:

*Moved by Cr. Klumph that Council instructs Administration to extend an invitation to the local newspaper to presentation information to Council in respect to seeking an exemption relating to the Extended Producer Responsibility framework fee.*

(Resolution No. 057-23)

## 3.0 **ALTERNATIVES:**

- 3.1 That Council accept the report from Mr. Evan Jamison – VP, Manufacturing, Great West Media and from Ms. Lynda Leng, General Manager, Town and Country, Great West Media on having newspapers be exempt from the Provincial Producer Responsibility fees, as presented and provide a letter of support.

3.2 That Council accept the report from Mr. Evan Jamison – VP, Manufacturing, Great West Media and from Ms. Lynda Leng, General Manager, Town and Country, Great West Media on having newspapers be exempt from the Provincial Producer Responsibility fees, as presented.

3.3 That Council tables the presentation from Mr. Evan Jamison – VP, Manufacturing, Great West Media and from Ms. Lynda Leng, General Manager, Town and Country, Great West Media on having newspapers be exempt from the Provincial Producer Responsibility fees, and requests from them to provide further information at a future Council Meeting.

**4.0 FINANCIAL IMPLICATIONS:**

Not Applicable

**5.0 INTERDEPARTMENTAL IMPLICATIONS:**

Not Applicable

**6.0 SENIOR GOVERNMENT IMPLICATIONS:**

Not applicable

**7.0 POLITICAL/PUBLIC IMPLICATIONS:**

Not Applicable

**8.0 ATTACHMENTS:**

8.1 – PowerPoint presentation – as prepared by Mr. Evan Jamison

**9.0 RECOMMENDATION:**

Council accept the report from Mr. Evan Jamison – VP, Manufacturing, Great West Media and from Ms. Lynda Leng, General Manager, Town and Country, Great West Media on having newspapers be exempt from the Provincial Producer Responsibility fees, as presented and provide a letter of support.

(original signed by the CAO)  
Edward LeBlanc  
CAO



3228 Parsons Road, Edmonton, Alberta T6N 1M2  
Phone: 780-434-8746 | Fax: 780-438-8356 | Alberta Toll Free: 1-800-282-6903

March 9, 2023

Attn: Barrhead Town Council

Re: Extended Producer Responsibility and its impact on Alberta Newspapers

Dear Mayor and Council,

The implementation of Alberta's new Extended Producer Responsibility Program (EPR) has been a concern for newspapers across the province for some time. It is encouraging that the advertisement in the February 21<sup>st</sup> edition of Town & Country This Week caught the attention of your council. Thank you for your interest in the matter and providing an opportunity for me to speak at your council meeting on March 14, 2023.

The fees imposed under the new EPR program will have a detrimental impact on newspapers across the province.

EPR will layer additional costs on an important industry that is already under severe pressure. When the pandemic hit, we were forced to move fast to address immediate and steep declines in revenue. As you are aware, The Barrhead Leader is now part of regional newspaper, Town & Country This Week. While we recognize the historical and local significance of publishing the Barrhead Leader, we had no choice but to merge the Leader in with the Westlock News and the Athabasca Advocate. The revenue declines were immediate, and remain a reality today.

A newspaper like Town & Country could be looking at EPR fees of \$9,000 per year or more. The St. Albert Gazette could be looking at fees of \$40,000 per year or more. The larger the newspaper, the higher the cost. To some these might look like small numbers, but they are in addition to many other rising costs due to inflation. In the past couple of years, we have seen electricity charges more than double, printing plate and newsprint prices increase by more than 30 per cent, ink costs increase by more than 20 per cent, not to mention fuel costs, labour costs and property taxes. Our business is not immune to these additional cost pressures.

Even if the smallest newspapers in Alberta are excluded from paying fees under de minimis standards, they will still be impacted indirectly. The largest newspapers will incur the highest fees but they are in no better position to pay them. Affecting their viability will have knock-on effects in the handful of printing plants Alberta newspapers use. The print ecosystem is well integrated, and the larger papers carry most of the costs in the printing facilities.



What is gained by having newspapers included in the EPR program? The province lists several goals:

- Reducing the volume of waste going to landfills
- Better managing waste through the circular economy
- Encourage companies to produce less waste and come up with innovative ways to recycle
- Diversify the economy
- Shift costs from municipalities and taxpayers to the producers of the waste

The newspaper industry believes we have already achieved most of these goals, without the need for EPR.

- We have moved to lighter weight papers, produced locally in Whitecourt, AB
- We print only the number of pages and copies we need for each edition. The volume of newsprint sent into the recycling stream has been declining steadily
- Old newsprint is easily recyclable, unlike many plastic packaging products
- Old newsprint has high collection rates
- Old newsprint has well established recycling markets and has commercial value in the recycling stream

It is highly unlikely that any domestic capacity will be developed for repulping old newsprint in our province. There isn't sufficient volume to make it work and there is sufficient existing infrastructure across North America.

Recent studies from Dr. Calvin Lakhan at York University have shown that EPR programs often do not meet their objectives and can add inflationary costs to consumers. Here is a link from a Toronto Star article: <https://www.thestar.com/business/2022/05/14/little-green-lies-we-fill-our-blue-boxes-with-plastic-but-hardly-any-gets-recycled-will-fords-new-system-change-that.html>

Based on the current rates in British Columbia, the proposed EPR program could cost Alberta newspapers upwards of \$1 million a year. These are fees newspapers cannot afford. We have a digital strategy and are earnestly defining a business plan where the delivery of digital news supports our efforts and pays our staff, but the printed product still pays most of the bills for almost all newspapers, especially in small markets. We have recently seen 12 Postmedia papers in Alberta switch to digital only, citing high production and distribution costs as part of the reason (<https://www.coldlakesun.com/news/cold-lake-sun-moves-fully-digital-ends-print-edition>). Moving to digital only can also affect access to the newspaper. Not everyone has good internet access, or even want to read the paper online.

Newspapers play an important role in their local communities. The federal government has recognized this and is actively working to support our industry through different programs and proposed legislation (Bill C-18).

The Government of Ontario also recognizes the importance of local newspapers and the challenges they face. That province recently decided to exempt newspapers from its revamped EPR program. If one looks outside of Canada, there are many jurisdictions that exempt newspapers from EPR-type programs.

Newspapers provide a public service. We aspire to be the public's eyes and ears. We pay reporters to cover community news. They dutifully attend council meetings, cover minor hockey games and little league baseball, attend court proceedings and provide the public general information – all of which is intended to inform and engage citizens, to the betterment of the community as a whole. How do you capture the value that provides to a community? Our commitment to be the community's public record will be compromised with the added cost of EPR. We believe the public expects our services. The costs of EPR are high (and damaging. As our costs increase, our ability to invest in community journalism diminishes) to us, however, it is nominal to the public, and we trust something they would be willing to forego so we can continue our commitment to the community.

Some argue that newspapers should pay their "fair share" for the material we add to the recycle stream. Newspapers add an ever-declining volume to the collection system. We don't believe the incremental cost of collection, picking them up alongside all the other recycled materials like cardboard and plastic, is very high. EPR adds a burden to our industry that is unnecessary and adds another layer of costs that will be too much for some to bear. Are EPR fees worth more newspaper closures? We can't just look at the cost of recycling newspapers without considering the "uncaptured" value they also provide to their communities.

We have been asking the Alberta Government to follow Ontario's lead and give all newspapers a full exemption from EPR fees.

Any support your council can provide Town & Country, and other newspapers across the province, would be greatly appreciated.

Sincerely,



Evan Jamison  
President, Alberta Weekly Newspapers Association  
VP Manufacturing, Great West Media  
[ejamison@greatwest.ca](mailto:ejamison@greatwest.ca)  
780-460-5534

# REQUEST FOR DECISION

**To:** Town Council

**From:** Edward LeBlanc, CAO

**cc:** File

**Date:** March 14, 2023

**Re:** Alberta Trappers Association – 2024 Rendezvous Event

## 1.0 **PURPOSE:**

To consider providing a discounted rental rate for a provincial-wide event to be potentially held in the Town of Barrhead in 2024.

## 2.0 **BACKGROUND AND DISCUSSION:**

The Alberta Trappers Association is planning their 2024 provincial event which could have as many as 600 participants and are exploring the possibility of hosting in the event in the Town of Barrhead.

The Association would like to utilize the Town's arena facility along with the amenities offered by the Barrhead Agricultural Society.

Should the Town of Barrhead be successful in hosting the event, it would entail the following:

|                                 | <u>(rental rates)</u> |
|---------------------------------|-----------------------|
| ➤ Arena                         | 1,224.00 per day      |
| ➤ Charles Godberson Rotary Room | 153.05 per day        |
| ➤ Upstairs Meeting Room         | <u>153.05 per day</u> |
| Total                           | 1,530.10 per day      |

The Association would require these three areas for four full days. The overall cost of the event could be a factor when the Association chooses a location.

The Association requires the information from the Town by the end of March.

## 3.0 **ALTERNATIVES:**

- 3.1 That Council confirms the rental fees be in accordance with Policy No. 72-002 – Recreation Facility Rentals & Rates Policy for the pending Alberta Trappers Association – 2024 Rendezvous event.
- 3.2 That Council provide a discount in regards to Policy No. 72-002 – Recreation Facility Rentals & Rates Policy for the pending Alberta Trappers Association – 2024 Rendezvous event, as authorized by Council.
- 3.3 That Council tables the report regarding the Alberta Trappers Association – 2024 Rendezvous Event and instructs Administration to provide further information for the next Council Meeting.

#### **4.0 FINANCIAL IMPLICATIONS:**

The total potential rental income is \$6,120.40 for the event or less should Council decide to offer a discount.

#### **5.0 INTERDEPARTMENTAL IMPLICATIONS:**

Not Applicable

#### **6.0 SENIOR GOVERNMENT IMPLICATIONS:**

Not applicable

#### **7.0 POLITICAL/PUBLIC IMPLICATIONS:**

A provincial-wide event would provide an opportunity to showcase the Barrhead community to residents from other parts of the Province. Should a discount be provided the Town would be recognized as a sponsor of the events. The details to the sponsorship levels are attached.

#### **8.0 ATTACHMENTS:**

8.1 – Alberta Trappers' 2023 Rendezvous Sponsorship Opportunities and Levels

#### **9.0 RECOMMENDATION:**

Administration waits for further direction from Council.

(original signed by the CAO)  
Edward LeBlanc  
CAO



## Alberta Trappers' 2023 Rendezvous Returns To The Creek

PO Box 6020  
WESTLOCK, AB T7P 2P7  
**780-349-6626**  
info@albertatrappers.com  
[www.albertatrappers.com](http://www.albertatrappers.com)



---

## SPONSORSHIP OPPORTUNITIES & LEVELS



### **EVENT LEVEL \$10,000 and up**

**You will receive 4 complimentary weekend passes & Trade Show Booth**

Includes banner promotion, table promotion, correspondence promotion, web and social media promotion and special recognition at all events including Friday Night Beer Social Bean Buster Challenge and VIP seating for Saturday night banquet.



### **GOLD LEVEL \$5,000 - \$9,999**

**You will receive 4 complimentary weekend passes & Trade Show Booth**

Sponsorship Level is for the Dinner Friday Evening. Sponsored event recognition, correspondence, web and social media promotion and VIP seating for Saturday night banquet



### **SILVER LEVEL \$2,500 - \$4,999**

**You will receive 2 complimentary weekend passes & Trade Show Booth**

Sponsorship level is for listed events selected. Recognition on web and social media

Choose one or more of the following at the **Silver Level**:

- ☐ UTC (Ultimate Trapper Competition)
- ☐ Friday Lunch
- ☐ Friday Supper
- ☐ Friday Evening Entertainment

- ☐ Signage
- ☐ Saturday Breakfast



## **Alberta Trappers' 2023 Rendezvous Returns To The Creek**

PO Box 6020  
WESTLOCK, AB T7P 2P7  
**780-349-6626**  
info@albertatrappers.com  
[www.albertatrappers.com](http://www.albertatrappers.com)



### **BRONZE LEVEL \$1,000 - \$2,499**

**You will receive recognition at listed events selected and receive 2 complimentary weekend passes**

Choose one or more of the following at the **Bronze Level**:

- ☐ Master of Ceremonies
- ☐ Knife Sharpening Demonstration
- ☐ Beaver Foot Holding Demonstration
- ☐ Wolf Management Seminar
- ☐ Kid's Corner Event
- ☐ Guest Speaker
- ☐ Fur Handling Demonstration
- ☐ Coyote Snaring System
- ☐ Snaring Field Demonstration
- ☐ Animal Damage Control Seminar
- ☐ Wolverine Trapping Seminar
- ☐ Resident Trapping Seminar



## **Alberta Trappers' 2023 Rendezvous Returns To The Creek**

PO Box 6020  
WESTLOCK, AB T7P 2P7  
**780-349-6626**  
info@albertatrappers.com  
[www.albertatrappers.com](http://www.albertatrappers.com)



☐ **TABLE SPONSORSHIP \$250 Per Table** (indicate how many)  
You will receive an 8x10 Framed Company Logo displayed on each  
of the tables that you sponsor

☐ **FUR HANDLING SPONSORSHIP \$ 100.00/per event**  
Choose at least 1 or more activities of the following

- ☐ Beaver Fur Handling
- ☐ Black Bear Fur Handling
- ☐ Coyote Fur Handling
- ☐ Lynx Fur Handling
- ☐ Marten Fur Handling
- ☐ Otter Fur Handling
- ☐ Skunk Fur Handling
- ☐ Mink Fur Handling
- ☐ Squirrel Fur Handling
- ☐ Wolverine Fur Handling
- ☐ Wolf Fur Handling



**Alberta Trappers' 2023 Rendezvous  
Returns To The Creek**

PO Box 6020  
WESTLOCK, AB T7P 2P7  
**780-349-6626**  
info@albertatrappers.com  
[www.albertatrappers.com](http://www.albertatrappers.com)



**2023 Alberta Trappers' Association Rendezvous  
SPONSORSHIP AGREEMENT**

**Sponsor Information:**

**Business Name:** \_\_\_\_\_  
(this name will appear on recognition signage)

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**TOTAL AMOUNT OF YOUR SPONSORSHIP: \$**

**THANK YOU FOR SUPPORTING THE 2023 ALBERTA TRAPPERS RENDEZVOUS!**

**PLEASE MAKE CHEQUES PAYABLE TO:  
ALBERTA TRAPPERS ASSOCIATION  
PO BOX 6020  
WESTLOCK, AB T7P 2P7**



# REQUEST FOR DECISION

---

**To:** Town Council

**From:** Edward LeBlanc, CAO

**cc:** File

**Date:** March 14, 2023

**Re:** Bank Statement – for month ending February 28, 2023

---

**1.0 PURPOSE:**

To approve the Monthly Bank Statement for the month ending February 28, 2023.

**2.0 BACKGROUND AND DISCUSSION:**

Not applicable.

**3.0 ALTERNATIVES:**

3.1 That Council approves the Monthly Bank Statement for the month ending February 28, 2023, as presented.

3.2 That Council tables the Monthly Bank Statement for the month ending February 28, 2023 and to instruct Administration to provide further information for the next regular Council Meeting.

**4.0 FINANCIAL IMPLICATIONS:**

None

**5.0 INTERDEPARTMENTAL IMPLICATIONS:**

None

**6.0 SENIOR GOVERNMENT IMPLICATIONS:**

None

**7.0 POLITICAL/PUBLIC IMPLICATIONS:**

Not Applicable

**8.0 ATTACHMENTS:**

8.1 Monthly Bank Statement for month ending February 28, 2023.

**9.0 RECOMMENDATION:**

That Council approves the Monthly Bank Statement for the month ending February 28, 2023, as presented.

(original signed by the CAO)  
Edward LeBlanc  
CAO

**TOWN OF BARRHEAD  
MONTHLY BANK STATEMENT  
FOR MONTH ENDED FEBRUARY 28, 2023**

| <b>PER TOWN OF BARRHEAD:</b>       | <b>SERVUS</b>       |                      |
|------------------------------------|---------------------|----------------------|
|                                    | <b>GENERAL ACCT</b> | <b>TERM DEPOSITS</b> |
| Net Balance - Previous Month       | 6,562,649.18        | 0.00                 |
| Receipts                           | 680,114.01          |                      |
| Interest                           | 25,547.41           |                      |
| Transfers from/to Term Deposits    | 0.00                | 0.00                 |
| Cancelled Cheques                  | 0.00                |                      |
| <b>SUBTOTAL</b>                    | <b>7,268,310.60</b> | <b>0.00</b>          |
| Disbursements                      | 1,127,886.64        |                      |
| Debentures/Interest                |                     |                      |
| School Requisition                 | 0.00                |                      |
| Transfers from/to General          | 0.00                | 0.00                 |
| NSF/Returned Cheques or Transfers  |                     |                      |
| Postdated Cheques                  | 0.00                |                      |
| <b>NET BALANCE AT END OF MONTH</b> | <b>6,140,423.96</b> | <b>0.00</b>          |
| *****                              |                     |                      |
| <b>PER BANK:</b>                   |                     |                      |
| Balance at end of month            | 6,756,980.95        | 0.00                 |
| Outstanding Deposits               | 3,776.73            |                      |
| <b>SUBTOTAL</b>                    | <b>6,760,757.68</b> | <b>0.00</b>          |
| Outstanding Cheques                | 620,333.72          |                      |
| <b>NET BALANCE AT END OF MONTH</b> | <b>6,140,423.96</b> | <b>0.00</b>          |

**TERM DEPOSIT SUMMARY**  
**FOR MONTH ENDED FEBRUARY 28, 2023**

| <b><u>Financial<br/>Institution</u></b> | <b><u>Term<br/>Amount</u></b> | <b><u>Interest<br/>Rate</u></b> | <b><u>Term<br/>Started</u></b> | <b><u>Investment Details</u></b> |
|---|-------------------------------|---------------------------------|--------------------------------|----------------------------------|
|---|-------------------------------|---------------------------------|--------------------------------|----------------------------------|

|              |           |          |  |  |
|--------------|-----------|----------|--|--|
| <b>Total</b> | <b>\$</b> | <b>-</b> |  |  |
|--------------|-----------|----------|--|--|

**COUNCIL REPORTS  
AS OF MARCH 14, 2023**

|   |  | Meeting<br>(since last council) |
|---|--|---------------------------------|
| Agricultural Society                                | Cr. Oswald (Alt. Cr. Kluin)                                | _____                           |
| Barrhead Accessibility Coalition                    | Cr. Kluin  | _____                           |
| Barrhead Cares Coalition                            | Cr. Assaf  | _____                           |
| Barrhead & Area Regional Crime Coalition (BARCC)    | Mayor McKenzie   | _____                           |
| Barrhead Attraction & Retention Committee           | Mayor McKenzie   | _____                           |
| Barrhead & District Social Housing Association      | Cr. Smith  | _____                           |
| Barrhead Fire Services Committee                    | Cr. Assaf and Cr. Smith                                    | _____                           |
| Barrhead Regional Airport Committee                 | Mayor McKenzie and Cr. Assaf                               | _____                           |
| Barrhead Regional Water Commission                  | Mayor McKenzie and Cr. Smith<br>(Alt. Cr. Sawatzky)        | _____                           |
| Capital Region Assessment Services Commission       | Cr. Klumph   | _____                           |
| Chamber of Commerce                                 | Cr. Oswald   | _____                           |
| Community Futures Yellowhead East                   | Cr. Assaf (Alt. Cr. Kluin)                                 | _____                           |
| Economic Development Committee                      | Committee of the Whole                                     | _____                           |
| Enhanced Policing School Resource Officer Committee | Cr. Sawatzky (Alt. Mayor McKenzie)                         | _____                           |
| Family & Community Support Services Society         | Cr. Kluin and Cr. Oswald                                   | _____                           |
| Intermunicipal Collaboration Framework Committee    | Cr. Assaf, Cr. Smith and<br>Mayor McKenzie                 | _____                           |
| Library Board                                       | Cr. Klumph (Alt. Cr. Sawatzky)                             | _____                           |
| Municipal Emergency Advisory Commission             | Cr. Assaf, Cr. Kluin and Cr. Smith                         | _____                           |
| Municipal Planning Commission                       | Cr. Assaf, Cr. Oswald and Cr. Sawatzky<br>(Alt. Cr. Smith) | _____                           |
| Subdivision & Development Appeal Board              | Cr. Klumph   | _____                           |
| Twinning Committee                                  | Cr. Klumph   | _____                           |
| Yellowhead Regional Library Board                   | Cr. Klumph (Alt. Cr. Sawatzky)                             | _____                           |



## C.A.O Report

**To:** Town Council

**Date:** March 9, 2023

**Re:** February, 2023 C.A.O. Report

### **Economic Development Services:**

As Council is aware the Town along with the County was approved in our application to be designated under the Rural Renewal stream of the Alberta Advantage Immigration Program (AAIP). This program aims to support our local businesses that has a challenge with attracting & retaining employees.

AAIP is a provincial economic immigration program that nominates individuals for permanent residency in Alberta. The Rural Renewal program will support economic development by attracting qualified newcomers to fill full-time, permanent positions in the County & Town of Barrhead. Participants in the program can receive nomination for permanent residency, which will allow them to stay working, living, and contributing to our community.

To date the following local employers are enrolled in the program:

#### Blue Heron Support Services Association

- Community Disability Service Worker

#### Construction Survey Services

- Surveyor Helper

#### FasGas Plus

- Bookkeeper
- Cashier
- Retail Store Supervisor

#### GFR Ingredients

- Production Supervisor
- Packaging Machine Operator

Life Empowerment Inc.

- Personalized Support Services

Manganino Farms

- Accounts Payable & Receivable Clerk
- Livestock Labourer

Pizza Hut

- Food Counter Attendant

Pizza O'More

- Food Counter Attendant
- Food Service Supervisor

Sal's Famous

- Food Service Supervisor

Additional information is attached to my report.

**Enforcement Services:**

The Department currently has 8 open files under review/investigation:

- Bylaw issues: 3 files
- Traffic Enforcement – (ie: speeding, school zone speeding, distracted driving): 3 files
- Animal control matters/miscellaneous: 2 file

## **Fire Protection Services:**

- Incidents from February 1, 2023 – February 28, 2023
  - Fire: 1 (6.75 hours or 8.2% of the total man hours for the month of February)
  - Rubbish/grass fires: 1 (12.75 hours or 15.6% of the total man hours for the month of February)
  - Vehicle accidents: 1 (6.0 hours or 7.3% of the total man hours for the month of February)
  - Ambulance assists: 18 (51.0 hours or 62.2% of the total hours for the month of February)
  - False Alarms: 7 (5.5 hours or 6.7% of the total man hours for the month of February)

For the month of February there were a total of 28 calls which represented a total of 82.0 firefighter hours.

- Membership of 38 with 37 responding and 1 on a leave of absence.



The following chart outlines the total ambulance assist calls responded by the Regional Fire Department, for the month of February, 2023:

| Response Levels  | February                                      | Town or County          |  | Year To Date                                  | Town or County          |
|--|---|-------------------------|--|---|-------------------------|
| Level A – Not serious (ie: lift assist)                                      | 2   | 2 – Town<br>0 - County  |  | 3   | 3 - Town<br>0 - County  |
| Level B – More serious (ie: medical alert alarm)                             | 0   | 0 - Town<br>0 - County  |  | 0   | 0 – Town<br>0 - County  |
| Level C – Serious (ie: stroke or abnormal breathing)                         | 1   | 1 - Town<br>0 - County  |  | 3   | 3 – Town<br>0 – County  |
| Level D – Possible life threatening (ie: chest pains, unconscious, overdose) | 12  | 10 - Town<br>2 - County |  | 25  | 19 – Town<br>6 – County |
| Level E – Life Threatening (ie: cardiac arrest, ineffective breathing)       | 3   | 3 – Town<br>0 - County  |  | 5   | 5 – Town<br>0 – County  |
| Total calls  | 18  | 16 – Town<br>2 - County |  | 36  | 30 – Town<br>6 – County |
| Total hours spent on calls   | 51.0 hours<br>or 62.2.5%<br>of total<br>hours |                         |  | 125.75<br>hours or<br>61.8% of<br>total hours |                         |
| Fire Dept. arriving before EMS   | 8   |                         |  | 18  |                         |
| Fire Dept. arriving before EMS (%)   | 44.4%   |                         |  | 50.0%   |                         |

**Note 1:** All ambulance assist calls are initiated by the Ambulance's Dispatch Centre.

**Note 2:** Associated Ambulance is not prepared to provide the Town with the statistics from the Barrhead EMS station. Their office has stated that the information would be a conflict with their contract with AHS. Administration is contacting AHS to see if they can provide the Town with the requested information.

➤ Training

- Completed the NFPA 1072 Hazmat Operations course
- Started the NFPA 1001 Level 1 firefighter
- Vehicle extrication
- Tarps, salvage and overhaul
- Knots basic

➤ Other

- CVIP inspection on all units completed
- Grizzly Trail Fire and Rescue Association purchase forcible entry tips for new electronic spreader.
- New command unit tender awarded to Grizzly Trail Automotive

**Recreation Services:**

➤ Operational:

- Continued hosting Teachers' PD Day Camps in partnership with FCSS, camps have been at capacity and occasionally a waiting list is needed.
- The Director met with contractors on observation deck project.
- The Director met with some of the new executive of Blue Heron Bowl.
- Private swim lesson spots are all filled up for the month.
- Most of our weekends are booked for our birthday rentals.
- Onoway school swim lessons have been booked.
- Neerlandia swim lessons have been booked.
- The Department will be hosting a lifeguard course over the Spring Break, it is anticipated that we should be able to secure two 2 staff members out of the course.
- Two new committee members were added to the Arts & Culture Committee.
- The Aquatic Staff are organizing spring swimming lessons.
- Next month the Department will commence the initial maintenance of the parks for Spring opening and undertake playground inspections and repairs.

➤ Upcoming Special Events:

- Wibit weekend is scheduled for March 24-26.
- Event planning with our Arts & Culture Committee continues, the Committee will host our Artist Showcase on April 15<sup>th</sup> at the Roxy Theatre to promote local musicians.
- We are hosting a Comedy Night on March 18<sup>th</sup> which will include a Taco Bar catered by Freson's, themed drinks, and an improv comedy show featuring internationally acclaimed Atomic Improv Donovan Workun.
- The Town is hosting an Easter Contest where children can decorate a paper Easter egg and enter to win great prizes including a round of swim lessons, a summer program registration, Easter candy, and more.

## **Transportation Services:**

### ➤ Operational:

- Ongoing snow and ice removal, streets, parking lots, alleys, and sidewalks
- Sanding of roads, sidewalks and parking areas.
- Staff members are completing courses on equipment.
- Department continues to work on safety requirements.
- Staff are thawing of catch basins during warm spell.
- Department continues to undertake equipment maintenance when required.

Edward LeBlanc - CAO

(original report signed by the C.A.O.)



# AAIP Rural Renewal Stream Monthly Status Report



February 2023 TO DATE  
(Nov 7, 2022 - Feb 28, 2023)

| EMPLOYERS   |   |    |
|---|---|----|
| Employers that have expressed interest                | 1 | 16 |
| Employers enrolled                                    | 2 | 10 |
| Active Employers<br>(Employers with vacant positions) | 2 | 9  |
| Open positions  | 6 | 36 |

| CANDIDATES                               |     |     |
|--|-----|-----|
| Candidates that have expressed interest* | 17  | 35  |
| Candidates Endorsed                      | 5   | 11  |
| (Current temp. foreign worker)           | (1) | (7) |
| (International applicant)                | (4) | (4) |
| Positions filled                         | 1   | 7   |

\*Number may not be fully representative of candidate interest, as the County may not hear from every interested candidate who applies to the employer directly.

Town of Barrhead

COUNCIL ACTION LIST ON RESOLUTIONS DIRECTING ADMINISTRATION - AS OF FEBRUARY 28, 2023

| Reference Number | Resolution   | Comments   | Status   |
|------------------|--|--|--|
|                  | <b><u>February 28, 2023, 2022 Council Meeting</u></b>  |  |  |
|                  |  |  |  |
| 061-23           | Moved by Cr. Assaf that Council accepts the letter February 23, 2023 from the Barrhead & District FCSS, Trisha Enman, Chair, Barrhead and Community Volunteer Planning Committee and authorizes \$1,800.00 in financial assistance to assist with the costs required to host the event.  | Cheque has been issued   | Completed  |
|                  |  |  |  |
| 057-23           | Moved by Cr. Klumph that Council instructs Administration to extend an invitation to the local newspaper to presentation information to Council in respect to seeking an exemption relating to the Extended Producer Responsibility framework fee.   | A representative from Great West Media will be making a presentation during the March 14th Council Meeting.  | Completed  |
|                  |  |  |  |
|                  | <b><u>January 24, 2023, 2022 Council Meeting</u></b>   |  |  |
|                  |  |  |  |
| 023-23           | Moved by Cr. Assaf that Council increase the Apex Utilities Inc. Franchise Fee from 16% to 18%, effective April 1, 2023, and advertise as required.  | All required advertisement has been completed. New rates will be in place as of April 1, 2023.   | Completed  |
|                  |  |  |  |
| 022-23           | Moved by Cr. Smith that Council increase the FortisAlberta Inc. Electrical Franchise Fee from 12% to 14%, effective April 1, 2023, and advertise as required.  | All required advertisement has been completed. New rates will be in place as of April 1, 2023.   | Completed  |
|                  |  |  |  |
|                  | <b><u>November 22, 2022 Council Meeting</u></b>  |  |  |
|                  |  |  |  |
| 410-22           | Moved by Mayor McKenzie that Council submits a letter to the Ministry of Justice supporting the letter from the Barrhead Community Victim Services Unit Association Board dated November 5, 2022, regarding the province's delays moving forward with the current redesign proposal and stops to consult with the Victim Services Units to create a better plan. | In light of a letter from the Minister of Alberta Public Safety and Emergency Services (included in the list of correspondence for the December 13th Council meeting), the Mayor has requested that the proposed letter from the Town be delayed, until Council has an opportunity to review and discuss the letter from the Minister. | Resolution was rescinded during the January 10, 2023 meeting |
|                  |  |  |  |
|                  | <b><u>September 27, 2022 Council Meeting</u></b>   |  |  |
|                  |  |  |  |
| 337-22           | Moved by Cr. Assaf that Council instructs Administration to prepare a draft resolution for the 2023 Alberta Municipalities' Convention relating to the current Provincial ambulance service levels and its demand onto local Fire Departments.   | Administration is in receipt of two resolutions that were passed during the 2021 A.M. Convention. An information package was circulated to the informal Ad Hoc Committee for their consideration. The Committee will report back to Council once the information is reviewed and the next step has been identified.                    | In Progress  |
|                  |  |  |  |
|                  | <b><u>December 14, 2021 Council Meeting</u></b>  |  |  |
|                  |  |  |  |
| 431-21           | Moved by Cr. Klumph that Council instructs Administration to work with the Barrhead Regional Water Commission to come up with an agreement whereby the Commission pays the Town for future sewer operating expenses and capital expenditures.  | During the Commission's November 25th Meeting, the Board approved the contribution of \$109,775.00 towards the Town's 2021 and 2022 Capital Projects. The Operating expenses will be reviewed during the next Commission Meeting.  | In Progress  |

Town of Barrhead

COUNCIL ACTION LIST ON RESOLUTIONS DIRECTING ADMINISTRATION - AS OF FEBRUARY 28, 2023

|        |   |  |           |
|--------|---|--|-----------|
|        | <b><u>March 9, 2021 Council Meeting</u></b>   |  |           |
| 083-21 | Moved by Cr. Assaf that Council authorize the disposal of the 2012 International garbage truck at a public auction, vendor to be at the discretion of Administration. | The unit was sold for 6,500.00 during the month of March, 2023 | Completed |
|        |   |  |           |



**Barrhead & District Social Housing Association  
Minutes  
Regular Board Meeting – January 24, 2023**

---

Members Present: Craig Wilson, Don Smith, Peter Kuelken, Roberta Hunt (via  
teleconference – left meeting at 11:59), Bill Lane (entered meeting at  
10:40)

Staff Present: Tyler Batdorf, Su Macdonald

---

**1.0 The meeting was called to order at 10:06 a.m.**

**2.0 Approval of Agenda**

*Peter Kuelken moved to approve the January 24, 2023, Regular Board Meeting  
Agenda.*

*Carried Unanimously*

**3.0 Adoption of the Minutes**

*Peter Kuelken moved to adopt the Minutes of the Regular Board Meeting of  
December 12, 2022.*

*Carried Unanimously*

**4.0 Reports**

4.1 Financial Report  
Income Statements for Lodges and Seniors & Community Housing were  
presented.

*Roberta Hunt moved to accept the Financial Reports as presented.*

*Carried Unanimously*

Initials: Chairperson C.W. CAO JB

Minutes: January 24, 2023

#### 4.2 Cheque Log – December 2022

*Don Smith moved to accept the Cheque Log as presented.*

*Carried Unanimously*

#### 4.3 CAO Report

Updates were presented on the following topics:

- Operations (Dietary, Admin, Activities, Housekeeping)
- Facilities Manager's Report
  - ASHC Funded Projects
  - BDSHA Projects
  - General Overview

*Peter Kuelken moved to accept the CAO's Report as presented.*

*Carried Unanimously*

#### 4.4 Resident Services Manager's Report

The report was presented in a completely new format which was well received by the Board.

Vacancy Report:

|                      |                    |
|----------------------|--------------------|
| -Hillcrest Lodge     | 34 vacancies (30%) |
| -Klondike Place      | 3 vacancies (8%)   |
| -Golden Crest Manor  | 3 vacancies (9%)   |
| -Jubilee Manor       | 1 vacancies (6%)   |
| -Pembina Court Manor | 3 vacancies (13%)  |
| -JDR Manor           | 0 vacancies (0%)   |
| -Barrhead CH         | 1 vacancies (13%)  |
| -Swan Hills CH       | 3 vacancies (38%)  |

*Roberta Hunt moved to accept the Resident Services Manager's Report as presented.*

*Carried Unanimously*

### 5.0 Old Business

#### 5.1 Needs Assessment (Information Only)

The CAO has a meeting next week with a consulting firm.

#### 5.2 Security Cameras (Information Only)

Casual investigations revealed an estimate in the region of \$80,000+ to install a security camera system. The Board requested that an official RFP be posted to get a more accurate assessment of the cost.

*Peter Kuelken moved to accept the information.*

*Carried Unanimously*

### 6.0 New Business

Initials: Chairperson C.W CAO [Signature]

Minutes: January 24, 2023



6.1 Policy Review

An overview of the outcome of the Policy Review Committee was presented. Request for new policies or amendments to existing policies were also presented as follows:

- a. A request was made for an additional week of vacation pay be given to employees after 25 years of continuous service (amendment to current policy).

*Peter Kuelken moved to accept the amendment to the policy.*

*Carried Unanimously*

- b. A request was made for policy to support the current practice of allowing the Executive, managers and supervisors an additional week of vacation over and above that provided for by existing policy (amendment to current policy).

*Roberta Hunt moved to accept the amendment to the policy.*

*Carried Unanimously*

- c. A request was made for Lodge power charges to be rolled into the Resident Services Component of the rent (amendment to current policy).

*Peter Kuelken moved to accept the amendment to the policy.*

*Carried Unanimously*

- d. A request was made for a new pet policy to incorporate policy relating to Service Animals.

*Don Smith moved to accept the new Pet Policy.*

*Carried Unanimously*

- e. A request was made for a retiring allowance for employees (amendment to existing policy. This item was tabled until further analyses of the terms and costs and can be done.

- f. A request was made for an amendment to the current Salary Continuation (sick pay) policy.

*Bill Lane moved to accept the new policy with the addition that Flex Days must be booked off ahead of time (except in the case of an emergency) and that these days be approved by the employee's supervisor or manager.*

*Carried Unanimously*

- g. A request was made for a Social Media & Internet Usage Policy.

Initials: Chairperson C.W. CAO 

Minutes: January 24, 2023

*Don Smith moved to accept the new Policy.*

*Carried Unanimously*

- h. A request was made for an amended Dress Code/Uniform Policy.  
This item was tabled until further information could be gathered.

6.2 RFD\_BDSHA Utility Tractor

Three quotes were presented for the purchase of a new tractor and the trade in of the existing tractor with prices ranging from \$25,125 to \$48,650, with the John Deere being the preferred option.

*Bill Lane moved to purchase the John Deere 202R Compact Utility Tractor 223.9 HP for \$41,300.*

*Carried Unanimously*

6.3 RFD\_Floor Scrubber

A request for a budget price was made for a new floor scrubber along with nine quotes ranging in price from \$7,343 to \$25,693.

*Don Smith moved to allow \$26,000 (+/- a few hundred dollars) for the purchase of a ride-on floor scrubber that meets the needs of the Association.*

*Carried Unanimously*

6.4 ASCHA Convention - Discussion

Booking is now open for the 2023 ASCHA Convention in Edmonton. After discussion it was decided to register all Board Members plus the CAO and Deputy CAO & CSM. Attendance was authorized for other staff members at the discretion of the CAO. Rooms should also be booked as soon as possible to allow for the best choice of hotels.

*Roberta Hunt moved to register delegates and books hotel rooms as soon as possible.*

*Carried Unanimously*

**7.0 Correspondence**

ASHC Budget for 2023  
Amendment to Ministerial Order

**8.0 In Camera – Board and CAO**

Not Required

Initials: Chairperson CW CAO [Signature]

Minutes: January 24, 2023

**9.0 In Camera – Board Only**

Not Required

**10.0 Time and Date of Next Meeting**

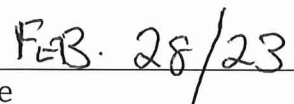
Tuesday, February 28, 2023, at 10:00 a.m.

**11.0 Adjournment**


*Bill Lane moved to adjourn the meeting at 12:24 a.m.*

*Carried Unanimously*

  
\_\_\_\_\_  
Signature: Craig Wilson, Chairperson

  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Signature: Tyler Batdorf, CAO

  
\_\_\_\_\_  
Date

## REQUEST FOR DECISION

---

**To:** Town Council

**From:** Edward LeBlanc, CAO

**cc:** File

**Date:** March 14, 2023

**Re:** Correspondence Items

---

**Item (a)** Letter from Ms. Rebecca Schulz, Minister of Municipal Affairs regarding Municipal Sustainability Initiative (MSI) Operating and Capital being discontinued at the end of the 2023-2024 fiscal year and that the Local Government Fiscal Framework (LGFF) will commence in 2024-2025 fiscal year.

**Recommendation:**

Council accepts the letter Ms. Rebecca Schulz, Minister of Municipal Affairs regarding Municipal Sustainability Initiative (MSI) Operating and Capital being discontinued at the end of the 2023-2024 fiscal year and that the Local Government Fiscal Framework (LGFF) will commence in 2024-2025 fiscal year, as information.

**Item (b)** Letter from Ms. Rebecca Schulz, Minister of Municipal Affairs, regarding Municipal Sustainability Initiative (MSI) Operating and Capital being discontinued at the end of the 2023-2024 fiscal year, the Local Government Fiscal Framework (LGFF) will commence in 2024-2025 fiscal year and the Canada Community-Building Fund (previously known as the Federal Gas Tax Grant) will increase in 2023-2024 fiscal year.

**Administrative comments:**

Based on the information provided from *Alberta Municipalities*:

- MSI Operating will be discontinued at the end of the 2023/2024 fiscal year with a budget of \$60 million
- MSI Capital will discontinued at the end of the 2023-2024 fiscal year with a budget of \$485 million
- LGFF Operating will commence in 2024/2025 at a forecast level of \$60 million dollars and the same forecast level for the 2025/2026 fiscal year.

- LGFF is forecast to be \$722 million for the 2024/2025 fiscal year.
- For the 2025-2026 fiscal year, LGFF Capital is forecast to increase to \$813 million an increase of \$91 million from the 2023/2024 forecast.
- For the 2023/2024 fiscal year the CCBF (previously known as the Federal Gas Tax) will increase by \$11.1 million to \$265 million.

For the Town of Barrhead:

- The Town's 2023 MSI Operating Grant will increase by \$152,920 from our original budgetary amount - bringing the total 2023 allocation to \$305,840.00
- The Town's MSI Capital will remain unchanged from our original budget of \$485,146.00
- The Town's portion of the Canada Community-Building Fund has increased by \$12,252.00 from our original budget amount of \$274,401.00

**Recommendation:**

Council accepts the letter from Ms. Rebecca Schulz, Minister of Municipal Affairs, regarding Municipal Sustainability Initiative (MSI) Operating and Capital being discontinued at the end of the 2023-2024 fiscal year, the Local Government Fiscal Framework (LGFF) will commence in 2024-2025 fiscal year and the Canada Community-Building Fund will increase in 2023-2024 fiscal year, as information.

**Item (c)** E-mail dated March 7, 2023 from Ms. Michelle Jones, Executive Director, Community Futures Yellowhead East Informing Council that they will be hosting the Northern Alberta Lemonade Day Program on Saturday, June 17, 2023 and their requirements for this program.

**Administrative comments:**

The approved 2023 operating budget includes an amount of \$39,300.00 for "Contribution to Organizations". Included in Administration's notes is an amount of \$500.00 for Volunteer Appreciation event.

**Recommendation:**

Council accepts the email dated March 7, 2023 from Ms. Michelle Jones, Executive Director, Community Futures Yellowhead East, as information.

Council authorizes a grant of \$500.00 to Community Futures Yellowhead East for hosting the Northern Alberta Lemonade Day Program on Saturday, June 17, 2023.

- Item (d)** E-mail dated March 8, 2023 from Ms. Trisha Enman, Chair, Barrhead & District FCSS, Barrhead and Community Volunteer Planning Committee inviting Council Members to attend the Community Volunteer Appreciation Event on Wednesday, April 19, 2023.

**Recommendation:**

Council accepts the email dated March 8, 2023 from Ms. Trisha Enman, Chair, Barrhead & District FCSS, Barrhead and Community Volunteer Planning Committee inviting Council Members to attend the Community Volunteer Appreciation Event on Wednesday, April 19, 2023, as information.

Administration will await information from Council to determine if some members of Council would like to attend.

(Original signed by the CAO)

Edward LeBlanc  
CAO



ALBERTA

MUNICIPAL AFFAIRS

*Office of the Minister  
MLA, Calgary-Shaw*

AR110967

Dear Chief Elected Officials:

The Government of Alberta understands the important role of local governments in fostering vibrant communities and supporting the provincial economy, and we are committed to ensuring municipalities and Metis Settlements meet their infrastructure and operating needs.

In keeping with this commitment, next year we will be introducing the Local Government Fiscal Framework (LGFF), an updated framework that ties funding to provincial revenue changes, which will ensure sustainable funding levels for the province and allow municipalities to plan more effectively for the future. The baseline funding amount for the LGFF will be \$722 million in 2024/25. Subject to approval by the Legislature, the legislation will be updated so that this amount will increase or decrease at 100 per cent of the percentage change in provincial revenues from three years prior, rather than 50 per cent as legislated. In light of this change, capital funding under the Municipal Sustainability Initiative (MSI) and LGFF will total approximately \$2 billion over the next three years, with MSI capital funding set at \$485 million in 2023/24, and LGFF providing \$722 million in 2024/25, and approximately \$813 million in 2025/26.

In addition, operating funding has been increased. As many municipalities are facing increased operating costs due to inflation, our government will double the MSI operating budget in 2023/24 from \$30 million to \$60 million in recognition of these challenges.

**The 2023 MSI allocations for all municipalities and Metis Settlements are available on the program website at [www.alberta.ca/municipal-sustainability-initiative.aspx](http://www.alberta.ca/municipal-sustainability-initiative.aspx).**

I am also pleased to advise you that Alberta's municipalities and Metis Settlements will receive \$266 million in federal funding under the Canada Community-Building Fund (CCBF), an increase of \$11 million from last year.

**The 2023 CCBF allocations are available on the program website at [www.alberta.ca/canada-community-building-fund.aspx](http://www.alberta.ca/canada-community-building-fund.aspx).**

.../2



Please note MSI and CCBF funding is subject to the Alberta Legislature's approval of Budget 2023, and individual allocations and 2023 funding are subject to Ministerial authorization under the respective program guidelines. CCBF funding is subject to confirmation by the Government of Canada. I expect to send letters confirming MSI and CCBF funding commitments to local governments in the spring.

I look forward to working together to support the infrastructure and operating needs of your communities, and to ensure a smooth transition from the MSI to the LGFF program in 2024.

Sincerely,

Rebecca Schulz  
Minister

cc: Chief Administrative Officers  
Linda Lewis, Interim Chief Administrative Officer, Metis Settlements General Council  
Cathy Heron, President, Alberta Municipalities  
Paul McLauchlin, President, Rural Municipalities of Alberta  
Dave Lamouche, President, Metis Settlements General Council  
Dan Rude, Chief Executive Officer, Alberta Municipalities  
Gerald Rhodes, Executive Director, Rural Municipalities of Alberta





ALBERTA

MUNICIPAL AFFAIRS

*Office of the Minister*

*MLA, Calgary-Shaw*

AR111005

Dear Chief Elected Officials:

My colleague, the Honourable Travis Toews, President of Treasury Board and Minister of Finance, has tabled *Budget 2023* in the Alberta Legislature. I am writing to share information with you about how *Budget 2023* impacts municipalities.

Alberta's government is helping to secure Alberta's future by investing almost \$1 billion to build stronger communities across our province. The Municipal Affairs budget reflects an overall increase of \$45.2 million from the previous budget. These investments will continue to support municipalities in providing well-managed, collaborative, and accountable local government to Albertans.

We have heard frequently how important it is for Alberta municipalities to secure reliable, long-term funding for infrastructure and services in your communities. Through *Budget 2023*, capital support for municipalities is being maintained with \$485 million provided through the Municipal Sustainability Initiative (MSI). In addition, we are doubling MSI operating funding to \$60 million. The estimated 2023 MSI allocations are available on the program website at [www.alberta.ca/municipal-sustainability-initiative.aspx](http://www.alberta.ca/municipal-sustainability-initiative.aspx).

Next year, we will be introducing the Local Government Fiscal Framework (LGFF), an updated framework that ties funding to provincial revenue changes, which will ensure sustainable funding levels for the province and allow municipalities to plan more effectively for the future. The baseline funding amount for the LGFF will be \$722 million in 2024/25. Furthermore, we heard your feedback and, subject to approval by the Legislature, are updating the legislation so that this amount will increase or decrease at 100 per cent of the percentage change in provincial revenues from three years prior, rather than 50 per cent as legislated. Based on the most current financial data and subject to approval of the legislation, we anticipate funding for municipalities will increase by 12.6 per cent to approximately \$813 million for the 2025/26 fiscal year.

The federal Canada Community-Building Fund (CCBF), which provides infrastructure funding to municipalities throughout the province, will see an increase of \$11.1 million to Alberta. The estimated 2023 CCBF allocations are available on the program website at [www.alberta.ca/canada-community-building-fund.aspx](http://www.alberta.ca/canada-community-building-fund.aspx).

MSI and CCBF program funding is subject to the Legislative Assembly's approval of *Budget 2023*. Individual allocations and 2023 funding are subject to ministerial authorization under the respective program guidelines. Federal CCBF funding is also subject to confirmation by the Government of Canada. Municipalities can anticipate receiving letters confirming MSI and CCBF funding commitments in April.

.../2

I am pleased to inform you that an additional \$3 million in grant funding is being committed in support of local public library boards, which means an increase of at least five per cent for all library boards. This funding increase will help maintain the delivery of critical literacy and skill-building resources to Albertans. There will also be an increase of \$800,000 in funding to the Land and Property Rights Tribunal to expand capacity for timely surface rights decisions.

Additionally, *Budget 2023* will provide an increase of \$500,000 to provide fire services training grants. Public safety is always a priority, and while we respect that fire services is a municipal responsibility, our government recognizes that a strong provincial-municipal partnership remains key to keeping Albertans safe.

As we all look forward to the year ahead, I want to re-iterate that Alberta municipalities remain our partners in economic prosperity and in delivering the critical public services and infrastructure that Albertans need and deserve. Municipal Affairs remains committed to providing sustainable levels of capital funding, promoting economic development, and supporting local governments in the provision of programs and services.

Alberta's economy has momentum, and we are focused on even more job creation and diversification as we continue to be the economic engine of Canada. At the same time, we recognize Albertans are dealing with the financial pressures of high inflation.

*Budget 2023* will help grow our economy while also strengthening health care, improving public safety, and providing relief to Albertans through the inflation crisis. Alberta's government will do its part by remaining steadfastly committed to responsible management, paying down the debt, and saving for tomorrow.

With these priorities in mind, we will move forward together in fulfilling Alberta's promise and securing a bright and prosperous future for Alberta families.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rebecca Schulz', with a stylized, cursive script.

Rebecca Schulz  
Minister

## Edward LeBlanc

---

**From:** Michelle Jones <mjones@albertacf.com>  
**Sent:** March 7, 2023 2:37 PM  
**To:** Economic Development Officer; Edward LeBlanc; Town CAO;  
**Cc:**  
**Subject:** [EXTERNAL] - SAVE THE DATE - NORTHERN ALBERTA LEMONADE DAY - SATURDAY JUNE 17, 2023 - COMING TO A COMMUNITY NEAR YOU!  
**Importance:** High

Good afternoon, on behalf of Community Futures Yellowhead East (CFYE), we are pleased to inform you that we will once again be hosting the Northern Alberta Lemonade Day Program, on Saturday, June 17, 2023, within the CFYE Region.

As a past host community partner, we are reaching out to inquire about your interest in once again be a host community partner. CFYE will also be doing a formal detailed presentation at our upcoming annual council presentation, however we were hoping to get an idea of how many municipalities are interested in hosting Lemonade Day in their community, so that we can start to arrange for training sessions etc.

Many of the same commitments will still be required of each host community, such as;

- Request for \$500 Entrepreneur of the Year sponsorship
- Request to provide free training space within your community to train this year's entrepreneurs
- A minimum of 3 volunteer judges to assist with both the Lemonade Tasting Contest and on Lemonade Day to just the other award categories.
- Continue to provide business licenses to participants registering for the program. ( all material will be provided to you by CFYE)
- Allow participants to register for their licensing at the town office
- provide a staff member as the main liaison between CFYE lemonade day staff and your municipality.

Recognizing that you may require council approval, we are hoping to at least get an expression of interest in being a host community, based on recognizing and understanding the above commitment that will be required of each host community. If you have a council meeting prior to our annual presentation, please put this request on your agenda, for approval, this will allow us more lead time with our organizational plans.

If you have any questions or concerns, please feel free to reach out directly to this years Lemonade Day Coordinator; Lilian Wiser, CFYE at [admincfye@albertacf.com](mailto:admincfye@albertacf.com)

Thank you for your consideration to this request and your anticipated response.

*Michelle Jones*

Executive Director, Community Futures Yellowhead East

Box 2185, Whitecourt, AB T7S 1P8  
p: 780-706-3500, c: 780-778-0977  
mjones@albertacf.com

**Register Today to increase your Online Business Presence for FREE!!**

**<https://digitalmainstreet.ca/business-account/registration/>**

**Barrhead and Community Volunteer Planning Committee**  
**c/o Barrhead & District FCSS**

Box 4250 Barrhead, AB T7N 1A3 780-674-3341

March 8, 2023

To: Mayor and Town Council Members

From: Chair, Volunteer Appreciation Planning Committee

**RE: Event Invitation – Community Volunteer Appreciation Event – Wednesday, April 19, 2023**  
**10:30 am – 1:00 pm**

Event Invitation:

The Barrhead & District Volunteer Appreciation Committee would like to invite all Council Members to our annual Community Volunteer Appreciation Event being held on April 19, 2023.

Date: Wednesday, April 19, 2023

Time: 10:30 am -1:00 pm

Pancake Breakfast w/ local entertainment

Location: Bethel Pentecostal Banquet Room

5410 53 Ave Barrhead, AB

No reserved seating is planned. Our MC will call upon the Mayor, or alternate person to hand out scrolls on stage to our award recipients. No speech will be required.

As in the past, additional tickets may be purchased from the FCSS office.

Thank you for your continued support in ensuring that this event is a success.

Yours truly,

Trisha Enman

Chair, Volunteer Appreciation Committee

---