



AGENDA
REGULAR MEETING OF THE BARRHEAD TOWN COUNCIL
TUESDAY, APRIL 9, 2019 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 – March 26, 2019
4. Public Hearings
 - (a) There are no Public Hearings
5. Delegations
 - (a) Delegation at 5:30 p.m. – Ms. Michelle Jones
 - (b) Delegation at 5:45 p.m. – Sergeant Dodds, RCMP
6. Old Business
 - (a) Athabasca Watershed Council
7. New Business
 - (a) Municipal Asset Management Program Grant Approval
 - (b) Branding Project Request for Proposal

8. Reports - The Council Reports
 - (a) Council Reports as of April 9, 2019
 - Barrhead Agricultural Society
 - Twinning Committee
 - (b) Department Head Report
9. Minutes
 - (a) There are no Minutes
10. Bylaws
 - (a) There are no Bylaws
11. Correspondence
 - (a) There are no Information Items
12. For the Good of Council
13. Tabled Items
14. In-Camera
 - (a) Land – Pursuant to Section 16 of the FOIP Act
 - (b) Land – Pursuant to Section 16 of the FOIP Act
15. Adjourn

MINUTES OF THE REGULAR MEETING OF THE BARRHEAD
TOWN COUNCIL HELD TUESDAY, MARCH 26, 2019,
IN THE TOWN OF BARRHEAD COUNCIL CHAMBERS

| | |
|--|---|
| PRESENT | Mayor McKenzie, Crs: T. Assaf, D. Kluin, R. Klumph, L. Penny and D. Smith Officials: Kathy Vickery, Interim CAO and Cheryl Callihoo, Director of Development & Legislative Services Others: Barry Kerton, Barrhead Leader and Mark Cappis, 97.9 The Range |
| ABSENT | Cr. S. Oswald |
| CALL TO ORDER | Mayor McKenzie called the meeting to order at 5:30 p.m. |
| AGENDA | The agenda was reviewed. |
| 080-19 | Moved by Cr. Klumph that the agenda be accepted with the following additions: <ul style="list-style-type: none">• 7(d) Health Professional Skills Event Update• 11(a) TELUS Update CARRIED UNANIMOUSLY |
| CONFIRMATION OF MINUTES | The Minutes of the Town Council Regular Meeting of March 12, 2019, were reviewed. |
| 081-19 | Moved by Cr. Assaf that the Minutes of the Town Council Regular Meeting of March 12, 2019 be accepted as presented. CARRIED UNANIMOUSLY |
| SPECIAL MEETING OF COUNCIL – APRIL 17TH | A request for a Special Meeting of Council on Wednesday, April 17 th was received. |
| 082-19 | Moved by Cr. Klumph that Council accepts the date of April 17, 2019 for the Special Meeting of Council held at noon in the Town Council Chambers. CARRIED UNANIMOUSLY |
| MONTHLY BANK STATEMENT | The Monthly Bank Statement for the month ended February 28, 2019, was reviewed. |
| 083-19 | Moved by Cr. Assaf that Council approve the Monthly Bank Statement for the month ended January 31, 2019, as information. CARRIED UNANIMOUSLY |
| FINANCIAL INDICATORS | The Alberta Municipal Affairs 2017 Financial Indicator Graphs and 2017 Key Measures of Municipal Sustainability Reports Report was presented for Council's review. Kathy Vickery provided an overview on the report and answered questions from Council. Council reviewed and discussed the statistics. |
| 084-19 | Moved by Cr. Kluin that Council accept the Alberta Municipal Affairs 2017 Financial Indicator Graphs and 2017 Key Measures of Municipal Sustainability Reports Report for the Town of Barrhead as information. CARRIED UNANIMOUSLY |

**HEALTH PROFESSIONAL SKILLS
EVENT UPDATE**

It is recommended that Council rescind Motion 052-19 at this meeting.

Kathy Vickery reviewed with Council.

085-19 Moved by Cr. Assaf that Council rescind Motion 052-19 which was recorded as “Moved by Cr. Assaf that Council provide swim passes for the Barrhead Skills Weekend for Post Secondary Health Care Students arriving March 9-10, 2019 and have Administration ask the County of Barrhead to help with the costs of the swim passes”.

CARRIED UNANIMOUSLY

**REPORTS TO
COUNCIL**

The following Reports to Council as of March 26, 2019, were reviewed:

- Barrhead Cares Coalition
- Chamber of Commerce
- Community Futures Yellowhead East
- Family & Community Support Services Society
- Library Board/Yellowhead Regional Library Board

086-19 Moved by Cr. Kluin that the following Reports to Council as of March 26, 2019, be accepted as information:

- Barrhead Cares Coalition
- Chamber of Commerce
- Community Futures Yellowhead East
- Family & Community Support Services Society
- Library Board/Yellowhead Regional Library Board

CARRIED UNANIMOUSLY

**MINUTES TO
COUNCIL**

The following Minutes to Council were reviewed:

- Barrhead & District Family & Community Support Services Society – February 21, 2019

087-19 Moved by Cr. Penny that the Minutes to Council be accepted as information.

CARRIED UNANIMOUSLY

**INFORMATION
ITEM**

The following information item was reviewed:

- TELUS Update

**FOR THE GOOD
OF COUNCIL**

Mayor McKenzie discussed the Health Professional Skills Day Event and stated that it was very well done and the students enjoyed it.

Cr. Penny commended the Twinning Committee for the Twinning Welcome Dinner.

Cr. Assaf commended the Barrhead Minor Midget Steelers for winning League and Zone Champions and silver in Provincials and commended the fans who supported Barrhead.

Mayor McKenzie reminded everyone to vote for Rich Valley Kraft Hockeyville on March 29-30, 2019.

**IN-CAMERA – LAND UPDATE
FOIP ACT SECTION 24**

088-19 Moved by Cr. Smith that Council go in-camera at 6:17 p.m.

CARRIED UNANIMOUSLY

OUT-OF-CAMERA

089-19 Moved by Cr. Penny that Council come out-of-camera at 6:45 p.m.
CARRIED UNANIMOUSLY

ADJOURN

090-19 Moved by Cr. Klumph that the Council Meeting be adjourned at 6:45 p.m.
CARRIED UNANIMOUSLY

TOWN OF BARRHEAD

Mayor, David McKenzie

Interim CAO, Kathy Vickery



REQUEST FOR DECISION

Date: April 9, 2019
To: Mayor McKenzie & Members of Council
From: Kathy Vickery, Interim CAO
Re: Delegation

Summary

Delegation – Ms. Michelle Jones at 5:30 p.m.

Overview

Ms. Jones of Community Futures Yellowhead East will be meeting with Council to discuss an upcoming project.

Recommendations

Recommendation #1

That Council accept the delegation as information.

Respectfully Submitted by:

Kathy Vickery
Interim CAO

Cheryl Callihoo

From: Kat Hueggenberg
Sent: Friday, March 29, 2019 10:10 AM
To: Cheryl Callihoo
Cc: Kathy Vickery
Subject: FW: Lemonade DAY Presentation

Thanks in advance,

Kat Hueggenberg
Communications Coordinator
Town of Barrhead
Cell: 780-305-4359
Office: 780-674-3301
www.barrhead.ca



Barrhead...A Quality Community...With A Quality Lifestyle

From: Michelle Jones
Sent: March 29, 2019 9:46 AM
To: Kat Hueggenberg
Cc: Ellen Maccormac
Subject: Lemonade DAY Presentation

Good morning Kat, hope things are well for you.

I was hoping that we might be able to get on the agenda for your next council meeting, I recognize this is short notice with your next date I think being April 9th? Also not sure if you guys are morning or evening? , but we would like to share our upcoming project that we are working on which is Lemonade Day. WE are also hoping to share the Barrhead Awareness Video that Ellen has completed, prior to our sharing it publicly.

Lemonade Day is a program designed to introduce the idea of entrepreneurship to youth, by way of doing a lemonade stand. Barrhead has been chosen as one of the communities that we will be hosting the training and actual national Lemonade Day with and would like to showcase and introduce to the town via Council meeting.

If you could please advise me when the next meeting is and if we would be able to get on the agenda for a quick 15 min presentation, I would greatly appreciate it, thanks

Michelle Jones,
General Manager, Community Futures Yellowhead East
Box 2185, Whitecourt, AB T7S 1P8
p: 780-706-3500, c: 780-778-0977



REQUEST FOR DECISIONS

Date: April 9, 2019
To: Mayor McKenzie & Members of Council
From: Kathy Vickery, Interim CAO
Re: Delegation

Summary

Delegation at 5:45 p.m. – Sergeant Dodds of the RCMP

Overview

Sergeant Dodds will be meeting with Council to provide updates on stats and seeking input for next year's performance plan.

Recommendations

Recommendation #1

That Council accept Sergeant Dodds' RCMP report as information.

Respectfully Submitted by:

Kathy Vickery
Interim CAO



REQUEST FOR DECISIONS

Date: April 9, 2019
To: Mayor McKenzie & Members of Council
From: Kathy Vickery, Interim CAO
Re: Athabasca Watershed Council

Summary

Athabasca Watershed Council

Overview

Attached is information regarding the Athabasca Watershed Council Membership and Annual Report. The Town is not currently a member.

Recommendations

Recommendation #1

1. That Council join the Athabasca Watershed Council as an Organizational Member.
OR
2. That Council accept the Athabasca Watershed Council Annual Report as information.

Respectfully Submitted by:

Kathy Vickery
Interim CAO

It's time to renew your Athabasca Watershed Council Membership!

Add your voice and support towards our vision of a *watershed that is ecologically healthy, socially responsible, and economically sustainable.*

Dear Municipal Partner,

Each year, around this time, you will be contacted to renew your membership.

Annual renewal of membership is for two reasons: new regulations on how we can communicate electronically with our Members and because we create the Register of Members for the Annual General Meeting (AGM).

To assure that you are eligible to vote at the May 25, 2019, AGM, your membership needs to be renewed in the fiscal year April 1, 2018, to March 31, 2019.

Membership remains free, but donations are greatly appreciated. All contributions received before March 31, 2019, will be acknowledged in the 2019-2020 Annual Report.

Municipalities are Organizational Members

Organizational Members are representatives from of a diverse array of organizations, including (but certainly not limited to) municipalities and other governments, universities and research groups, stewardship groups and other

non-profit organizations, First Nations, and businesses (large and small) from a range of sectors.

[Online Form](#) | [Download PDF](#)

We want to make it as easy for you to continue your Membership, so you can fill out the online form, download the paper form or call the office and we can mail you a form to return. If you need assistance filling out your form, please contact us.

If you have already renewed your membership for the upcoming year, we appreciate your support. Please disregard this notice.

If you have any questions about Organizational Membership or how you can be more involved, please feel free to contact us at admin@awc-wpac.ca or call 780.213.4389



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Annual Report

2017-2018



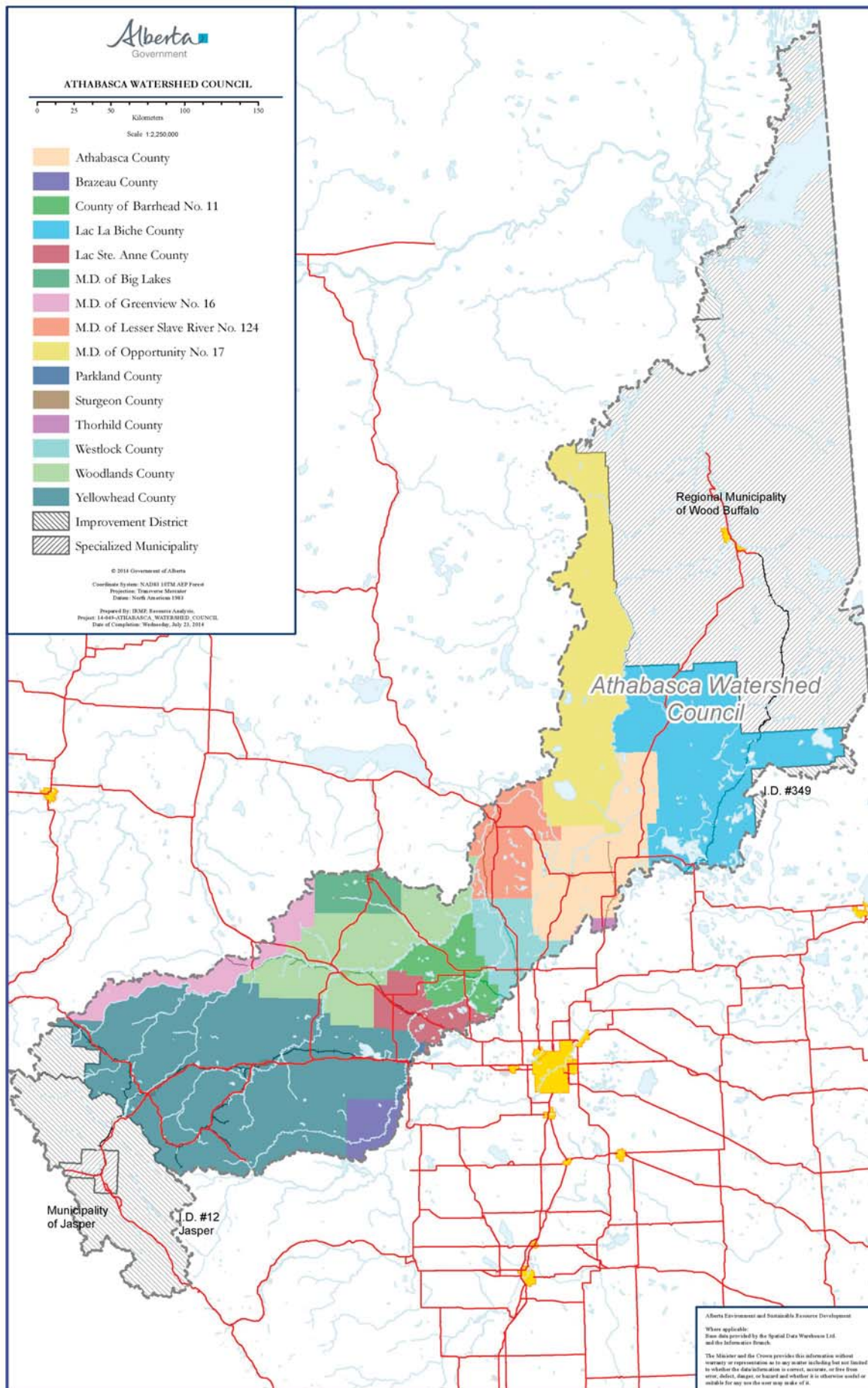
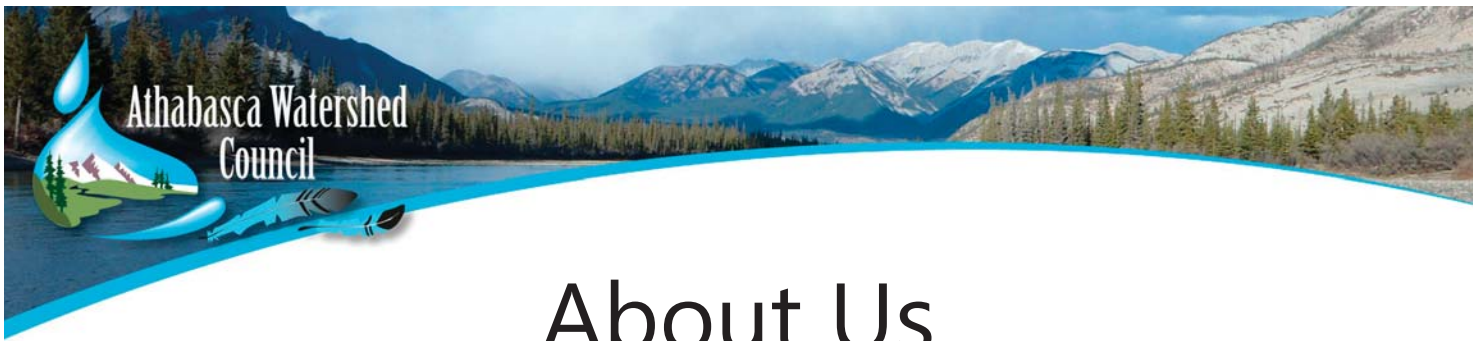




Table of Contents

| | |
|--|----|
| About Us (Our Formation, Vision, Mission, Values and Goals) | 4 |
| 2017-18 Board of Directors..... | 6 |
| Message from the Board Chair..... | 8 |
| Education and Outreach Report..... | 10 |
| What is a Watershed?..... | 12 |
| Water for Life!..... | 14 |
| The Athabasca River..... | 16 |
| Financial Statements..... | 18 |
| Our Thanks..... | 20 |



About Us

Formation

We were established on August 21, 2009 as a registered not-for-profit organization incorporated provincially under the Societies Act of Alberta.

The first Annual General Meeting (AGM) was held on November 28, 2009.

Our Values

We value integrity, trust, and transparency. We respect all points of view.

Water is a blessing and gift and is essential for environment, society, economy and the spirit.

We respect the environment and people. We believe in consensus decision making.

We respect economic responsibilities. We value inclusivity.

We value a high standard of achievement and conduct in the WPAC.

We value ecological health as foundational to all life.

We value timely responses to issues. We are purpose driven.

We value and respect the communities, cultures, and knowledges of indigenous peoples in the Athabasca watershed.

We value creativity, innovation, and organizational risk taking.

We are responsible and accountable to all members, partners, stakeholders, indigenous peoples, and the general public.

Our Vision

The Athabasca watershed is ecologically healthy, diverse, and dynamic.

Our Mission

The Athabasca Watershed Council promotes, fosters respect, and plans for an ecologically healthy watershed by demonstrating leadership and facilitating informed decision-making to ensure environmental, economic, and social sustainability.

Our Goals

Stakeholders and indigenous peoples throughout the Athabasca River watershed understand basic watershed science, are knowledgeable about the condition of the watershed, and are engaged in managing the watershed in a sustainable way.

The AWC-WPAC develops and fosters relationships with stakeholders and indigenous peoples throughout the watershed.

The AWC-WPAC acts as an information sharing hub and, through it, stakeholders, indigenous peoples, and the general public are able to share and receive information about relevant events, reports, processes, and conditions in a timely manner.

The Athabasca River watershed is managed in a way that enables environmental, social, and economic sustainability through an Integrated Watershed Management Plan (IWMP).

The AWC-WPAC is a functional and sustainable organization.

Athabasca Watershed Council 2017-18 Board of Directors



To ensure that the AWC is representative of voices from across the watershed, the Board of Directors is comprised of elected seats representing specified stakeholder groups.

As outlined in the Board of Directors Terms of Reference, the Board of Directors has a maximum of twenty one (21) members (including the past Chairperson) representing specified positions for industry (5 seats), non-governmental organizations (5 seats), governments (5 seats), indigenous (3 seats), and members at large (2 seats). Athabasca Watershed Members may sit on the various committees that advise the Board and do not have to be a director to be a committee member.

Industry: Five (5) Seats

Agriculture—Terry Sheehan

Agriculture (Small Producer)—Janice Pitman

Oil and Gas—Janice Linehan

Forestry—Dan Moore

Mining and Utilities—Vacant

Indigenous: Three (3) Seats

Indigenous—Cleo Reece

Indigenous—Robert Grandjambe

Indigenous—Vacant

Governments: Five (5) Seats

Municipal (Upper Basin)—Robert Esau

Municipal (Middle Basin) —Larry Armfelt

Municipal (Lower Basin)—Marcel Ulliac

Provincial/Federal Government—Greg Piorkowski

Alberta Environment and Parks (AEP)—Abdi Siad-Omar

**Non-Government Organizations: Five (5) Seats**

Research and Academia—Dr. Robert Holmberg

Stewardship—Morris Nesdole

Stewardship—Vacant

Health and Environment—Brian Deheer

Health and Environment—Marv Fyten

Members at Large: Two (2) Seats

Member at Large—Tim Polzin

Member at Large—Tom Weber



Message from the Board Chair



Photo of Brian courtesy of Iva Moen

Greetings from the Athabasca Watershed Council,

This has been a busy year, with some exciting accomplishments to report on.

STATE OF THE ATHABASCA WATERSHED SUMMARY

Perhaps the largest accomplishment is that we finalized and published our State of the Athabasca Watershed Summary in March, 2018. This Summary has been two years in the making, and pulls together much of the findings from our four technical reports and our one Traditional Ecological Knowledge Report, which together make up the actual "State-Of-The-Watershed Report." It will be obvious to most of you that these large volumes of technical research and data are not so reader-friendly to the average reader – even the average watershed enthusiast. Their size alone is a bit daunting.

The Summary was presented to the public at three Open House Events: one in Edson, one in the Barrhead-Westlock area, and one in Fort McMurray. We may have had small-to-medium turnouts at these events, but those who attended gave us some helpful feedback for our next stage, which will be to develop an Integrated Watershed Management Plan (IWMP). More on that later.

Of course, this hasn't been our sole activity. While trying to get the Summary completed, we also accomplished the following:

We participated in an historic canoe trip down the Athabasca (from Jasper to Fort Assiniboine). This trip included several Board members and staff, and also included several informational events along the way, which also got help from Board members. Our AGM last year was held in Whitecourt to coincide with a stop on the trip.

We renovated our website and we hope you like it: www.awc-wpac.ca

We hired an Outreach Coordinator. Marie Bay Breiner has been active in outreach presentations and watershed education.

The Board began discussions about how we can do reconciliation planning. This is based on the principle that any planning we do has an impact on Indigenous peoples. As a start, the Board took a one-day Indigenous awareness training session. We're looking at other opportunities for learning, and ways to make our planning activities be respectful of Indigenous peoples. For example, we have looked at participating in a blanket exercise.

We started working on our Integrated Watershed Management Plan! We've been waiting to get started on this for several years. The Committee has met a couple of times, and we have some great groundwork done. We expect this will be our next major project over the coming year.

We've been making presentations to municipalities to try to reach out to every municipality in the basin. (If we haven't gotten to you yet, we're trying to make it happen.)

We bid adieu to Jason Ponto, whose efforts we greatly appreciated, and we wish him well in his new role.

This isn't an exhaustive list. We also participated in various external events, planning processes, and we've had guest speakers on various topics present to the Board. All this shows that we have been an active, engaged group (both Board members and staff), and we look forward to an exciting year ahead. A big thank-you to our dedicated Board members who have helped in all these endeavors!

Sincerely,

Brian Deheer

Athabasca is an anglicized version of the Cree name pronounced āthap-āsk-ā-w meaning:

"the meeting place among the reeds."

Education and Outreach Report:

The Athabasca Watershed Council strives to engage stakeholders and provide education about watershed science to anyone that lives, works, or plays in the Athabasca River Basin. Our participation in the following events highlight our achievements in 2017-18.

Outreach Coordinator added to the Team

In November, 2017 we welcomed Marie Bay Breiner as our Outreach Coordinator. Marie has a background in the biological sciences and has previously worked on shoreline naturalization projects with Nature Alberta and has extensive experience with vegetation surveys and water quality monitoring. Marie is interested in permaculture, wildcrafting, and environmentally-friendly living.

"State of the Watershed Summary Report 2018" Release Events

We are proud to release our "State of the Watershed Summary Report 2018" which is a summary of the four state of the watershed reports produced in the years 2011-14. The production of this report has been a big focus for the Athabasca Watershed Council in the year 2017-18. The simplification of the language and the main scientific findings makes this a report that every one can read and understand. This report is available on our website, www.awc-wpac.ca.

In March, we hosted "State of the Watershed Summary Report 2018," release events in Edson, Westlock and Fort McMurray.. The events were a way for us to engage with the people who live and play in the Upper, Central and Lower Athabasca River Basins and we had great conversations during the events.

Municipal Outreach and Presentations Given by the AWC

We continue to bring our message and build connections with the municipalities in our watershed, These are the councils we have visited in 2017-18: Town of Edson, Athabasca County, MD of Lesser Slave Lake, Westlock County, County of Barrhead, Lac La Biche County, and the Town of Barrhead.

If your council or organisation is interested in a presentation from the Athabasca Watershed Council, please let us know, our contact information is on the back cover.

AWC-WPAC in the News

Print media is an excellent medium for sharing news and information about watershed planning. The AWC-WPAC was featured prominently in the following news stories:

"Athabasca Watershed Council reports and looks forward" *The Edson Leader*.

"Watershed council reached out, AWC formed to promote ecological health, sustainable of local watershed" *The Lac La Biche Post*.

"County asked to participate in watershed forum" *Westlock News*.

Our Participation or Presentations given by the AWC in other events

We engage with stakeholders and represent our members at events throughout the basin. Here are some of the events we participated in this year:

- Alberta WaterSMART – The sustainable water management in the Athabasca River Basin initiative.
- 2018 Alberta Ecotrust Environmental Gathering
- Alberta Student Services Conference
- Baptiste and Island Lake Stewardship Society (BAILS) Community Engagement Session
- Environmental Week Display
- Voyageur Canoe Brigade
- Athabasca Rotary Club
- Alberta Lake Management Society (ALMS) Workshop
- Ecosystem Services and Biodiversity Network Outreach Session
- Meeting with Alberta Environment and Parks (AEP) about Community Based Monitoring
- Watershed Planning and Advisory Council (WPAC) Managers Meeting
- Alberta Environment and Parks (AEP) Tailings Management Framework Implementation Session

Sincerely,
Marie Bay Breiner



Photo of Marie:
courtesy of Matthew
McGraw

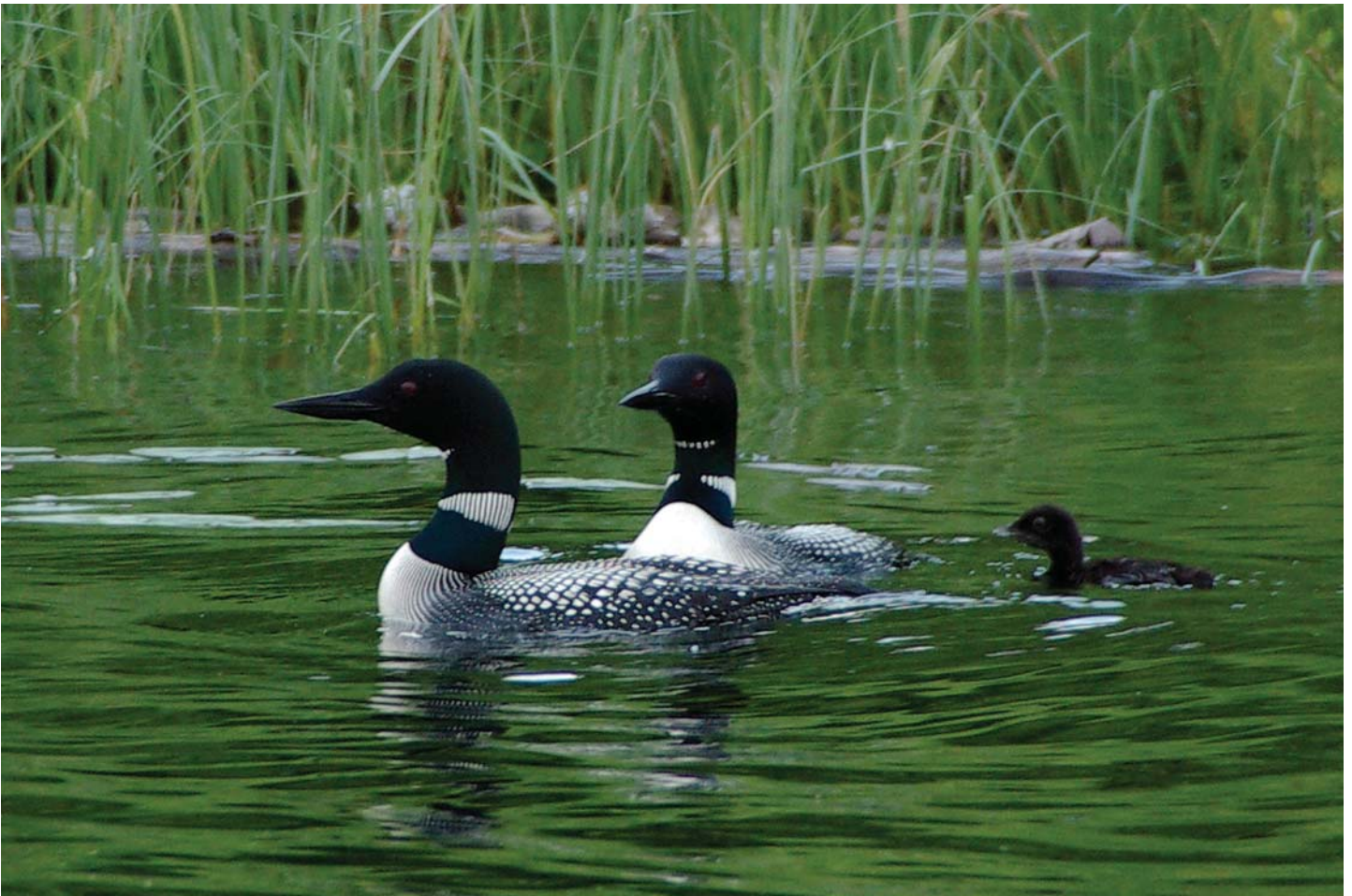
What is a Watershed Council?

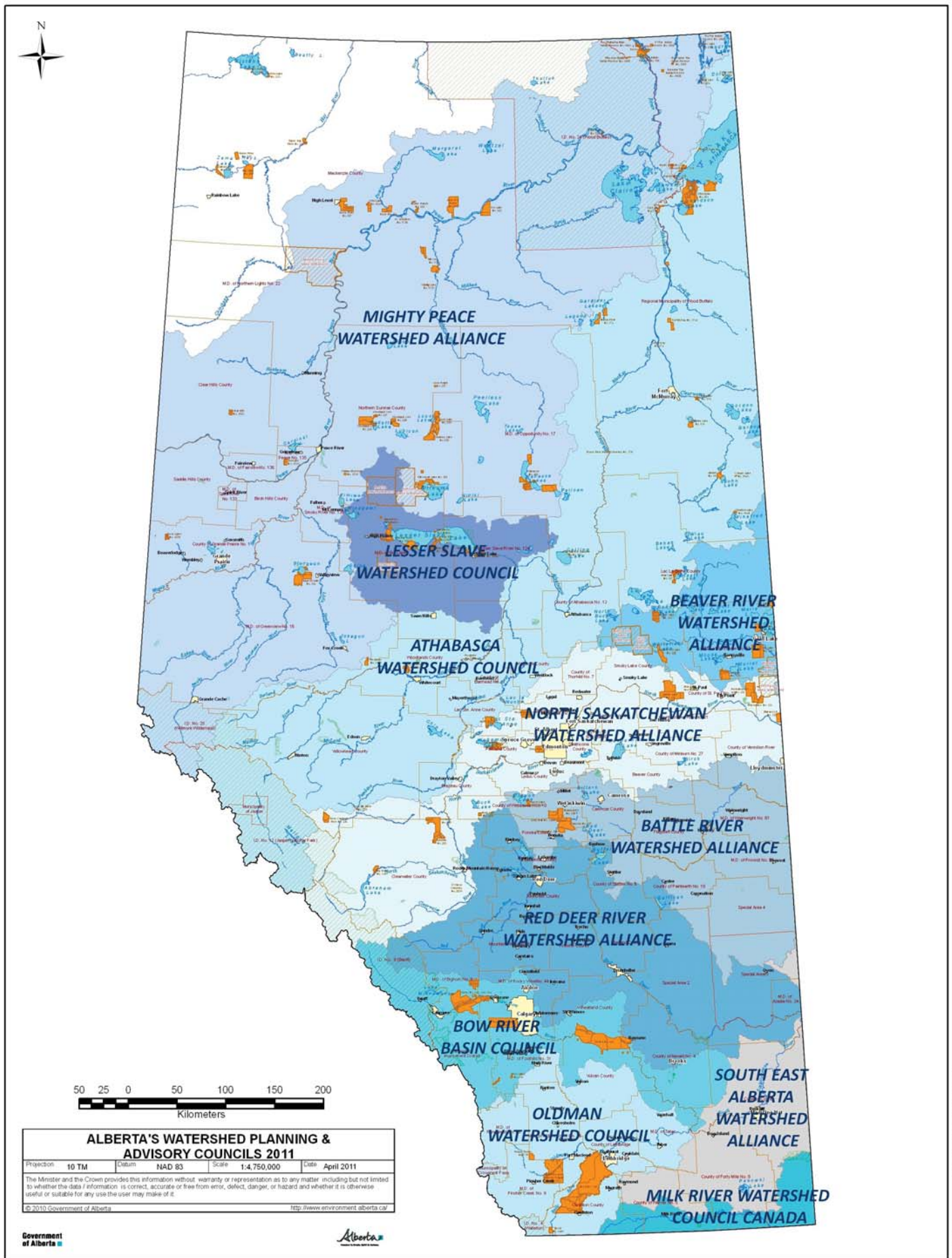
The Athabasca Watershed Council is one of eleven (11) Watershed Planning and Advisory Councils (WPACs) in Alberta. WPAC's are independent, non-profit organizations that have the responsibility to

1. report on the health of Alberta's watersheds,
2. lead collaborative planning, and
3. facilitate education and stewardship activities.

WPACs engage representatives of key stakeholders in the river basin area, including municipal, provincial and federal governments; industrial sectors; conservation groups; aboriginal communities; academia; and the public.

In their work, they seek consensus on land and water resource management strategies that support the achievement of shared environmental, social, and economic outcomes for the watershed.





Water for Life!

Life depends on water. We all share the responsibility to ensure a healthy, secure and sustainable water supply for our communities, environment, and economy. Our quality of life is tied to healthy and sustainable water supplies for the environment, for our communities, and for our economic well-being. Alberta's strategy is a collaborative approach in the management of Alberta's water resources to better enable shared responsibility and environmental stewardship. WPACs are the main mechanism to foster this collaboration at the watershed level, creating opportunities for stakeholders to come together, share resources, and explore innovative solutions to water management challenges. This provides a strong basis for collaborative action and shared ownership in the work of the WPACs.

The Goals of the “*Water for Life*” Strategy:

- ⇒ Safe, secure drinking water
- ⇒ Healthy aquatic ecosystems
- ⇒ Reliable, quality water supplies for a sustainable economy



These goals will be met through knowledge and research, partnerships, and water conservation.

Water for Life provided WPACs with a mandate to support multi-stakeholder collaboration and community engagement within four main program areas:

- Education and Outreach
- Environmental Stewardship
- Watershed Evaluation and Reporting
- Watershed Management Planning

<http://aep.alberta.ca/water/programs-and-services/water-for-life/strategy/downloadable-information-about-the-water-for-life-strategy.aspx>

<http://aep.alberta.ca/water/programs-and-services/water-for-life/default.aspx>

We are grateful for the financial contributions and shared expertise of our primary partner, the Government of Alberta's department of Environment and Parks.



We would also like to thank all of the municipalities, organizations, industries and individuals who have helped us in any way over the past nine years to get to where we are today. We are nine years old and can look back to all that we have been able to accomplish and we couldn't have done it without your help!



The Athabasca River

...as described by the Athabasca University, photos courtesy of Dr. Robert Holmberg



“The Athabasca River begins at the Columbia Glacier in Jasper National Park (headwaters) and travels about 1500 km northeast across Alberta and drains into Lake Athabasca in the north-east. Lake Athabasca flows into the Slave River and joins the McKenzie River, which eventually flows to the Arctic Ocean, travelling over 1230 kms from start to glacier to mouth. As the Athabasca River flows, it also goes through a tremendous change in elevation; from 1062 metres at Jasper to about 205 metres at its mouth in Lake Athabasca.”

“The entire Athabasca river basin is approximately 159,000 square kilometers, which is about 24% of Alberta's landmass. It is fed by ten smaller watersheds or sub-watersheds that eventually flow into the Athabasca River (McLeod, Pembina, La Biche, Lesser Slave, Clearwater).”

“The Athabasca River is the second largest river in Alberta, and the largest undammed river. The mean annual discharges in cubic decameters ($\text{dam}^3 = 1000 \text{ cubic meters}$) at points along the river are: 2,790,000 dam^3 at Jasper; 13,600,000 dam^3 at Athabasca; and 20,860,000 dam^3 at Fort McMurray. The confluence of the Peace and Athabasca Rivers with Lake Athabasca in the north forms a vast wetland called the Peace-Athabasca delta. It is one of the world's most ecologically significant wetlands and has been designated as a Ramsar Convention wetland and a United Nations Education, Scientific and Cultural Organization (UNESCO) World Heritage Site. It is recognized internationally as an important habitat for nesting and a staging ground for the migration of waterfowl, including the threatened whooping crane. It is also a habitat for the native wood and imported Plains Bison.”



“The ecology of the Athabasca river basin is diverse as a result of the different natural regions within its watershed. Ecology refers to the inter-relationships between living organisms (plants, fungi, microorganisms, and animals (including humans) and their non-living environment (air, rocks/minerals/soil, water, weather/climate). There are four natural regions in the Athabasca watershed: Rocky Mountain, Foothills, Boreal Forest, and Canadian Shield. The central and lower areas are mainly Boreal Forest while the upper region includes foothills and Rocky Mountains. A very small area of Canadian Shield natural region is situated north of Fort Chipewyan.”



“The Athabasca River is an historic waterway for First Nations peoples and the fur trade. The Sekani, Shuswap, Kootenay, Salish, Stoney and Cree tribes hunted and fished along the river prior to European colonization. From about 1778, the Athabasca River was a key part of the main fur trade route from the Mackenzie River to the Great Lakes.”

“The Athabasca river basin is physically and ecologically diverse. The region is endowed with many natural resources, including forests, coal, oil and gas, minerals, agricultural and oilsands. The development of natural resource industries results in specific land uses that influence surface water and groundwater quality. They also affect settlements and a growing diversity of people who live along the river, adding to the demands of the land and the river.”

“Only by examining the accumulated effects of all of the activities and stresses upon the entire length of the Athabasca River Basin can we properly appreciate and plan for the sustainability of this vital waterway.”



Courtesy of: <http://arbri.athabascau.ca/About-the-Athabasca-River-basin/Index.php>

Financial Statements

Statement of Financial Position

March 31, 2018

(Unaudited)

| | 2018 | 2017 |
|---|---------|--------|
| ASSETS | | |
| CURRENT | | |
| Cash | 101,895 | 60,705 |
| Term Deposit | 10,000 | - |
| Goods and Services Tax recoverable | 12,595 | 11,542 |
| Prepaid Expenses | 1,619 | 1,619 |
| | 126,109 | 73,866 |
| CAPITAL ASSETS (Computers, website, equipment, and furniture) | 6,426 | 181 |
| | 132,535 | 74,047 |
| LIABILITIES AND NET ASSETS | | |
| CURRENT | | |
| Accounts Payable | 14,445 | 11,106 |
| Unspent Grant (Deferred income) | 40,000 | 7,750 |
| | 54,445 | 18,856 |
| NET ASSETS | | |
| General fund | 71,664 | 55,009 |
| Invested in computers, website, equipment and furniture | 6,426 | 182 |
| | 78,090 | 55,191 |
| | 132,535 | 74,047 |

Statement of Revenues and Expenditures
Year Ended March 31, 2018
(Unaudited)

| | 2018 | 2017 |
|---|------------------|----------------|
| REVENUE | | |
| Grant revenue | \$ 180,000 | \$ 132,823 |
| Grant previously deferred and earned in the current year | 7,750 | - |
| Donations | 6,642 | - |
| | 194,392 | 132,823 |
| EXPENSES | | |
| Salaries and wages | 90,180 | 61,265 |
| Travel | 27,230 | 21,978 |
| Honorariums | 17,575 | 16,875 |
| Office | 7,502 | 6,195 |
| Rental | 5,840 | 5,600 |
| Professional fees | 5,791 | 6,175 |
| Meetings and conventions | 5,498 | 801 |
| Advertising and promotion | 3,961 | 3,313 |
| Telephone | 3,497 | 4,173 |
| Insurance | 1,734 | 1,772 |
| Amortization | 1,466 | 221 |
| Goods and Services Tax expense | 1,053 | 1,128 |
| Business taxes, licenses and memberships | 161 | 3,130 |
| Interest and bank charges | 68 | 241 |
| | 171,556 | 132,867 |
| EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FROM OPERATIONS | 22,836 | - 44 |
| OTHER INCOME | | |
| Interest income | 63 | 44 |
| EXCESS OF REVENUE OVER EXPENSES | \$ 22,899 | \$ - |



5101-50th Avenue,

PO Box 1058,

Athabasca, AB, T9S 2A8

Email: admin@awc-wpac.ca

Thank You!

We gratefully acknowledge the support and contributions of our many members! They donate their time and resources to us.

If you would like to become a member please contact us for more information or visit our website!



A very special thank you!

To Dr. Robert Holmberg (the Athabasca University photo bank). All photos of the Athabasca Watershed were courtesy of AU and Dr. Robert Holmberg.

Thank you Robert!

To Petra Rowell for her work as interim Executive Director and her work with the Integrated Watershed Management Plan (IWMP) Committee.

Thank you Petra!

Thank you to Athabasca Hometown Printing Company



REQUEST FOR DECISIONS

Date: April 9, 2019
To: Mayor McKenzie & Members of Council
From: Kathy Vickery, Interim CAO
Re: Municipal Asset Management Program Grant Approval

Summary

Federated Canadian Municipalities (FCM) - Municipal Asset Management Program Grant Approval Letter

Overview

In July 2018 Council approved the following project “Condition Inspection of Sanitary Collection System” be submitted as an application to the FCM Asset Management Program.

The attached letter from FCM advises that our application was successful and the Town has been approved for a grant of up to \$50,000 under the Municipal Asset Management Program.

Requests for proposals for the project have been posted, with a submission deadline of April 30, 2019.

Recommendations

Recommendation #1

| |
|--|
| That Council accept the letter from Federation Canadian Municipalities (FCM) advising that the Town has been approved for a grant of up to \$ 50,000.00 under the Municipal Asset Management Program as information. |
|--|

Respectfully Submitted by:

Kathy Vickery
Interim CAO



FEDERATION
OF CANADIAN
MUNICIPALITIES

FÉDÉRATION
CANADIENNE DES
MUNICIPALITÉS

**President
Présidente**

Vicki May Hamm
Mairesse
Ville de Magog, QC

**First Vice-President
Premier vice-président**

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Councillor
Halifax Regional
Municipality, NS

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Councillor
City of Prince George, BC

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Yolaine Kirlaw
Councillor
Municipality of Sioux
Lookout, ON

**Past President
Présidente sortante**

Jenny Gerbasi
Deputy Mayor
City of Winnipeg, MB

**Chief Executive Officer
Chef de la direction**

Brock Carlton
Ottawa, ON

10, rue Rideau Street,
Ottawa, Ontario

**Mailing address/
adresse postale**

24, rue Clarence Street,
Ottawa, Ontario K1N 5P3

T. 613-241-5221
F. 613-241-7440

www.fcm.ca

28 February 2019

His Worship Mayor David McKenzie
and Members of Council
Town of Barrhead
P.O. Box 4189, 5014-50th Avenue
Barrhead, Alberta
T7N 1A2

Title of initiative: Condition Inspection, Failure Location & Rehabilitation Costing and Prioritization of
Sanitary Collection System
Application number: MAMP-16318

Dear Mayor McKenzie and Members of Council:

On behalf of the Municipal Asset Management Program (MAMP) it is my pleasure to confirm that the
Town of Barrhead has been approved for a grant in the amount of up to \$50,000.

Natalie Johnson will contact Kathy A. Vickery, Interim CAO of the Town of Barrhead before 29 March
2019 to finalize the agreement for the grant. FCM's obligation to fund the above-noted initiative will
only become binding once the agreement is fully executed. During this time, eligible expenditures may
be incurred as of your project's eligibility date: 12 February 2019.

Public announcements regarding MAMP-funded initiatives are overseen by FCM in partnership with the
Government of Canada. Your municipality is welcome to participate in that process, but until authorised
by FCM and Infrastructure Canada, any public statements related to the status of the application for
MAMP funding are not permitted. This communication protocol is contained in the grant agreement. If
you require further information prior to receiving the contract, please contact Natalie Johnson at
njohnson@fcm.ca or by e-mail at 613-907-6383.

Thank you for your interest in MAMP. We look forward to working with you to improve asset
management practices in your community, and to sharing the results of your initiative with communities
across Canada.

Sincerely,

Guillaume Couillard
Interim Manager, Funding

cc: Kathy A. Vickery, Interim CAO





REQUEST FOR DECISION

Date: April 9, 2019
To: Mayor McKenzie & Members of Council
From: Kathy Vickery, Interim CAO
Re: Branding Project RFP

Summary

The Request for Proposal for a re-branding of the Town has been completed and is ready for posting.

Overview

Council approved \$25,000 for the purpose of branding the Town of Barrhead using a large public participation initiative in 2018. A grant application for the Alberta Tourism & Growth Innovation Fund was awarded to the Town in early 2019 allowing for the outsourcing and increased scope of the project.

Administration has drafted an RFP reflecting the change in resources and new project scope. The deadline for submissions is May 17, 2019 with an expected project completion date of September/October of 2019. Additional information will continue to be presented as the project progress.

Recommendations

Recommendation #1

| |
|---|
| That Council accept the Request for Proposal: Branding Initiative as information. |
|---|

Respectfully Submitted by:

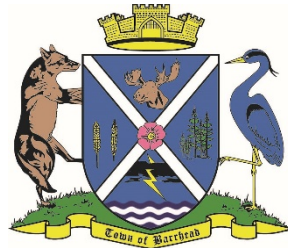
Kathy Vickery
Interim CAO

Request for Proposal

Town of Barrhead

Branding Initiative

April 10, 2019



RFP Coordinator:

Kat Hueggenberg, Communications Coordinator

Town of Barrhead

5014 - 50 Avenue

Box 4189

Barrhead, AB T7N 1A2

communications@barrhead.ca

www.barrhead.ca



Table of Contents

| | |
|---|---|
| 1. Submission Timeline | 3 |
| 2. Background | 3 |
| 3. Purpose & Objectives | 4 |
| 4. Scope of Work..... | 5 |
| 4.1. <i>Brand Development Research</i> | 5 |
| 4.2. <i>Creative Development of Brand</i> | 5 |
| 4.3. <i>Implementation Plan</i> | 5 |
| 5. Budget Details | 6 |
| 6. Project Timeline..... | 6 |
| 7. Proposal Details | 6 |
| 7.1. <i>Cost of Proposal</i> | 6 |
| 7.2. <i>Rejection of Proposals</i> | 7 |
| 7.3. <i>Proposal Format</i> | 7 |
| 8. Proposal Evaluation..... | 7 |
| 9. Additional Information..... | 8 |



1. Submission Timeline

The RFP Coordinator for this project is:

Kat Hueggenberg, Communications Coordinator
Town of Barrhead
5014 - 50 Avenue, Box 4189
Barrhead, AB T7N 1A2
email: communications@barrhead.ca

The deadline for sending questions to the RFP Coordinator is Friday, May 3, 2019, at 4:00 pm MST. All inquiries should be submitted for a reply in advance of the deadline. Additional information about this RFP, such as updates or amendments to it, and answers to questions submitted by proponents, will be added to the RFP page on the Town's website.

Proposals must be submitted electronically (PDF) to communications@barrhead.ca. **The deadline for submissions is Friday, May 17 at 4:00 pm MST.** Proposals should be marked 'Town of Barrhead Branding Initiative 2019.'

2. Background

The Town of Barrhead is home to over 4,500 residents with an additional 15,000 local stakeholders regularly visiting the Town. The backbone of our local economy is agricultural with strong oil & gas industry presence. Our 'claim to fame' is [Aaron the 8' Blue Heron](#) that graces the center of the Town. Exceptional recreational facilities lend themselves to many annual sporting events along with several festivals and celebratory annual events including two popular rodeos. Rich natural features and opportunities make the Barrhead region a virtual candy land for outdoor enthusiasts, less than 150km from Edmonton, yet getting in front of potential visitors, investors, or new residents is a challenge.

While short term marketing efforts are made, results are substandard with mixed messaging and a lack of clarity surrounding target markets. The existing [official logo](#) is decades old, cluttered, and is often mistaken for the logo of our neighbouring County. The tagline "Barrhead...A Quality Community...With a Quality Lifestyle" is generic, dated, and does not separate us from any other Albertan municipality. A new logo was created roughly five years ago using the iconic Blue Heron which is now utilized mostly by the Recreation Department and is on our town signs while the traditional town crest is still used on all official communications, further leading to ambiguity.



The Town launched a new website in 2018 which is a modified version of existing colours and logos. Digital channels have similar visual representation. Limited publications exist and are also dated. A photographer was contracted in October of 2018 for a 12-month engagement to develop a portfolio of town imagery for marketing purposes and can be utilized towards digital assets that complement the finalized brand.

3. Purpose & Objectives

The purpose of this RFP is to solicit the best overall proposal for the provision of consulting services for the development of a brand identity, including a visual identity guide, and a brand implementation/marketing strategy for the Town of Barrhead. Council has identified economic development and increased social capital as strategic priorities. These priorities require a developed brand which will support marketing initiatives and business investment campaigns. Additionally, there is a growing demand for improved communication and engagement with residents, businesses, visitors, and community stakeholders, so an implementation strategy will be required to accompany the brand.

The brand strategy and visual identity guide need to reflect both the community of Barrhead and the local government as an organization. The implementation strategy must provide guidance on how to make the best use of the brand, where to market and to whom, while recognizing that the Town has limited internal resources and expertise. The developed brand should embody the following traits;

- **Uniformity:** The brand should convey a common message and image to audiences both within and outside of the Town of Barrhead. A defined message that will market the Town of Barrhead locally, provincially, and nationally as a great place to live, work, and do business.
- **Community Pride:** Identify and promote what makes the Town of Barrhead distinct and appealing in a regionally competitive environment for investors, businesses, retailers, visitors, and residents. It should be a strong and unique brand differentiating the Town from demographically similar destinations.
- **Flexibility:** The brand must be flexible and adaptable, yet maintain a degree of consistency to meet the needs of the Town as well as local groups and businesses in their specific marketing initiatives. Core brand values should be translatable and easy to appropriate by local third-party events and organizations.
- **Authenticity:** The brand must accurately represent and resonate with citizens, businesses, and community groups within the Town of Barrhead and throughout the region. Embracing of the brand by local stakeholders is extremely important to the amplification of regional marketing efforts.



4. Scope of Work

4.1. Brand Development Research

- An audit of existing brand guidelines, corporate templates, and marketing and promotional materials as well as strategic planning documents.
- Complete market research by performing interviews and/or focus groups of key audiences, client groups, key stakeholders, external partners to determine strengths and weaknesses. This includes an analysis of existing attitudes, perceptions, opportunities and challenges to enhancing the Town's image.
- Employ creative means of public involvement to ensure that multiple segments of the community are aware of and involved in the project. Public participation in both the research and development phases of this project are considered of high importance.

4.2. Creative Development of Brand

- Define the brand essence, character, brand promise, key brand messages, core values, audiences perceptions, and competitive position as determined through the research process.
- Develop a visual brand identity that includes design concepts, logos, typography, colour palettes and other products to support the overall brand identity. The visual brand identity will be delivered with a style manual and guidelines for use which will include core brand applications such as signage, stationery, and additional templates.
- Visual design recommendations for the website and other existing assets to ensure it is in line with the overall brand.

4.3. Implementation Plan

Develop an action plan for implementation of the brand in sufficient detail to allow the Town to understand the approach and work plan. The Implementation Plan should include, but not be limited to the following:

- Brand usage training for Town staff and additional key stakeholders.
- Estimated costs and timelines for the development of creative elements.
- An online launch plan detailing public relations and social media campaigns.
- Recommendations to articulate the brand, define markets and promotional avenues, and advise on strategies to better promote and create brand awareness.



BRANDING INITIATIVE TOWN OF BARRHEAD – REQUEST FOR PROPOSAL

- Brand identity maintenance plan including KPIs for ongoing evaluation of the brand's effectiveness and reporting to the Town's Administration.
- Promotion of the use of the brand among Town community agencies, groups, and businesses while maintaining brand integrity.
- Creation of, or revisions to, existing marketing and communications policies, procedures and strategic plans to complement the brand.

5. Budget Details

The budget allocated to this project is \$68,000-\$72,000 with some additional funding set aside for support services to be supplied by the Town. The Town's Communications Coordinator should be utilized when possible to offset project execution costs and maximize deliverables. This project is partially funded by the [Alberta Tourism & Growth Innovation Fund](#), and any cost breakdown contained in submitted proposals must adhere to the grant guidelines. For support regarding these guidelines contact the RFP Coordinator.

6. Project Timeline

Under the TGIF Grant Agreement, this project must be completed before March of 2020. However, the Town has allocated resources with a preferred deliverables deadline of September/October 2019. Due to the public consultation component of this project, the Town is prepared to be flexible regarding timelines so long as the criteria in the TGIF Grant Agreement are met.

7. Proposal Details

The Town of Barrhead will consider proposals based on the overall approach, the experience of the team, sample work, references, budget, and other criteria. The proposal must be guaranteed for a minimum of 90 days from the closing date of the RFP. Preference will be given to teams with experience working with destination or place branding.

7.1. Cost of Proposal

Submission of a response to this RFP does not bind the Town of Barrhead to engage the firm to provide the requested services. This RFP does not commit the Town of Barrhead to pay any costs incurred by any respondents in the submission of a proposal or in making studies or designs for the preparation, or for procuring or contracting for the services to be furnished under the RFP.



7.2. Rejection of Proposals

The Town of Barrhead does not guarantee that any proposal will be accepted and reserves the right to reject any or all responses to the RFP without incurring any liability. Submissions received after the due date will be automatically rejected. Incomplete proposals will not be considered.

7.3. Proposal Format

Proposals should include all information outlined below in the following order:

- A cover letter containing the name and signature of a duly authorized officer of the company submitting the proposal.
- Title page identifying the project, the company submitting the RFP, and direct contact information for the person responsible for the submitted proposal.
- Table of contents.
- Company name and profile, including experience providing similar services to municipalities and/or government bodies or entities.
- Project Manager and team member names and résumés with relevant work samples and in what capacity they will be involved with the project.
- Describe the project process, methodology, and anticipated timelines including important milestones during the project.
- References from three past projects of a similar size and scope.

8. Proposal Evaluation

The Town is seeking a comprehensive proposal from qualified companies to fulfill these objectives. Applicants are expected to show a demonstrated capacity to complete this type of work. The Town will evaluate proposals as follows:

1. Understanding of the purpose and objectives. (15%)
2. Specific plans or methodology proposed for this project. (30%)
3. Qualifications and experience of the company and identified team members who will be assigned to this project. (30%)
4. Company reputation and references. (10%)
5. Cost and timeline. (15%)

The successful vendor will perform a variety of duties as agreed upon in the final negotiated Service Level Agreement (SLA). The selected vendor and the Town will finalize the contract terms and conditions. If the Town and the selected vendor are unable



BRANDING INITIATIVE TOWN OF BARRHEAD – REQUEST FOR PROPOSAL

to agree on terms and conditions at this point, the Town may exercise its right to negotiate with other vendors.

9. Additional Information

Additional information about this RFP, such as updates or amendments to it, and answers to questions submitted by proponents, will be added to the RFP page on the Town's website.

All questions should be submitted to the RFP Coordinator for response at communications@barrhead.ca. All those submitting proposals are encouraged to check back with the RFP webpage mentioned above for updates before submitting a question via email.

**COUNCIL REPORTS
AS OF APRIL 9, 2019**

| | | Meeting (since last council) |
|---|--|---|
| Agricultural Society | Cr. Klumph (Alt. Cr. Oswald) | <u> X </u> |
| Barrhead Cares Coalition | Cr. Kluin | <u> </u> |
| Barrhead & District Social Housing Association | Cr. Penny | <u> </u> |
| Barrhead Fire Services Committee | Cr. Assaf and Cr. Smith (Alt. Cr. Kluin) | <u> </u> |
| Barrhead Attraction & Retention Committee | Cr. Penny | <u> </u> |
| Barrhead Regional Airport Committee | Mayor McKenzie | <u> </u> |
| Barrhead Regional Water Commission | Mayor McKenzie and Cr. Smith | <u> </u> |
| Capital Region Assessment Services Commission | Cr. Penny | <u> </u> |
| Chamber of Commerce | Cr. Kluin | <u> </u> |
| Community Futures Yellowhead East | Cr. Penny (Alt. Cr. Assaf) | <u> </u> |
| Economic Development Committee | Vacant | <u> </u> |
| Enhanced Policing School Resource Officer Committee | Cr. Oswald (Alt. Mayor McKenzie) | <u> </u> |
| Family & Community Support Services Society | Cr. Kluin and Cr. Penny | <u> </u> |
| Library Board/Yellowhead Regional Library Board | Cr. Klumph | <u> </u> |
| Municipal Planning Commission | Cr. Assaf, Cr. Klumph and Cr. Smith (Alt. Mayor McKenzie) | <u> </u> |
| Regional Landfill Committee | Cr. Klumph and Cr. Penny | <u> </u> |
| Subdivision & Development Appeal Board | Cr. Penny | <u> </u> |
| Twinning Committee | Cr. Oswald | <u> X </u> |



BARRHEAD PUBLIC WORKS DEPARTMENT

Monthly Report

Date: April 4, 2019

Last Month's Accomplishments:

- Thaw culverts and catch basins
- Repair sewer service into Barrhead Bakery
- Pot hole repairs
- Start spring street sweeping
- Work on drainage areas
- Staff training
- 4 homes in town on temporary water – monitoring as they are frozen up

Progress on Projects/Programs:

- Working with contractors for the site preparation for the lagoon cleaning
- Crews to start equipment setup on April 15th weather permitting

Budget Performance:

-

Outstanding Issues for the Month:

-

Next Month's Objectives:

- Hire summer staff
- Start on Capital Projects
- Start utility patching once frost is out
- Lane maintenance on frost boils
- Equipment change over and maintenance

Upcoming Special Events:

-

Submitted by: Brant Ross
Director of Public Works

Kathy Vickery
Interim CAO