

AGENDA REGULAR MEETING OF THE BARRHEAD TOWN COUNCIL TUESDAY, APRIL 25, 2023 AT 5:30 P.M. IN THE TOWN OF BARRHEAD COUNCIL CHAMBERS

	Barrheada quality communitygiving a quality lifestyle
Presei	
Other	s Present
Regre	t
1.	Call to Order
2.	Consideration of Agenda (Additions - Deletions)
3.	Confirmation of Minutes
	(a) Regular Meeting Minutes – April 11, 2023
4.	Public Hearings
	(a) There are no Public Hearings
5.	Delegations
	(a) Delegation at 5:30 p.m. (Virtual) – Ms. Michelle Jones, Community Futures Yellowhead East
	(b) Delegation at 6:00 p.m. – Ms. Caitlin Clarke - Proposed Pride Crosswalk
6.	Old Business
	(a) There is no Old Business
7.	New Business
	 (a) Location of Musical Playground Equipment (b) 2023 Capital Budget – Solar Light Repairs (c) Disposal of the old skateboard park features (d) Monthly Bank Statement – March 31, 2023

8.	Report	es e
	(a)	Council Reports
9.	Minute	es
10.	Bylaw	7
	(a)	Bylaw No. 05-2023 Amending Traffic Control Bylaw No. 03-2021
11.	Corres	pondence Items
	(a) (b) (c)	Letter dated March 15, 2023 from Wellspring Cancer Support Alberta Letter dated April 12, 2023 from Town of Tofield Email dated April 13, 2023 from Barrhead Farmers' Market
	(d)	A Draft letter of Support
12.	For the	e Good of Council
13.	Tabled	Items
14.	Closed	Session
15.	Adjou	rn

MINUTES OF THE REGULAR MEETING OF THE BARRHEAD TOWN COUNCIL HELD TUESDAY, APRIL 11, 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 and Jennifer Mantay, Director of Corporate Services

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.

Moved by Cr. Smith that the agenda be accepted with the following amendments:

• Add: 7(b) Playground Zone Near All-Wheel Park

• Add: 8(a) Barrhead & Area Regional Crime Coalition (BARCC) Reports

CARRIED UNANIMOUSLY

CONFIRMATION OF MINUTES

The Minutes of the Town Council Regular Meeting of March 28, 2023, were reviewed.

Moved by Cr. Klumph that the Minutes of the Town Council Regular Meeting of

March 28, 2023 be accepted as presented.

CARRIED UNANIMOUSLY

ALBERTA TRAPPERS ASSOCIATION – 2024 RENDEZVOUS EVENT

For Council to consider providing a discounted rental rate for a provincial-wide event to be potentially held in the Town of Barrhead in 2024, was reviewed.

Moved by Cr. Klumph 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.

CARRIED UNANIMOUSLY

103-23 Moved by Cr. Klumph that Council sponsor the Alberta Trappers Association – 2024 Rendezvous event in the amount of \$5,000.00.

CARRIED UNANIMOUSLY

ADDITIONAL FUNDING FOR THE INDUSTRIAL PARK RESERVOIR PROJECT

For Council to consider and approve the request for additional funding for the Industrial Park Reservoir Project, was received.

Moved by Cr. Klumph that Council authorizes the additional funding in the amount of \$225,000.00 for the Industrial Park Reservoir Project with the funds to be derived from the Water, Equipment and Vehicle Capital Reserve.

CARRIED UNANIMOUSLY

TUESDAY, APRIL 11, 2023, REGULAR COUNCIL MINUTES Page 2 of 4

PLAYGROUND ZONE NEAR ALL-WHEEL PARK

For Council to consider and approve the request for a playground zone at the All-Wheel Park, was received.

105-23

Moved by Cr. Kluin that Administration contact Alberta Transportation to explore the possibility of an advanced warning signs on Highway 18 regarding the All-Wheel Park.

CARRIED UNANIMOUSLY

COUNCIL REPORTS

The following Reports to Council as of April 11, 2023, were reviewed:

- Agricultural Society
- Barrhead & Area Regional Crime Coalition (BARCC)
- Barrhead & District Social Housing Authority
- CAO Report
- Council Action List to March 28, 2023

Moved by Cr. Sawatzky that the following Reports to Council as of April 11, 2023, be accepted as information and as presented:

- Agricultural Society
- Barrhead & Area Regional Crime Coalition (BARCC)
- Barrhead & District Social Housing Authority

CARRIED UNANIMOUSLY

Moved by Cr. Klumph that the CAO's Report be accepted as information.

CARRIED UNANIMOUSLY

Moved by Cr. Assaf that the Council Action List to March 28, 2023 be accepted as information.

CARRIED UNANIMOUSLY

MINUTES TO COUNCIL

The following Minutes to Council were reviewed:

- Community Futures Yellowhead East February 16, 2023
- Barrhead & District Social Housing Association February 28, 2023
- Community Futures Yellowhead East March 23, 2023

Moved by Cr. Kluin that the Minutes to Council be accepted as information and as presented.

- Community Futures Yellowhead East February 16, 2023
- Barrhead & District Social Housing Association February 28, 2023
- Community Futures Yellowhead East March 23, 2023

CARRIED UNANIMOUSLY

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BYLAW 04-2023, PROPERTY TAX BYLAW

Proposed Bylaw 04-2023, the Property Tax Bylaw, was presented.

Jennifer Mantay, Director of Corporate Services, presented the Property Tax Bylaw information package and answered questions from Council.

Moved by Cr. Smith that Council give Bylaw 04-2023, the Property Tax Bylaw, first reading.

CARRIED UNANIMOUSLY

Moved by Cr. Assaf that Council give Bylaw 04-2023, the Property Tax Bylaw, second reading.

CARRIED UNANIMOUSLY

Moved by Cr. Klumph that Council give Bylaw 04-2023, the Property Tax Bylaw, be presented for third reading.

CARRIED UNANIMOUSLY

Moved by Cr. Oswald that Council give Bylaw 04-2023, the Property Tax Bylaw, third reading.

CARRIED UNANIMOUSLY

CORRESPONDENCE ITEMS

The following correspondence items were reviewed:

A copy of a letter dated March 21, 2023 to the County of Barrhead from Ms. Rebecca Schulz, Minister of Alberta Municipal Affairs, regarding the approval of a grant under the Intermunicipal Collaboration component of the 2022/23 Alberta Community Partnership (ACP) program.

Letter from Ms. Rebecca Schulz, Minister of Alberta Municipal Affairs, regarding the Ministerial Order No. MSD:013/23, granting an extension on the deadline date by which municipalities must enter into a joint use and planning agreement (JUPA) with school boards.

Moved by Cr. Klumph that Council accepts the copy of the letter dated March 21, 2023 to the County of Barrhead from Ms. Rebecca Schulz, Minister of Alberta Municipal Affairs, regarding the approval of a grant under the Intermunicipal Collaboration component of the 2022/23 Alberta Community Partnership (ACP) program and the letter from Ms. Rebecca Schulz, Minister of Alberta Municipal Affairs, regarding the Ministerial Order No. MSD:013/23, granting an extension on the deadline date by which municipalities must enter into a joint use and planning agreement (JUPA) with school boards, as information.

CARRIED UNANIMOUSLY

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FOR THE GOOD OF COUNCIL

Mayor McKenzie commended the Recreation Department for a great job on getting very creative with the Recreational activities.

Cr. Assaf commended FCSS for their campaign for Food Bank Drive. There was 5,300 pounds of food collected.

Cr. Smith applauded the Town and County for working together on the feasibility study at the Alberta Distance Learning Centre (ADLC).

RECESSED

115-23 Moved by Cr. Smith to recess the meeting at 6:41 p.m.

CARRIED UNANIMOUSLY

EXITED Jennifer Mantay, Director of Corporate Services, exited the Council Chambers at 6:41 p.m.

RECONVENED

Moved by Cr. Assaf to reconvene the meeting at 7:03 p.m.

CARRIED UNANIMOUSLY

CLOSED SESSION – FOIP ACT SECTION 16 - LAND

117-23 Moved by Cr. Kluin that Council go in closed session at 7:03 p.m.

CARRIED UNANIMOUSLY

ENTERED Cheryl Callihoo, Director of Development & Legislative Services, entered the Council

Chambers at 7:07 p.m.

EXITED Cheryl Callihoo, Director of Development & Legislative Services, exited the Council

Chambers at 7:26 p.m.

OUT OF CLOSED SESSION

118-23 Moved by Cr. Smith that the Council come out of closed session at 7:34 p.m.

CARRIED UNANIMOUSLY

ADJOURN

Moved by Cr. Klumph that the Council Meeting be adjourned at 7:34 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: April 25, 2023

Re: 5:30 p.m. Delegation – Ms. Michelle Jones, representing Community Futures

Yellowhead East

1.0 PURPOSE:

To review and discuss the 2023 Annual Stakeholders Report as presented by the Community Futures Yellowhead East.

2.0 BACKGROUND AND DISCUSSION:

On February 15th, Administration received a request from Community Futures Yellowhead East office to make a presentation to Town Council on their 2023 Annual Stakeholders Report.

3.0 <u>ALTERNATIVES:</u>

- 3.1 Council accepts Ms. Michelle Jones from Community Futures Yellowhead East presentation on their 2023 Annual Stake holder Report, as information.
- 3.2 Council tables Ms. Michelle Jones from Community Futures Yellowhead East presentation on their 2023 Annual Stake holder Report, and request further information from Ms. Jones to be presented at the next Council Meeting.

4.0 FINANCIAL IMPLICATIONS:

Not Applicable

5.0 INTERDEPARTMENTAL IMPLICATIONS:

Not Applicable

6.0 <u>SENIOR GOVERNMENT IMPLICATIONS:</u>

7.0 POLITICAL/PUBLIC IMPLICATIONS:

The on-going initiatives offered by Community Futures Yellowhead East are well received and they provide a great service to our local community.

8.0 ATTACHMENTS:

- 8.1 2023 Annual Stakeholder Report
- 8.2 2022 Small Business Needs Assessment Part One and Two

9.0 **RECOMMENDATION:**

Council accepts Ms. Michelle Jones from Community Futures Yellowhead East presentation on their 2023 Annual Stakeholder Report, as information.

(original signed by the CAO) Edward LeBlanc CAO

2022-2023 Stakeholder Report





MISSION STATEMENT

To help communities thrive economically by supporting an entrepreneurial culture through training, coaching and lending best practices.

VISION STATEMENT

Community Futures
Yellowhead East, the
trusted and respected
leader, fostering business
development. Leading the
way to economic
prosperity and diversity
within our region.

VALUES

Knowledge, Education, Character, Innovation, Trust, Respect, Confidence, Collaboration, Support



- Guided by a Council appointed Board of Directors, our 10 Municipally appointed board members bring extensive knowledge and experience to the area's economy.
- The role of the Board is to establish Community Future Yellowhead East's strategic priorities, monitor and evaluate the performance of the loan fund, and be accountable to key stakeholders - such as local, provincial and federal governments.
- CFYE Board Members are Nick Gelych (Lac Ste. Anne County), Daryl Weber (Alberta Beach), Marvin Schatz (County of Barrhead), Liz Krawiec (Swan Hills), Serena Lapointe (Whitecourt), Jim Hailes (Fox Creek), Bruce Prestidge(Woodlands County), Anna Greenwood (Mayerthorpe), Robin Murray (Onoway), Ty Assaf (Town of Barrhead)



- This past year has been a remarkable year for all of us here at Community Futures Yellowhead East. We have emerged more resilient and reinvigorated, and our confidence in our capabilities is reflected not only in our numbers but also in the trust that our clients have placed in us, and the relationships that have been further developed.
- While most of us would like to put the past few years behind us; the current cost of living, supply chain concerns and the rise in inflation, has made it even more of a priority for CFYE to assist entrepreneurs and small business owners. The devastating effect to our economy sill has lingering effects on all of us.
- I am excited to see what we can do together. With the support of our Municipal partners, our Board of Directors and through conscientious work of our CFYE staff; I am confident that the next year; and the years to come; will bring continued success to our business community, future entrepreneurs, and our municipalities economic development efforts.
- I would also like to thank our Board of Directors and our CFYE staff for their helpful guidance. I look forward to working with them. And finally, thanks to you, our Municipal partners and Business community, for your continued trust in Community Futures Yellowhead East.



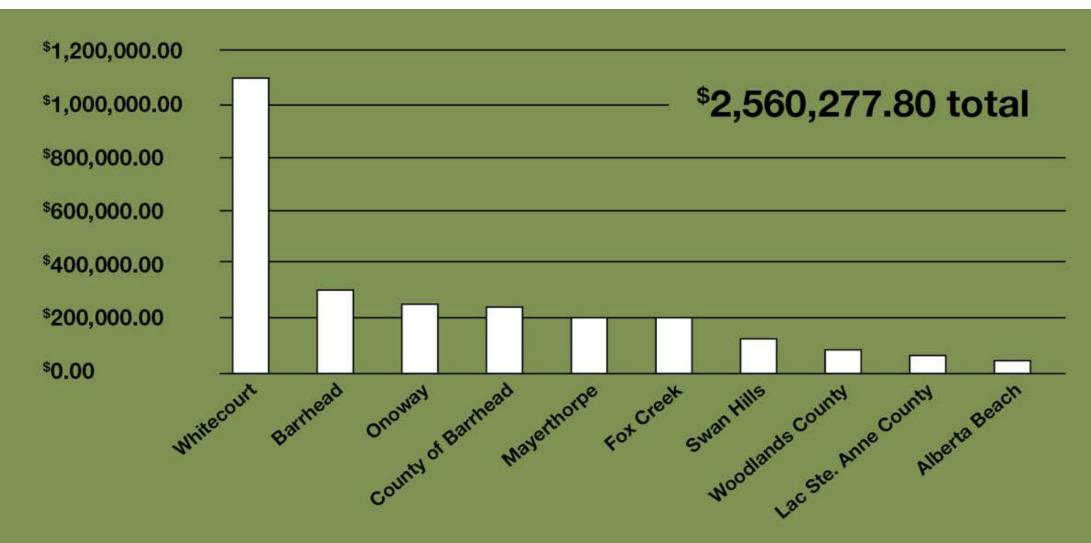
Current Capacity:

- Executive Director, Michelle Jones
- Office Project Management / CED Coordinator Lilian Wisser
- Business & Financial Analyst, Matthew Hartney
- Digital Service Squad, Ian Butler- Contract Position Extended

CFYE Term Loan Committed by Municipality/Primary Sector



CFYE RRRF Loan Investment By Municipality





CFYE Led RRRF Client Survey Results

53 CLIENTS IN TOTAL – 31 RESPONDED TO DATE

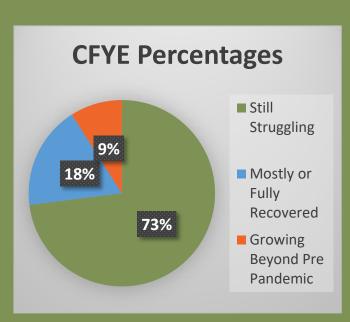
Potentially Paying	Most likely to Pay/ Already Paid	Less Likely to Pay
"Business has been increasing and steady. Finding staff has been hard as there is many competitive wages for the same services. Hoping to take advantage of the loan in a lump sum payment option but would like to look at what a payment plan option would look like."	"Business was very busy all summer they could pay the loan currently but forgot about the loan."	"Does not think there is an option at all paying back the loan by the extension date. The cost of supplies is rising and making it more difficult to even get what they need. Summer is busier than Winter. Would like to look a payment plan option to see where they will sit."
"Hoping to take advantage of the forgivable portion of the loan. Covid has made running a business extremely hard as people don't get the in-person shopping experience and just online shop. Business is slowly picking up and has opened a second location. Doesn't need many staff but has been able to maintain the ones currently employed."	"Business is steady and staffing levels have remained the same. Would like payment plan options. Loved that there was an extension until December 2023 as it was less stressful to try and pay off while working at getting back to pre-COVID times." "Loan has been completely paid back. The loan and its terms were straight forward, and it really helped get the business and its staff through the pandemic."	



RRRF Provincial Led Small Business Needs Assessment Aug-Dec. 2022

CFYE Survey Results

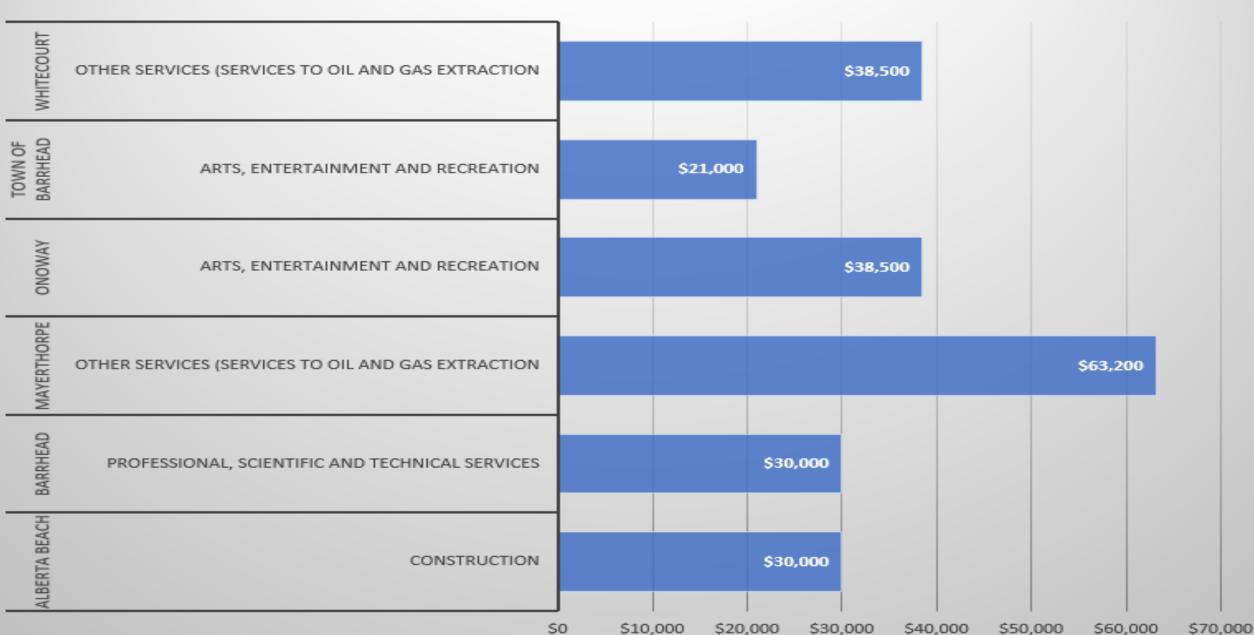
73% of businesses were still struggling or affected by the economic impact of covid-19



Provincial RRRF Survey Result Findings

AWARENESS	BUSINESS RESILIENCE	FINANCES	LOAN REPAYMENT	REGIONS
49% of clients were not familiar with CF services or how they could support businesses.	59% of business owners would not be able to operate and survive another short-term crisis or economic downturn in the next 2-5 years. 4% were planning to sell their businesses.	27% of respondents were requesting support in the area of financing. Many were also interested in loans as a backup plan to pay off the RRRF loan in time to qualify for the forgivable portion.	65% of clients were somewhat to very concerned about repaying their RRRF loan by deadline of Dec. 31, 2023 • 2% hadn't thought about it. • 34% not concerned • 37% somewhat concerned • 28% very concerned	Regions with the highest proportions of businesses who had not yet recovered included East Yellowhead at 73%. Regions where the largest percentage of businesses were somewhat or very concerned about repaying their RRRF loan by deadline included East Yellowhead at 55%

RRRF Loan Repayment Dollars Received by CFYE by Municipality/Sector



CGI Loan Funds Committed by Primary Sector/Municipality

\$25,000.00





2022/2023 Community Based Projects

YOUTH	WOMEN	INDIGENOUS	NEW CANADIANS	CORE OTHER
 Youth Market Pilot –Gr 8 Lemonade Day (7) Youth Loan Product 	 The Collective Co-Working Space Project Gazelle Reach for the Star Metis Women Job Shadow Women in Leadership & Business CGI Women's Loan Program 	 The Collective Co-Working Space Reach for the Star Metis Women Job Shadow WIFS Strategic Planning/Board Development 	• AAIP – Rural Renewal Stream Partnerships (2)	 Regional Travelling Incubator(7) Strategic Planning Sessions. (3) Digital Service Squad Business Support Network Agri Food Projects RRRF Loan Program



2023 CFYE Board Strategic Goals

BOARD IDENTIFIED STRATEGIC PRIORITIES

Board Training/Development

Succession Planning

Marketing/Awareness

Core Purpose

Partnerships

CFYE STAFF OPERATIONAL PLAN

- Monitoring Board member participation and engagement
- Board Commitment to raising awareness
- Notes provided to board members to share at council meetings
- * Elevator pitch developed
- Business visits planned with Board Member/DSS Member

- Succession Planning Internal/External
- Cross Training in Office
- Create awareness regarding project capacity
- Staffing Reorganization
- Small Business Succession Planning Projects/Grant Proposal
- Municipal Succession
 Planning Preparedness
- Organizational Succession Planning, Non-Profit

- Market New Loan and Program
- Ongoing Training
- Encourage stakeholder and partners participation in sharing of resources available
- Continue ongoing meeting efforts to ensure stakeholders are aware of resources available and how to take advantage of being Economic Development Partners
- * Promote Mandatory
 Strategic Planning Services
 Available
- Identify Stakeholder training

- Programs/Training and Coaching Resources
- Identify Grant opportunities to increase project capacity
- RRRF Client supports, expanded awareness, meet with MLA, MP's

- Quarterly/ Annual Round Table Meetings
- P Review current partnerships, and improve efforts to share workloads etc.

Community	Futures	Performance	Results	2021-2022

Strong rural community strategic planning and implementation

Rural access to business development services

Rural access to capital and leveraged capital

1. Total number of community-based projects (new & on-going)

3. Total number of business training session participants

7. Number of jobs created/maintained/expanded through lending

4. Total number of business advisory services

5. Dollar value of loans

6. Total number of loans

2. Total number of local and regionally-based community strategic plans developed and/or updated

76

173

479

\$482,400.0

20

Community	Futures	Performance	Results	2021-2022

2023 Prairies Can M	PS Opera	ating Pla	an
Performance Indicator	2023-24 Target	GROUP 1	GROUP 2
**Targets for your Minimum Performance Standards (MPSs) should be greater than or equ	ual to your MPS.		
Indicate which Group your CF is in (groupings can be found in the attached Instruction Manual):	Group 2		
Strong rural community strategic plan	ning and implement	tation	
# of local and regionally-based community strategic plan(s) developed and/or updated during the year	3		
# of partners engaged in community strategic planning (New & Ongoing)	5		

of new community-based projects/initiatives that align with GOC/PrairiesCan

priorities and (PLUS) # of loans that align with GcC/PrairiesCan priorities

of business training session participants (MPS**)

Amount leveraged through lending (EDP and non-EDP)

of business advisory services (MPS**)

of loans (MPS**)

\$ value of loans (MPS**)

(MPS**)

of new community-based projects plus number of ongoing community-based projects

of partners engaged in community-based projects (New & Ongoing)

\$ amount invested in community-based projects (New & Ongoing)

\$ amount leveraged from community-based projects (New & Ongoing)

Rural access to business development services

of businesses created, maintained, or expanded through business services

Rural access to capital and leveraged capital

400 800

8

10

\$3,000

\$100,000

100

400,000

40,000

10

400

12

\$600,000

3

2

400

\$400,000

2

GROUP 3

2

300

6

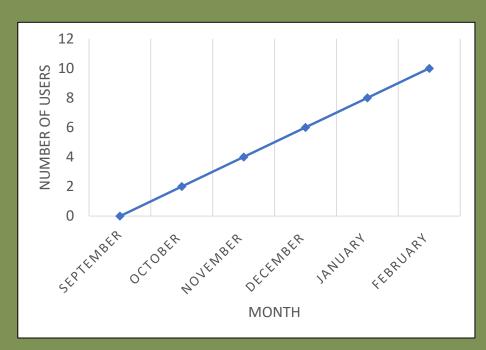
\$200,000



2023 Upcoming Partnership Opportunities

- SUCESSION PLANNING ROF GRANT APPLICATION
 - BUSINESS COMMUNITY READINESS
 - MUNICIPAL ECONOMIC DEVELOPMENT
 - Capacity Building Strategic Doing, Destination Creation, SMART Start in Business
- YOUTH ENTREPRENEURSHIP
 - LOAN PROJECT AWARENESS, LEMONADE DAY, YOUTH BUSINESS LICENSING
- REGIONAL ECONOMIC DEVELOPMENT
 - FINALIZE CFYE INVESTMENT FUND PLANS
 - STRATEGIC DOING WORKSHOPS, STRATEGIC PLANNING FACILITATION
 - DSS EXTENSION
 - GROWTH PARTNERSHIP
- WOMEN IN LEADERSHIP & BUSINESS
 - EXPAND TO ADDITIONAL COMMUNITIES







The Collective Coworking Space











Digital Service Squad



<u>Digital Service Squad</u>

The Digital Service Squad provides support to local small businesses by offering free assistance to help grow an online presence and by teaching how to use Digital Tools!





DSS Weekly Travel Schedule for March 2023:

- Fox Creek: March 8th
 - Whitecourt: March 15th
 - Alberta Beach: March 22nd
 - Barrhead: March 29th

Economy
Program

By BUSINESS LANK & DIGITAL

Digital







Reach out today to book a meeting with the Digital Service Squad!

Email: dssye@albertacf.com Phone: 780-706-3500

Website: https://yellowheadeast.albertacf.com/services/dep





Community Futures Yellowhead East Is proud to be your trusted and proven economic development partner!

TOGETHER

WE WILL BE SUCCESSFUL IN GROWING AND THRIVING WITHIN AN ECONOMICALLY DIVERSE AND PROSPERIOUS REGION







EXECUTIVE SUMMARY

RRRF LOAN CLIENTS & NEEDS ASSESSMENT

From May 2020 to June 2021, Community Futures in Alberta dispersed **over \$79 million** in interest-free loans through the Regional Relief and Recovery Fund (RRRF). **2400+ applications** were approved, directly supporting **1756 businesses**, and helping to maintain **over 5800 jobs**. Businesses have until December 31, 2023 to repay their loan to qualify for loan forgiveness.

In August of 2022, Community Futures offices across Alberta initiated this needs assessment project to connect with RRRF Loan recipients about their current challenges and what supports might help them to succeed. From across **25 regions** in Alberta, RRRF clients completed **504 surveys** and **41 interviews**. The findings in this report will be used to prioritize current service offerings and potentially modify or develop new services aimed at helping businesses recover from the economic disruption of COVID-19.

FINDINGS

Based on survey respondents, 55% of RRRF clients were from a target group of businesses who were owned or led by women, people with a self-identified disability, Indigenous, youth, or newcomers to Canada. Only 6% were a new or start-up business and the remaining were more mature businesses in various stages of maturity, growth, or decline. 19% had started their business within the past 1 to 3 years and did not have pre-pandemic "normal" levels/operations to compare to. 36% of owners were the sole operators of their business.





AWARENESS OF COMMUNITY FUTURES SERVICES



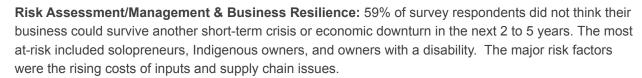
Little to none: Almost half (49%) knew little to nothing about the current services available. Some had not thought to investigate services other than the RRRF loan, whereas others had looked at some options but were unsure of how to match their needs/challenges to the services/supports.

Some: Of the 50% who were familiar with the services, many thought of Community Futures as an organization that provided loans and support to start-up businesses. They did not know or did not see which services were available to support more mature businesses.

BUSINESS PLANNING & EFFICIENCY

Business Planning/Changing, Pivoting, & Growing a Business: Businesses that had not recovered to pre-pandemic operations were still looking for ways to attract customers and grow their business. Mature businesses had more of a sense of where they needed assistance, whereas others needed more guidance to understand what their needs were and how to move forward.

Operations & Business Efficiency: Owners were working longer hours to regain their pre-covid revenues or were covering more tasks because they could not afford help. They would like help to identify and implement business efficiencies and streamline operations, such as making their operations more digitally efficient.



Selling a Business & Succession Planning: 4% of respondents were planning on selling their business. Of these, 62% did not know about the support services offered by Community Futures. Common factors leading to the decision to sell included age, poor health, loss of energy and enthusiasm to pivot their business, or having found other work during the pandemic. A few businesses were looking to pass on their business, such as mentoring others to take over.

FINANCE

Loans/Grants: Many loan recipients were interested in other financing options as a precaution if they could not repay the RRRF loan by the deadline. Some were unaware that Community Futures offered other loans. Some had looked into financing but experienced barriers. Those concerned about debt load were only interested in grants.

Financial Planning/Management: Businesses were feeling a "squeeze" on cashflow due to the rising costs of inputs and reduced income. They would like training, advising, or tools in areas such as bookkeeping, budgeting, managing cashflow, setting financial goals, forecasting, identifying cost efficiencies, and tax preparation. Some would like to hire a bookkeeper.

Loan/Debt Repayment: 60% of respondents had not recovered to pre-pandemic levels or operations. These businesses were more likely to be no longer in business, looking to relocate, in decline/down-sliding, looking to sell, or a start-up business. More solopreneurs and owners with an ongoing disability had not recovered compared to other groups. Of all owners, 65% were concerned about repaying the RRRF loan by the deadline. Those who were 'somewhat' concerned reported ups and downs, but also had other assets to fall back on. Those who were 'very' concerned were often in more debt than when they got the loan and did not have other assets to rely on. Solopreneurs as well as youth and Indigenous-owned businesses were the most concerned about repaying their loan. Most owners wanted an extension of the deadline or increased loan forgiveness. Some wanted help with planning payment schedules, sending reminders, planning ahead for cashflow issues, and finding ways to put aside funds.





Access to Capital: Many owners who saw opportunities to recover and grow their business were not able to save enough to invest due to the squeeze on cashflow. Responses were mixed in terms of awareness of Community Futures' services. Two mid-sized companies had difficulties finding financing or investors at their level of need.

BUSINESS TRAINING & GUIDANCE

Mentorship & Coaching: Some owners were struggling with "the business side of things" and "not knowing what they don't know". They could use guidance to match their challenges to the available services. More mature businesses were in the unusual position of needing to revise their formerly successful business. They were looking for an industry-specific mentor to help them grow, with the priority on finding the right fit and level of experience.

Networking & Cohort Programs: Industry-specific regional networks were of interest to RRRF clients as a way to broaden their exposure to a wider audience, make connections in a non-competitive setting, and find like-minded businesses for potential collaborations.

Specialized Training: Owners were interested in specialized training such as food safety, software programs, and certifications to broaden the scope of their or their employees' skills. For those struggling to regain revenue, their main interest was subsidies to offset the training costs.

MARKETING

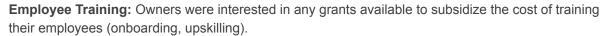


Marketing Plans/Intro to Marketing: Some businesses who had been successful pre-pandemic by only relying on word-of-mouth found they needed to increase their marketing to attract new customers. Many had not done market discovery or created a marketing plan and instead focused on producing marketing tools (e.g., flyers, ads, Facebook or Instagram page, website); they experienced a learning curve and/ or did not see a return on their efforts. Other owners had previous experience with marketing but needed to refresh their strategy to expand to new markets or advertise a new service or product. Some were implementing their own marketing activities and would like help with specific technical challenges.



PEOPLE MANAGEMENT

Recruiting, Retaining, Managing Employees: Labour shortages were a key limitation to some businesses' growth. Some staff had been let go or had left for other work during the pandemic. Skilled workers were difficult to find locally. Businesses who could not afford a competitive wage had high turnover and struggled with employee motivation. Owners would like help finding qualified employees, hiring foreign workers, navigating job websites, and the hiring process.



Mental Wellness: Owners struggled with stress, anxiety, fatigue, and burnout as a result of the uncertainty and impact of the pandemic on their business. Post-pandemic, the uncertainty has continued due to rising costs of inputs and labour shortages. Some had seen other businesses start to recover, leading them to think of their challenges as a personal failure. 30% indicated they would like support for mental wellness. Some focused on marketing or financial planning to address their business challenges, thereby reducing their stress. Others suggested connecting in-person with other businesses to reduce feelings of isolation, expose them to new ideas, and build a sense of community. Lack of benefits such as counselling was a limitation for some.

Work-life Balance: Entrepreneurs were working longer hours yet making less money. They had difficulties separating work and personal time. Some focused-on business operations as the solution, such as finding efficiencies and better time management. Others thought having a mentor to set boundaries for work-life balance would help, particularly if the mentor had a similar life situation for balancing work and family life.

TECHNOLOGY & PHYSICAL INFRASTRUCTURE

IT Infrastructure: Some businesses did not transition to online services or sales during covid and were now ready to start this process. Others who already had an online business needed ongoing support such as assistance with technical issues, adding a digital feature, or finding ways to attract more people to their site. They were interested in suggestions for digitizing business operations, commonly used business apps, as well as industry-specific technologies.

Rentals, Leases, & Co-Working Spaces: Affordability, size, and location were issues for some owners who were looking for alternative spaces for their business. Some needed to change to reduce their costs. Others had transitioned to working from home and were ready to find a new space. Those in professional/technical/other services and agri-food expressed the most interest in co-working spaces to reduce their costs and find synergies with like-minded businesses.









RRRF CLIENT SMALL BUSINESS NEEDS ASSESSMENT 2022

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INTRODUCTION

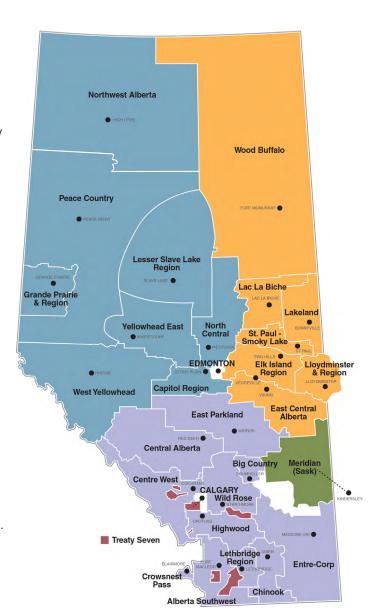
COMMUNITY FUTURES IN ALBERTA

Established by the federal government in 1985, Community Futures is a community-driven, economic renewal initiative that assists communities in rural Canada in developing and implementing innovative strategies for dealing with a changing economic environment. In Alberta, programs are funded by Prairies Economic Development Canada.

Community Futures is a rural grassroots program that provides business loans, training, and coaching, and supports community economic development projects.

They are a developmental lender that supports businesses that banks cannot serve. Their mandate is to help rural communities develop sustainably and implement local solutions for economic stability, growth, and job creation.

In Alberta, Community Futures consists of **27 regional offices**, plus an additional office serving Treaty 7 territories. The offices develop and implement local solutions to challenges and opportunities in the areas of economic stability, growth, diversification and job creation. The Community Futures Network of Alberta provides advocacy, leadership, stewardship, and operational support to the local offices.



COMMUNITY FUTURES ALBERTA 27 REGIONAL OFFICES



REGIONAL RELIEF & RECOVERY FUND

The Government of Canada and Community Futures organizations understand the difficulties the COVID-19 pandemic has caused for small business. In response, the Government made funds available to Community Futures to provide support and assistance to small and medium-sized enterprises through the rural stream of the Regional Relief and Recovery Fund (RRRF).

From May 2020 to June 2021, Community Futures in Alberta dispersed \$72 million in loans through the RRRF. They approved 2400+ applications that directly supported 1756 businesses and helped maintain over 5800 jobs. Businesses could apply for an initial interest-free loan of up to \$40,000, then an additional expansion loan of another \$20,000. Recipients have until December 31, 2023 to repay the total loan amount to receive partial loan forgiveness (25% on the initial loan, 50% on the expansion loan). After this deadline, the loan becomes a 24-month term loan at 4% interest.

PURPOSE & SCOPE OF NEEDS ASSESSMENT

With just over one year remaining before the repayment deadline, Community Futures offices across Alberta initiated this needs assessment project to connect with RRRF Loan recipients on how the non-profit organization could support their needs. Community Futures will use the information provided in this report to prioritize current service offerings and potentially develop new services aimed at helping businesses recover from the economic disruption of COVID-19 and beyond. The project took place between August to December 2022 to inform future service development.



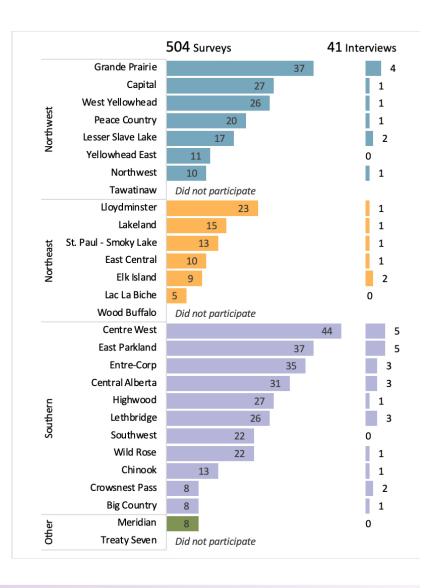
METHODS:

DESIGN, DATA COLLECTION & ANALYSIS

SURVEY & INTERVIEW PARTICIPANTS

PARTICIPANTS BY COMMUNITY FUTURES REGION

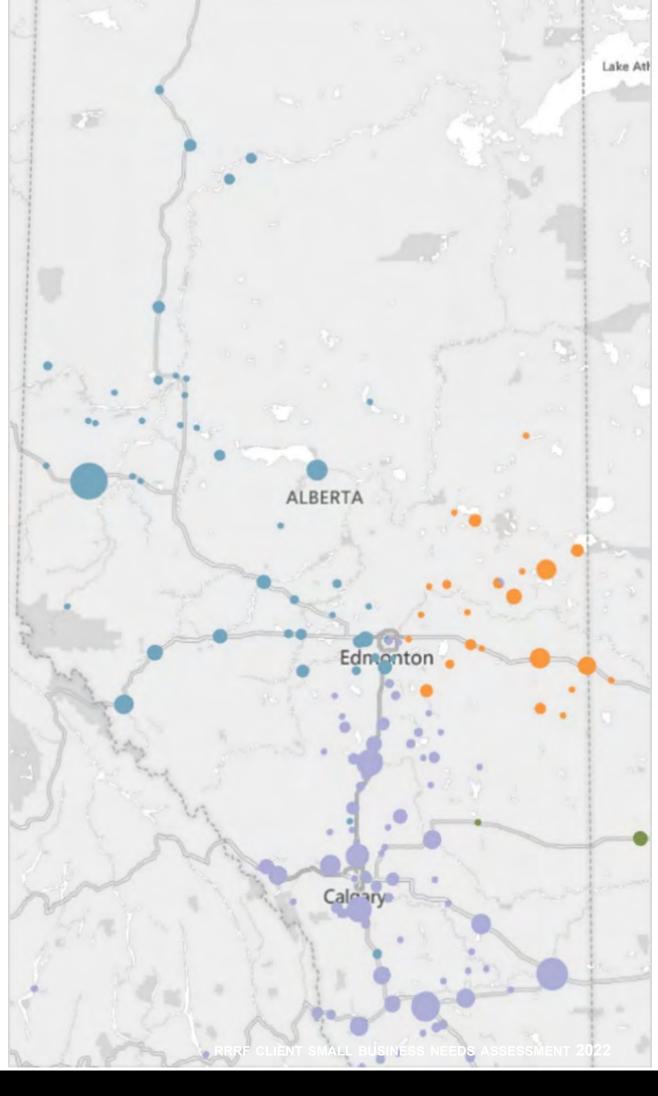
Across Alberta, 25 regional offices participated in this needs assessment project. Of their RRRF clients, 1484 received a survey asking about their state of recovery from the economic impacts of covid-19, current challenges, and services that might help them to succeed. Of these, 504 chose to participate (34% response rate). Survey respondents were invited for a 30-minute in-depth interview to explore what types of services would be helpful, and formats for how they might be delivered. Interviews targeted a geographical spread of participants with 41 interviews completed across 21 out of the 25 participating regions.



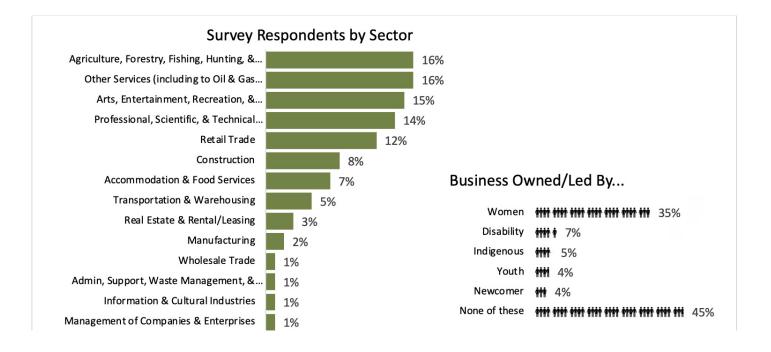
BUSINESS PROFILE OF SURVEY PARTICIPANTS

Most survey respondents owned businesses in the following sectors: Agriculture/Agri-food, Other Services such as beauty services and services to oil and gas extraction, Arts/Entertainment/Recreation/Tourism, Professional/Scientific/ Technical Services, Retail Trade, and Construction. Interviews included businesses in 11 out of the 14 sectors. Out of all survey respondents, 55% were from a target group of businesses who were owned or led by women, people with a self-identified disability, Indigenous, youth, or newcomers to Canada.



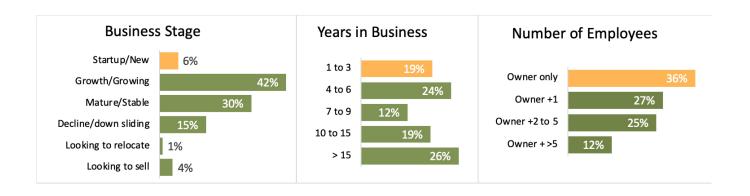






Sectors are based on the North American Industry Classification System Canada 2017 Version 3.0.

Only 6% of survey respondents were in a new/start-up stage, while 94% were more mature businesses in various stages of maturity, growth, or decline. 19% had started their business within the past 1 to 3 years and did not have pre-pandemic "normal" levels/operations to compare to. 36% of owners were the sole operators of their business and had no staff/employees ("solopreneurs").



SURVEY RATINGS WERE COMPARED BY GEOGRAPHICAL REGION, SECTOR, TARGET GROUP, BUSINESS STAGE, YEARS INBUSINESS, AND NUMBER OF EMPLOYEES. GROUPS WITHRATINGS THAT DIFFERED BY MORE THAN 10% FROM THE TOTAL AVERAGE HAVE BEEN HIGHLIGHTED THROUGHOUT THE REPORT.





FINDINGS: CHALLENGES, SERVICE NEEDS & RECOMMENDATIONS

AWARENESS OF COMMUNITY FUTURES SERVICES

Based on survey responses, almost half (49%) of RRRF loan recipients knew little to nothing about the current services and supports offered by Community Futures. Businesses who were not familiar with Community Futures' services were introduced to them through the RRRF loan. Many thought they were an organization that provided loans but were not familiar with what they offered in terms of business support. Sometimes this was because they had not thought to investigate other services. A few had looked at the website but were unsure of how to match their need to the services. Some business owners had received emails from their local Community Futures office with news about upcoming events and training, and these were helpful to give them a 'shortcut' to finding out about services that might be useful. A few had signed up for activities and others had called to book an appointment to meet with their local office to meet one-on-one about a specific issue. One business owner had been connected to a staff member at their local office, but had not reached out since the staff had changed. Regions with slightly less awareness of Community Futures services included Central Alberta, East Parkland, Entre-Corp, Grande Prairie, and East Central.

Of the interviewees who were familiar with Community Futures services, the most mentioned service was accessing loans when starting their business, particularly if they had not been able to get financing through a bank. Other commonly accessed services included support with marketing, digital services, and help creating a business plan. Many had accessed Community Futures at their start-up stage and had a very positive impression of their support and services. However, they were less familiar with what was available for established businesses with experienced owners. One of the key barriers to accessing services was time – for those who were still struggling/affected by the pandemic, many were working long hours to keep their business going and felt they did not have time to look into services, or to spend time on activities not directly targeted to their issues. Awareness was stronger among some target groups, as 74% of Indigenous owned/led businesses and 61% of businesses owned/led by a newcomer to Canada were familiar with their services and supports.





49% of clients were not familiar with Community Futures services, or how they could support their business.

I don't know anything about what services they offer.

I know a little, but don't know if they are useful to me.

I am familiar, and some services seem useful to me.

I am familiar, but the services don't seem useful to me.



<u>(</u> (

When I started my business, the advice, feedback on my plan, and information about available programs was really helpful. Maybe they could offer the StartSmart program in a format that people can do on their own with checklists and touch-base points to connect with an advisor? Just don't duplicate what is already out there.

- Real Estate, Rental & Leasing

"

I was overwhelmed by what was on the website. They offer a great deal. I'm not sure what I need at this stage of my business. Maybe I just need to set up a meeting? Maybe that's the most efficient way to understand what they offer for a mature business?

- Information & Cultural Industry

66

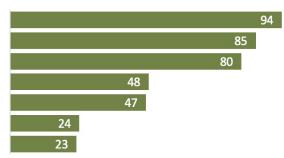
I haven't contacted the office since the people changed. I'm not sure who to talk to. I looked at the offerings, but they seemed too large for a solopreneur. A 12-week course is too much when raising kids and running a business.

- Technical Services: IT

BUSINESS PLANNING & EFFICIENCY







BUSINESS PLANNING/CHANGING, PIVOTING, & GROWING A BUSINESS

While it is not unusual that businesses change and grow over time, the pandemic prompted an unusually large number of businesses to be proactive in changing their services or products. Many RRRF clients still had fewer customers than before covid and were looking for new ways to retain and gain new customers. Sales were down due to fewer tourists, lingering covid fears (e.g., returning to the gym), or smaller project scope due to customers having less money available to spend. Entrepreneurs had difficulty attracting customers for 'luxury' goods or services (e.g., gift shops, restaurants, accommodation), as customers were struggling with reduced income and a rising cost of living. Some were looking to transform their business for the local market where as others wanted support in exporting and marketing their product internationally.

Business owners who previously gained enough clientele through word-of-mouth found they needed to go back and start the process of creating a business plan, either to rethink their business or to qualify for financing. Mature businesses who had gone through the planning process were finding they needed to revisit it and identify new markets, new clients, and their new value proposition. An entrepreneur in recreation and fitness had done her planning and projections in 2018, but realized her pricing was no longer relevant because the market had changed with the growth in online options. Some entrepreneurs had identified their need for change during the pandemic and spent time preparing, marketing, and positioning themselves within their industry. Others did not know or realize they needed to take this step and had remained stuck, not knowing how to move forward.

Even three years into the pandemic, survey results suggest there is still a large number of RRRF clients who need support in business planning, pivoting, and growing their business. Some know they need this support and are ready to take advantage of services offered. Others may need more guidance to understand what their needs are. Interviewees requested either one-on-one coaching to revise specific aspects of their business plan, or a course or workshop in small groups (e.g., 4 people, or a mentorship think tank held online or in-person) with people at the same level. Both formats would allow for asking questions as well as getting advice for their specific situation.

Support in promoting and distributing Canadian products to new international markets. How do I work with Export Development Canada?

- Wholesale Trade: Beverages

"

If there are new concepts and opportunities available to grow my business, I am certainly interested in knowing about them and participating in workshops, webinars, or zoom tutorials.

- Information & Cultural Industry

66

Writing a business plan - real help though. Last time we asked for help, we were told "write one, and we can read it for you after".... that wasn't helpful at all.

- Arts

OPERATIONS/BUILDING BUSINESS EFFICIENCY & CAPACITY

Time management and making processes more efficient was a high priority for many business owners. They were working longer hours to try to increase revenue, were covering more tasks because they had let staff go or could not afford to hire outside help or had taken on another job to pay their bills. One business in the recreation and tourism industry had started multiple projects to pivot during covid and was now feeling overwhelmed by the additive effects of not having developed efficient business processes in any of them. Improving operations was one way business owners felt they could take action to achieve a better work-life balance and to improve their profit margin.

Many owners were interested in making their business more digitally efficient, which also related to their IT infrastructure. Types of operations they were looking to improve included establishing operational procedures, documenting systems manuals, creating contracts, purchasing, managing inventory and price checking, efficiently vetting service providers, and finding ways to do common tasks more effectively.



56

People still seem to be cautions with their money. We are looking at some possible changes in how we operate and are unsure about what steps to take next.

– Retail Trade

"

How to effectively manage time and juggle the massive variety of tasks that occur in a day while running a business.

- Agri-food

Time management and making processes more efficient was a high priority for many business owners. They were working longer hours to try to increase revenue, were covering more tasks because they had let staff go or could not afford to hire outside help or had taken on another job to pay their bills. One business in the recreation and tourism industry had started multiple projects to pivot during covid and was now feeling overwhelmed by the additive effects of not having developed efficient business processes in any of them. Improving operations was one way business owners felt they could take action to achieve a better work-life balance and to improve their profit margin.

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RISK ASSESSMENT/ MANAGEMENT & BUSINESS RESILIENCE

When asked if their business would survive another short-term crisis or economic downturn in the next 2 to 5 years, 59% of survey respondents disagreed or strongly disagreed. There was a strong relationship between this group and those who had not returned to pre-pandemic operations and were very concerned about repaying the RRRF loan by the deadline.

RRRF clients were more likely to be concerned about surviving another short-term crisis if they were a "solopreneur" (69% disagreement) compared to other businesses who had multiple employees. In the interviews, owners explained challenges of having to work long hours or having to shut down the business if they were sick because they did not have support to "keep the doors open".

More Indigenous business owners and owners with a self-identified disability reported not being able to operate and survive another short-term crisis (70% disagreement). Conversely, fewer businesses owned by newcomers to Canada (33% disagreement) and youth-led businesses (36% disagreement) had this concern.

Sectors that expressed the most concern were wholesale trade (80% disagreement), accommodation and food services (73%), and arts, entertainment, and recreation including tourism (68%). Sectors that were the least concerned were administrative and support, waste management, and recreation (0% disagreement) and information and cultural industries (25%).

Geographic regions that reported the least resilience (i.e., the most disagreement) included Lac La Biche (100%), Lesser Slave Lake (81%), Meridian (75%), East Parkland (73%), and East Yellowhead (73%). The most resilient were Northwest (30%), Crowsnest Pass (38%), Big Country (43%), Elk Island (44%), Southwest (46%), and Centre West (48%).





59% of business owners would not be able to operate and survive another short-term crisis or economic downturn in the next 2 to 5 years.

Major risks included high levels of uncertainty due to the lingering impacts of the pandemic (e.g., supply chain issues, rising input costs due to inflation, cost of operating a business), possible government regulations that may restrict their business opportunities (e.g., taxes, Bill C-21, return to covid lockdowns), international events (e.g., war in Ukraine, oil prices, renegotiated NAFTA), and businesses in some regions were still in recovery from previous natural disasters (e.g., flooding, fires).

A number of RRRF clients were focused on lowering costs as the approach to reduce risk and improve their resilience to short-term crises. This included resilience-oriented grants (e.g., food, water, energy, shelter, community security) and reducing taxes. One business owner emphasized the need for a trauma-informed approach when aiding businesses who had been through a disaster. Respondents felt that they needed support with risk assessment and/or management, but they did not really know what it would look like. Some suggested that any support should stress positive thinking and personal resilience, such as understanding one's own strength.

SELLING A BUSINESS & SUCCESSION PLANNING

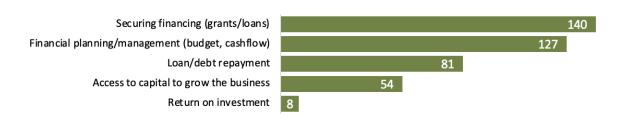
Of all survey respondents, 4% were planning on selling their business. Notably, two interviewees had changed their mind since filling out the survey and had decided to sell. Despite their business being successful before the pandemic, waiting almost three years for revenues to recover had left them burnt out and ready to give up. Common factors leading to this decision were age (near retirement), poor health, loss of energy and enthusiasm to pivot and change too far out of their area of experience (e.g., operations becoming more digitized), or having moved on to another job that had become their full-time work. A few owners wanted to pass their business on to their children, or to mentor someone to take it over.

Of businesses looking to sell, 13 out of 21 (62%) did not know about the services available through Community Futures, such as succession planning or support in selling their business. Some wanted help finding buyers, while others had potential buyers in mind and wanted help considering their options and planning next steps. One owner said she had investigated support from Community Futures for help to sell her business, but even the small fee for the service was enough of a barrier due to her debt burden that she decided not to pursue it.



FINANCE





SECURING FINANCING: LOANS OR GRANTS

Information about and help securing financing, such as other loans or grants, was the most frequently requested service. More than a quarter (27%) of survey respondents requested this area of support. Many were looking for financing to address cashflow issues to keep their business operating or growing, such as paying staff, training workers, subsidizing rent, purchasing equipment/supplies/inventory, or covering rising utility costs. Many were also interested in loans as a backup plan to pay off the RRRF loan in time to qualify for the benefits (loan forgiveness, no interest). Some wanted loans or a line of credit as a backup during slow seasons, or as a precaution if there were a return to covid restrictions.

Some entrepreneurs had investigated financing options but had encountered barriers. One food services business was turned down for a line of credit because they were not yet operational after a flood. A tourism and recreation business had received a grant for one of their programs but was not eligible to apply for another until the first one had concluded. One business owner in clothing retail had talked to Community Futures about their loan options but was ineligible because she wanted to use it to purchase inventory and was told it could not be used for that purpose. Some businesses, particularly those who were new to Community Futures, had not investigated their loan options and were interested in learning more.

Several interviewees expressed interest in information about grants, or support with grant-writing, over loans. These businesses were concerned about adding to their debt load and were looking for other ways to reduce their expenses. Examples included grants for hiring several types of workers such as foreign workers or summer students, tourism/ wellness/recreation grants, or education and training grants (e.g., occupational safety).





FINANCIAL PLANNING/MANAGEMENT

Many businesses were feeling a "squeeze" on cashflow. They had less money coming in, and income was less consistent or predictable compared to before the pandemic. Supply chain issues created delays in materials for sectors like construction and trucking. Some businesses were holding overdue invoices because their clients could not afford to pay. Travel agencies were seeing a rebound in bookings but will not receive their commissions until travel happens in the new year. Meanwhile, the cost of inputs had increased due to inflation and rising interest rates. Some businesses had chosen to downsize (e.g., smaller construction projects) to reduce the fluctuations and have more control over their cash flow.

To manage this uncertainty, about a quarter (24%) of survey respondents requested training, advising, or templates in areas such as accounting, bookkeeping, budgeting, cashflow, managing fees, and forecasting. Some entrepreneurs would like self-directed tools/resources that they could do independently and on their own schedule. Suggestions included online videos that they could watch in their own time and also return later to review. Interactive tools would also be helpful, such as a template to populate budget numbers with pop-up prompts or a cashflow projection sheet. A few business owners were interested in advice on accounting software programs.

For more complex aspects of financial planning and management, business owners would like one-on-one support from a business or financial advisor. Examples included helping plan a budget to meet financial goals, to manage an industry-specific financial aspect of the business (e.g., inventory), calculating payrolls including part-time or occasional worker fees, forecasting, budgeting to better understand their bottom line and identifying a "sensible" profit/profit margin, identifying cost efficiencies/cost cuts, and tax preparation. A few would like guidance on how to hire a reliable accountant or bookkeeper.







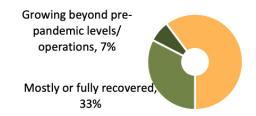
LOAN/DEBT REPAYMENT State of Economic Recovery from COVID-19

As of September 2022, 60% of RRRF loan recipients who responded to the survey were still struggling or affected by the economic impacts of covid-19 and had not recovered to pre-pandemic levels or operations. This percentage rose even higher among those who were no longer in business or looking to relocate (100%), were in decline/down-sliding (97%), looking to sell (86%), and those in the start-up/new business stage (74%).

More businesses with the owner being the only employee were still struggling to recover (74%) compared to businesses where owners had 5 or more employees (49% not yet recovered). Recovery was also slower among businesses who were led or owned by a person with an ongoing disability (79% not yet recovered).

Sectors most affected by not returning to pre-pandemic operations included wholesale trade (80%), real estate, rental, and leasing (79%), and manufacturing (70%). Those least affected were information and cultural industries (25%) and agriculture, forestry, fishing, hunting, and agri-food (48%).

Geographical regions with the highest proportions of businesses who had not yet recovered included Lakeland (87%), Entre-corp (80%), Capital Region (78%), St. Paul – Smokey Lake (77%), Lesser Slave Lake (77%), East Yellowhead (73%), and Southwest (73%). Regions with the fewest businesses still struggling included Chinook (23%), Northwest (30%), Elk Island (33%), Highwood (41%), Lethbridge (44%), and Peace Country (44%).



60% of businesses were still struggling or affected by the economic impacts of covid-19.



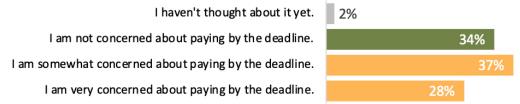
RRRF Loan Repayment

RRRF recipients generally fell into three categories in terms of their loan repayment. A third who were not concerned about repayment were also mostly or fully recovered to pre-pandemic levels, or were growing beyond their pre-covid operations. Some of these businesses reported having already repaid the loan, or having set aside most or all of the money but were waiting until the deadline in 2023 to repay. A third who were somewhat concerned about repayment reported a lot of ups and downs and were confident they would be okay if business remained steady. This group also mentioned having other assets or securities to fall back on if needed, such as other businesses, investments, or employment elsewhere. The third of businesses who were very concerned about repayment reported consistently lower levels of income compared to before covid (90% of them had not returned to pre-pandemic levels), and some were in more debt than when they started the loan. This group also mentioned not having other assets to fall back on, were taking money from other places (e.g., other businesses, mortgage, RRSP) to keep the business going, and/or had other loans.

Concern about loan repayment was fairly consistent across sectors. There were slightly more businesses who were somewhat to very concerned about repayment within administrative and support, waste management, and remediation services (100%) and transportation and warehousing (77%) sectors, and less concern within the management of companies/enterprises (33%) sector. Youth (86%) and Indigenous-owned/led businesses (78%) were, on average, more concerned than other demographic groups about repaying their loan on time. There was more concern among those looking to sell their business (81%), start-up/new businesses (81%), and those in decline/down sliding (78%). There was also more concern among businesses with only the owner as an employee (72%) compared to those with more than five employees (51%).

Regions where the largest percentage of businesses were somewhat or very concerned about repaying their RRRF loan by the deadline included the Capital Region (78%), Crowsnest Pass (88%), East Central (80%), Lakeland (87%), Lesser Slave Lake (82%), and Northwest (80%). Regions with fewer concerned businesses included Chinook (23%), Peace Country (50%), Lethbridge (50%), Highwood (52%), and East Yellowhead (55%).

65% of clients were somewhat to very concerned about repaying their RRRF loan by the deadline of Dec 31, 2023.





LOAN/DEBT REPAYMENT State of Economic Recovery from COVID-19

A lot of survey respondents and interviewees expressed extreme gratitude for the RRRF loan and the timing of when it was distributed. In many cases, the loan was what kept the business going during the pandemic. They were also grateful that there had already been an extension of the deadline from December 2022 to 2023.

Most survey respondents who were concerned about loan repayment wanted an increase in the percentage of loan forgiveness or an extension of the repayment deadline (many suggested a 1-year extension). They referenced the slow pace of economic recovery, unusual levels of inflation, and the limitations of business growth opportunities due to uncertainty about further pandemic restrictions. Some blamed government(s) for shutting down or limiting their business and felt the loan should be changed to a grant. While it was explained that Community Futures had no control over the terms of the RRRF loan, several interviewees still felt the organization (perhaps in collaboration with Chambers of Commerce) had a role to play in advocating to governments about increasing loan forgiveness or extending the deadline.

As mentioned elsewhere, many business owners are considering taking out other loans in order to repay the RRRF by the deadline, if their business does not recover by the end of 2023. From survey responses, it seemed that a few RRRF clients were confused about the repayment deadline or what their options were for repaying the loan. Some did not know if they could start monthly payments whereas others said they had already started monthly payments or had paid the loan back entirely.

Survey and interview participants suggested some practical ways that Community Futures could provide support. Some wanted direct assistance like meeting with an advisor to map out payment schedules, sending reminders, and planning ahead to account for possible fluctuations in cashflow throughout the year. Others would be comfortable using self-directed tools such as electronic spreadsheets that they could use to plan their own repayment schedule.



I tried to register my loan as a payee for online banking but couldn't find an option. I called Community Futures and no one could tell me how we actually pay the loan. Are we able to pay monthly or do we need to pay all at once? Please advise.

66

Community Futures reached out a few times and were very helpful in providing monthly payment amounts. I just need to find the funds to repay

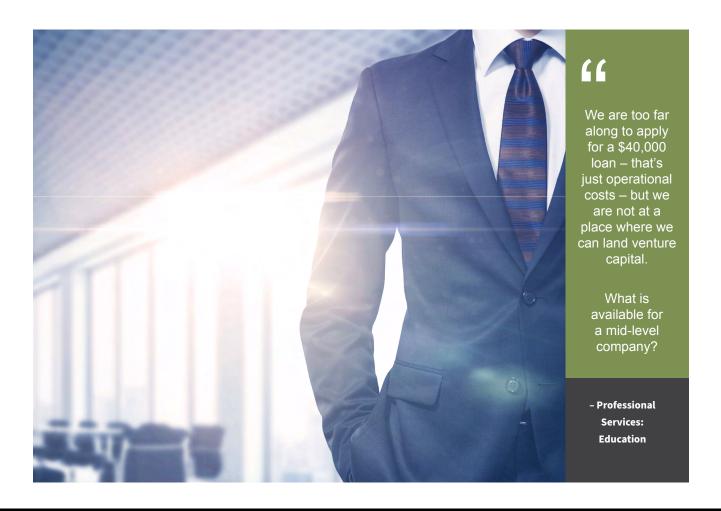
– Retail Trade

– Technical Services

ACCESS TO CAPITAL TO GROW BUSINESS

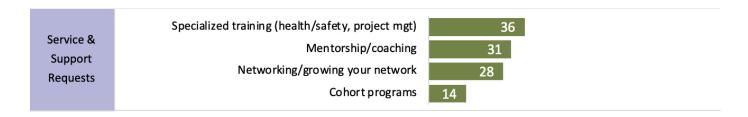
For business owners who saw opportunities to recover and grow their business were interested in accessing capital. Many were not able to save enough to invest their own money due to small profit margins from the "squeeze" of increased costs and revenues not yet recovered due to the pandemic. A construction company wanted to purchase materials and equipment to take on larger projects. A rental and leasing company wanted to purchase more properties to manage. An agri-food business had surpassed their pre-pandemic sales levels but lacked the capital to scale up operations to meet the demand. A financial professional owned land but did not have money to invest in building office space. Businesses across several sectors needed to hire more people in order to expand their services but did not have the up-front capital to support the hire (e.g., modify or expand retail/office/service space, purchase or upgrade equipment, invest in innovation and development, increase and/or diversify inventory).

One interviewee was close to applying for the Capital Growth Initiative Loan offered through Community Futures, noting that the 25% forgivable portion was "fabulous". Other entrepreneurs were not aware of the capital growth options available. Several had approached sources such as Alberta Innovates, Angel Investors, municipal governments, Canada-Alberta Job Grant, ATB Financial, and the Canada Digital Adoption Fund, but encountered barriers in qualifying. Two interviewees had sought funding for innovation and development to grow their business, but one needed more and one needed less than the funding available, and neither qualified for the grant. Both described difficulties getting funds to grow from a small to a medium-sized business.





BUSINESS TRAINING AND GUIDANCE



MENTORSHIP & COACHING

While entrepreneurs were subject-matter experts and passionate about their work, they reported struggling with the "business side of things". New businesses thought they would benefit from one-on-one mentorship to successfully launch their company and to advise on business operations. Several described "not knowing what they don't know" and may benefit from a short-term coaching or mentoring program to help them explore specific areas of the business, uncover what they don't know, direct them to tools and resources, and help to figure out the future direction for their business.

While new business owners needing guidance is not unique, what was unusual is that the pandemic caused a lot of more mature business owners to identify coaching as an emergent need. One entrepreneur in clothing retail explained that she was not new to business, but that the drop in sales was forcing her to grow and pivot her business in new ways. She struggled to find a mentor who had more experience than she did in the fashion industry, not the same or less. She needed a more experienced mentor to learn and be challenged.

Preferably, entrepreneurs would like mentors/coaches who work in the same or similar sector, and possibly who were in a similar life situation (e.g., managing a business while also having a family). Interviewees said that finding the right fit – the right person to connect to – was the first priority. They would rather connect to someone virtually who worked in their specific industry than find someone local in another sector. A business owner who provided wellness services described having a lot of creative ideas, but was struggling with where to invest her energy. She saw a lot of opportunities arise through the pandemic experience and would like a coach to help her focus her ideas, identify her goals, and structure her year. She suggested having quarterly meetings to check-in on her progress and keep her accountable to stay on track.



Having access to someone who could coach or mentor me on the business side of things would've been great – early on, but possibly now too. I'm sure there are other things I currently need help with but don't know yet. - Technical Services

NETWORKING & COHORT PROGRAMS

Networking opportunities were of interest for some business owners so they could discuss common issues, build strategic partnerships, showcase their services, and build a community where businesses support one another. One entrepreneur in retail trade described having met another business owner at a trade show, which identified an opportunity to collaborate and meet a market need. She thought organizations like Community Futures and Travel Alberta could play a role in creating more opportunities to connect businesses who could benefit from collaborating on products.

Both online and in-person networking opportunities were identified as valuable, but for different reasons. Online networking broadened the reach of the business to a wider audience, increased the potential of connecting to other businesses people in the same industry in a non-competitive setting, and allowing for scheduling during non-business hours. In-person networking was useful to share local knowledge, build a sense of community, and to reduce feelings of isolation caused by the pandemic (see section on Mental Wellness). One business noted a limitation of local, in-person meetings in that they would not feel comfortable revealing their business challenges in a small community where neighbours all know one another.

SPECIALIZED TRAINING

In addition to training needs in marketing and financial tasks mentioned elsewhere, business owners mentioned various other types of specialized training that would be helpful. Some requests were related to occupational health and safety training, or certification related to their specialized skill (e.g., HACCP food safety, organic food certification, CFIA food export certification, Photoshop or CorelDraw, fitness instruction, portrait photography, first aid, driver training, CNC machinist technician training, CECOR certification, COR health and safety, API 653 tank inspector certification).

Business owners were interested in any information about programs or subsidies that would cover the cost of training. Other training interests included aspects of business management such as WCB, insurance needs, and government regulations and paperwork. There were also a few interested in continuing their education in areas of business or economics.

Some training could be done independently online, but most interviewees preferred an option to interact with experts to ask questions. They seemed open to either in-person sessions or online synchronous sessions where they had opportunities to engage with the presenter/teacher. One interviewee suggested that Community Futures could play a role in connecting business owners with organizations who offer training, and potentially could partner with them to subsidize or offer opportunities for free training.



Cohorts help with networking and sharing information, challenges, and wins. At my stage of experience, they are more useful than webinars. They fit better for someone who doesn't have a clear question-answer situation, but needs to work through it with discussion.

It's ideally done in person, but that is a limited audience. Online has a broader reach if networking is the goal.

- Real Estate, Rental, & Leasing

MARKETING

Service & Support Requests Digital/social media marketing
Intro to marketing (e.g., build brand awareness)

Marketing plans



INTRO TO MARKETING, MARKETING PLANS & SOCIAL MEDIA

Many businesses who were struggling to recover financially saw marketing as the solution to attract new clients or to entice old clients to come back. RRRF loan clients interested in marketing typically fell into two categories:

1. Some businesses had relied on word-of-mouth before the pandemic, whereas that strategy was no longer bringing in enough clients after the pandemic. These owners found themselves needing to learn about marketing with little to know previous experience. Some had pursued advertising using flyers, signs, and placing ads in industry-specific magazines or local radio. This was cost-prohibitive and many business owners were instead considering or had started to advertise through social media.

Some entrepreneurs set up an online presence such as a website or a Facebook or Instagram page, but did not know what content to create to attract clients or how to maintain their social presence. Some interviewees described having set up a social media page or website, but had not done market discovery to identify services for their customers, had not gone through the process of creating a marketing plan or identifying their target audience, and had not developed their key messaging. Instead, they were focused on investing time and/or money into the online platform and hoping it would work ("spray and pray" approach). Some were ready to give up on their social media marketing due to the steep learning curve and/or not seeing a return on their efforts. Others lacked time or were not interested in the marketing aspect of their business and would prefer to hire an external expert, but were limited from doing so because of cost. This more strongly affected the smallest businesses with only the owner as the employee.







2. Some businesses were focused on revisiting or refreshing their marketing strategy, and these tended to be more mature businesses who had previously developed a marketing plan. They were aware that they needed to expand their reach to new clients, or to refresh their messaging to advertise a new service or product they had developed during the pandemic.

Several owners had taken the time during covid to develop skills to implement social media marketing themselves (e.g., WordPress, Canva, Facebook, Instagram). They had advanced beyond introductory level skills and a couple of interviewees noted limitations with Community Futures' services in providing more advanced support. One owner described wanting to be able to "pick up the phone" to connect with someone directly for technical help. However, the current services offered were entry-level courses, or referrals to consultants who provided general services rather than specific advice or technical troubleshooting.

"

My biggest challenge is managing my social media presence. I've seen the benefit that frequent, engaging posts makes to our business growth. I need to learn how to streamline making my posts for maximum impact.

- Food Services: Grocery

"

I already use social media, but I'm not good at looking at the impacts of my efforts. What gets better traction?

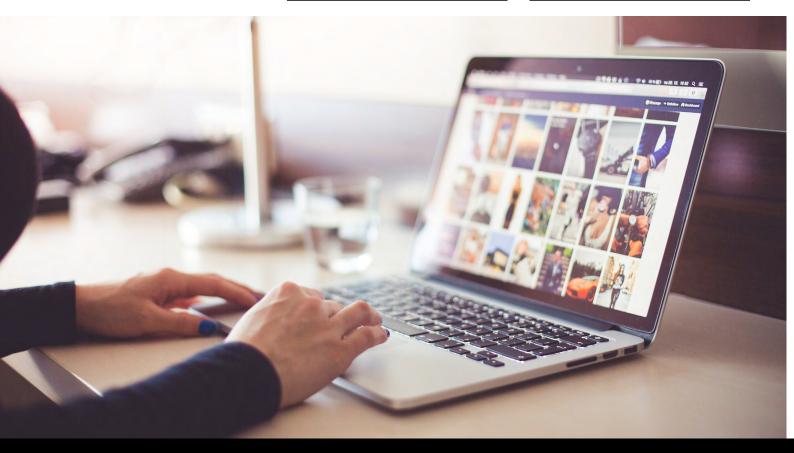
What is the conversion rate for the media activities I've done?

- Recreation: Dance Studio

"

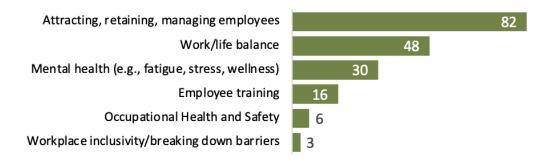
Maybe I need to take my marketing plan and expand it to focus on the new platform. I need help to execute the marketing steps, to get it off the ground.

- Information and Cultural Industries: Video Production



PEOPLE MANAGEMENT

Service & Support Requests



EMPLOYEE RECRUITMENT, RETENTION & MANAGEMENT

Labour shortages were a key limitation for some businesses in returning to their pre-pandemic operation levels. Businesses expressed difficulty attracting and retaining goods, qualified staff. Some had let their employees go during the pandemic or lost them when no work was available. Jobs requiring workers with specific skills (e.g., trades, certified machine operators, bookkeepers/accountants, medical office administrators, technical support) were difficult to find locally, and there was high turnover among workers who came in temporarily from other regions. With pressures from rising costs and little money coming in, many businesses struggled to offer a competitive wage or salary and lost workers to higher paying jobs (e.g., oil and gas). It was also more difficult than before covid to find reliable and motivated employees. Some jobs had limited or part-time hours, which did not attract as many applicants (e.g., servers, retail employees, administrative support).

Entrepreneurs expressed a need for help to find qualified employees, and help with strategies to attract the right people. A few had engaged employment agencies to recruit staff. A few relied on foreign worker programs and could use more assistance with that process. One employer with a trucking business encountered a barrier posting job openings on the government job bank website, as she was not able to prove she was a "legitimate" business based on their application process.

A few business owners struggled with the hiring process and would like help developing job descriptions, creating contracts, and generally knowing what steps to take to be confident they were "doing the right thing". Organizations who relied on volunteers could use assistance with recruitment and volunteer recognition.







EMPLOYEE TRAINING

A few businesses would like to invest in training employees, particularly upskilling current employees to take over more of the work of the business and to grow in their role. However, they were limited by lack of money to pay for training (training and transit costs, employee time, loss of income while employee is not working), or training not being available locally. Topics included industry-specific skills (e.g., trades, software, in-person and online sales), strategies to motivate and engage employees, onboarding new employees, and training existing employees in the operations and management of the business (i.e., succession planning).

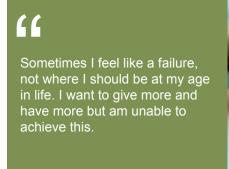
MENTAL WELLNESS

Owners reported feelings of stress, anxiety, fatigue, and burnout as a result of the economic impacts of covid-19 on their business. During the pandemic, many felt isolated, disconnected from others, and that no one could help them. Current challenges of rising costs of inputs, inflation, supply chain issues, and labour shortages had added to their sense of uncertainty and made it difficult for some to plan for the future.

As pandemic restrictions were lifted, some business owners saw others start to succeed and grow while they still struggled to recover. This led some to view their business challenges as a personal failure, resulting in feelings of depression and a loss of self-worth. Survey responses identified a correlation between those wanting mental wellness support and businesses who had not recovered to pre-pandemic levels and/or were very concerned about repaying the RRRF loan.



30% of clients responded yes, they would benefit from mental wellness support.



– Entertainment: Events



66

I struggle with confidence at times and feeling like other businesses are much more successful compared to me.

Manufacturing: Food & Beverage

In the interviews, many owners described their wellness issues as being a direct result of the state of their business, which could only be resolved by addressing their business challenges. These entrepreneurs were interested in help with marketing, growing their business, and finding ways to reduce their costs.

Other interviewees described connecting and networking with other business owners as a way to improve their mental wellness. Having opportunities to hear that others were experiencing similar challenges helped business owners feel that they were not alone in their struggles, exposed them to ideas and solutions they could apply to their own situation and, importantly, that their business challenges were not an indication of personal failure. Most interviewees preferred local, in-person events when the purpose was for networking, feeling connected to others, building a sense of shared experience, and improving mental wellness.

Entrepreneurs who were the only employee of their business had an additional challenge of not being able to take time off for health issues, such as taking sick days or caring for ill family members. This strain on their physical health negatively affected their mental wellness. A few entrepreneurs also struggled with trauma, post-traumatic stress disorder (PTSD), grief, or bullying/harassment in the workplace.

A barrier to seeking support for mental wellness was a lack of extended health benefits, including access to professional counselling. Some reported relying on a partner's health benefits while others had no access to benefits and could not afford private counselling services. Similarly, survey respondents and interviewees in the wellness sector reported a significant drop in clients during covid, and that many had still not returned.

Sectors with the most interest in wellness support included information and cultural industries (75%) and arts, entertainment, recreation, and tourism (41%). Those with the least interest were wholesale trade (0%) and transportation and warehousing (15%). More businesses were interested in wellness support if they were owned/led by a person with disabilities (58%) or by women (40%).

Regions expressing the most interest in mental wellness support included Lesser Slave Lake (53%), Entre-Corp (43%), Capital Region (41%), and Lac La Biche (40%). Those with the least interest included Northwest (10%), East Central (10%), Meridian (13%), and Central Alberta (19%).

WORK-LIFE BALANCE

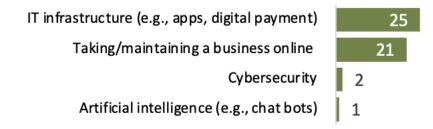
Many entrepreneurs reported working more than ever yet were making less money. For those who had not returned to pre-pandemic levels, they felt they had to keep working as much as possible to make ends meet and some were taking on more tasks as they could not afford to hire help. This weight on their shoulders made it more difficult to maintain a healthy work-life balance. Spending more time on the business meant sacrificing time spent on other activities, which was putting ga strain on relationships and families. For those working at home, it was difficult to separate work versus personal time.

In the interviews, some suggested that online resources/short courses would be helpful if they were targeted at drawing boundaries/limits around how much time should be spent on work versus personal time. Any training on business efficiencies and time management could also help with work-life balance. A few interviewees would benefit from having guidance on work-life balance from a mentor who had a similar life situation. In particular, guidance on managing stress as a female business owner, or a single parent with children.

TECHNOLOGY

IT INFRASTRUCTURE & TAKING A BUSINESS ONLINE

Service & Support Requests



Some businesses had already their business online during covid as a strategy to pivot to online sales or services when they were not able to operate in-person. For businesses who were already online, maintenance was their primary need in terms of support. This included adding website functions (e.g., appointment scheduling) and technical advice or troubleshooting challenges (e.g., connecting the online store to digital payment apps). Some also struggled with how to attract people to their website to add value over larger companies (e.g., Amazon), including using search engine optimization (SEO) for Google and Shopify. There were also a number of businesses who had not yet transitioned to online sales or services and would like technical training to develop their online store.

In terms of IT infrastructure needs, one owner described not knowing what technology (e.g., software, apps) could be helpful for her business and would benefit from a list of common technology used for different tasks in small businesses (e.g., scheduling, digital payments, backup systems for different operating systems, contracts and filling, common online business operations). Other IT needs included improving business efficiencies and increasing sales, and were specific to each industry. For example, apps to track cattle, card readers for digital payments on vending machines, and accessing large media/video files on mobile devices.





INFRASTRUCTURE

RENTALS, LEASING, & CO-WORKING SPACES

Service & Support Requests Space rental/lease/purchase

27

Information on co-working spaces

6

Businesses in several sectors expressed challenges finding spaces to rent or lease. This was most commonly an issue for businesses in the arts, entertainment, recreation, and tourism industries (e.g., fitness gyms, yoga studios), retail trade, and professional and other services (e.g., massage, health and wellness, cleaning services, pet care, beauty).

The most common issues were affordability, appropriate size, and appropriate location. For businesses that had not yet recovered their revenues and were struggling with the increasing cost of utilities, finding a more affordable location or downsizing was one solution they were considering to cut costs. A few businesses had let go of their space during covid and had moved to working from home because they could not see clients in person, or their business had been shut down completely. One business owner noted that, until she can move the business out of her home, she is not able to hire another person to expand her services. She had difficulties finding affordable and appropriately sized spaces available for rent. A few businesses would like to relocate to increase their visibility and accessibility to foot traffic to increase sales.

Businesses in a few sectors were interested in partnering with adjacent services to share commercial space, or coworking spaces. This was mostly of interest to those in professional services, other services (e.g., massage, health and wellness, beauty), and agri-food. Perceived benefits included reduced rental and utility costs, as well as networkbuilding with like-minded businesses (e.g., sustainability services, health services). One business that specialized in co-working spaces reported growing their business beyond pre-pandemic levels, expanding from 1 to 5 locations in multiple cities over the past year.



"

It'd be helpful to have support from a tech person who can tell me how to find what I'm looking for. How do I build online business operations and what programs are the most important?

- Recreation: Fitness











c4ner.ca

SMALL BUSINESS NEEDS ASSESSMENT 2022

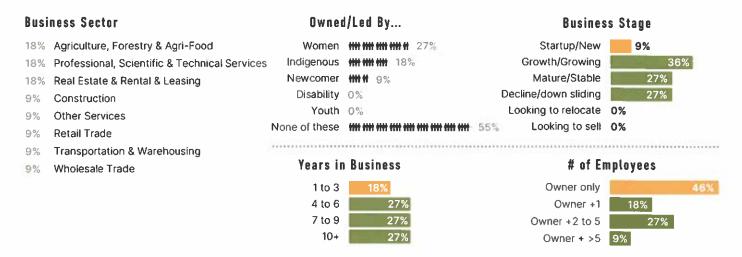
YELLOWHEAD EAST REGIONAL REPORT: RRRF LOAN CLIENTS



This Regional Relief and Recovery Fund (RRRF) Needs Assessment Project was conducted from August to December 2022. This report summarizes the findings from 11 surveys completed by RRRF clients within the Yellowhead East region of Alberta, and draws from 41 interviews completed across the 25 participating regions.

RRRF Loan Client Profile

Yellowhead East survey respondents spanned 8 business sectors and 45% were from one or more target group of businesses owned/led by women, people with a self-identified disability, Indigenous, youth, or newcomers to Canada. Only 9% of survey respondents were in a new/start-up stage, 18% had started their business within the past 1 to 3 years and had no pre-pandemic "normal" levels/operations to compare to, and 46% of owners were the only employees.



Awareness of Community Futures Services

54% of RRRF loan recipients in Yellowhead East knew little about the current services available through Community Futures, or did not think the services would be useful to them. Some had not thought to look into services other than the RRRF loan, whereas others had explored some options but were unsure of how to match their needs or challenges to the services and supports available. Of the 46% who were familiar with the services, many thought of Community Futures as an organization that provided loans and support to start-up businesses. They did not know or did not see which services were available to support more mature businesses.

More detailed information about service needs can be found in the Internal Overall Report as well as the Excel spreadsheet containing all survey responses.

Draft recommendations for each service area are also included in the Internal Overall Report.

70% of RRRF clients were not familiar with Community Futures services or how they could support their business.

O% I don't know anything about what services they offer.

36% I know a little, but don't know if they are useful to me.

46% I am familiar, and some services seem useful to me.

18% I am familiar, but the services don't seem useful to me.



Top 5 Service Requests in Yellowhead East

Growing/expanding a business, strategic/feasibility planning

Client retention, business resilience

Financial planning/management

Intro to marketing, brand awareness, digital/social media

Mental wellness, work-life balance

Growing a Business, Expanding to New Markets & Strategic/Feasibility Planning

73% of businesses that had not recovered to pre-pandemic operations were still looking for ways to grow their business. These businesses were more likely to be no longer in business, looking to relocate, in decline/down-sliding, looking to sell, or a start-up business. More solopreneurs and owners with an ongoing disability had not recovered compared to other groups. Mature businesses had more of a sense of where they needed assistance, whereas others needed more guidance to understand their needs and how to move forward.

73% of businesses were still struggling or affected by the economic impacts of covid-19.

Growing beyond pre-pandemic levels, 9% Mostly or fully



recovered, 18%

Client Retention & Business Resilience

73% of survey respondents did not agree that their business could survive another short-term crisis or economic downturn in the next 2 to 5 years. The most at-risk included solopreneurs, Indigenous owners, and owners with a disability. The major risk factors were the rising costs of inputs and supply chain issues. One business owner who was struggling with flood damage recommended offering training in flood recovery and emergency preparedness and recovery.

73% would not be able to survive another short-term crisis or economic downturn in the next 2 to 5 years.



"

The cost of having a business has increased and customers are just not buying right now or being more conscious of their spending, which is affecting my sales. I have had to start reducing the amount of product offerings I have in store and not order anything new or expand my business and mainly focus on selling what we have and trying to coast it out as long as we can.

Getting customers through the door and getting them to buy from me.

Strategic planning with equipment

The oilfield is slow to recover in the

areas we operate in. It is limiting income and sales potential.

Office buildings have fewer people

working in buildings and more people

working from home, but my business revolves around office personnel.

rentals.

Business advice.

Assist in finding buyers for properties.



Debt/Loan Repayment

54% of business owners were concerned about repaying the RRRF loan by the deadline. Many had lost clients or customers during the pandemic and were looking for ways to attract and retain customers.

54% were somewhat to very concerned about repaying their loan by the deadline.

0%	I haven't thought about it yet.		
		46%	I am not concerned.
27% t am sor		l am som	ewhat concerned
	27% I am very concerned.		

Financial Planning & Management

Businesses were feeling a "squeeze" on cashflow due to the rising costs of inputs and reduced income. They would like training, advising, or tools in areas such as software, bookkeeping, budgeting, managing cashflow, setting financial goals, forecasting, identifying cost efficiencies, and government paperwork (e.g., tax preparation). One owner who faced significant challenges after her business was flooded suggested that service providers needed more trauma-informed education when providing services.

66

Community Futures has done a fine job helping us with loan repayment.

Get the government to extend it for another year so a guy can get ahead first before paying it all back and having nothing left to keep the business moving forward.

Since the pandemic, I closed my retail store sector of my business. I now offer bookkeeping services to try to survive and continue to pay my overhead and expenses.

66

Incredibly rapid increase of prices on commodities and consumer goods.

The biggest challenge is the large increase in price of all products. In our business, we travel to all parts of Alberta. We stay in hotels. Food and vehicle fuel prices are a great concern.

Intro to Marketing, Digital & Social Media Marketing

Before the pandemic, some businesses were successful relying on word-of-mouth to attract customers, but this was insufficient when customers did not return post-pandemic. Many owners had not done market discovery or created a marketing plan and instead focused on producing their marketing tools (e.g., flyers, ads, Facebook or Instagram page, website); they experienced a learning curve and/or did not see a return on their efforts. Other owners had experience with marketing but needed to refresh their strategy to expand to new markets or advertise a new service or product, or help to better understand the impacts and target their marketing activities.

Work-life Balance & Mental Wellness

Owners struggled with stress, anxiety, fatigue, and burnout because of the impact of the pandemic on their business. Post-pandemic, the uncertainty continues due to rising costs of inputs and labour shortages. Entrepreneurs were working longer hours yet making less money, and having difficulty separating work and personal time.

Some focused on business operations as the solution, such as finding efficiencies and better time management. Some would like a mentor to help them set work-life boundaries, particularly from mentors in a similar life situation of balancing work and family life. Some had seen other businesses recover, leading them to think of their challenges as a personal failure. 27% indicated they would like support for mental wellness, such as connecting in-person with other businesses to reduce feelings of isolation, generate new ideas, and build a sense of community. Lack of benefits such as counselling was a limitation for some.

61

The constant struggles and no support from my bank has put a huge financial strain on my business and personal life. When you reach out to food banks and other sources to try and survive, it's a nightmare.

Business burn out, worrying about the viability of business, stress related to salesbased business.



27% would benefit from mental wellness support.





REQUEST FOR DECISION

To: Town Council

From: Edward LeBlanc, CAO

cc: File

Date: April 25, 2023

Re: Painting of a Crosswalk for Pride Month

1.0 PURPOSE:

For Town Council to entertain a request to allow an intersection crosswalk painted in rainbow colors representing the Pride flag, in honor of Pride month.

2.0 BACKGROUND AND DISCUSSION:

Similar to last year, Ms. Ms. Caitlin Clarke has submitted a written proposal to Town Council requesting authorization to paint a crosswalk in rainbow colours to represent the Pride flag.

In 2022, the painted crosswalk was located on the west side of the intersection at 50th street and 50th avenue (in front of the Servus Credit Union office). This year, the request is for a crosswalk to be painted across 50th avenue at the 51st street intersection located in front of the Town office.

June is Pride month.



Picture # 1: proposed crosswalk – view from the south



Picture # 2 proposed crosswalk – view from the north

3.0 ALTERNATIVES:

- 3.1 Council authorizes the request from Ms. Caitlin Clark to paint a crosswalk on 50th avenue at the 51st intersection in rainbow colours representing the Pride flag in honor of Pride month.
- 3.2 Council tables the request from Ms. Caitlin Clark to paint a crosswalk on 50th avenue at the 51st intersection in rainbow colours representing the Pride flag in honor of Pride month and ask for additional information to be presented at the next Council Meeting.
- 3.3 Council accept Ms. Caitlin Clarke's presentation for the request to paint a crosswalk on 50th avenue at the 51st street intersection in rainbow colours representing the queer community, as information.

4.0 **FINANCIAL IMPLICATIONS:**

Should Council authorize the request the Town's Public Works Department would be required to arrange for barricades and applicable temporary signs, at the Town's expense.

5.0 INTERDEPARTMENTAL IMPLICATIONS:

Not Applicable

6.0 SENIOR GOVERNMENT IMPLICATIONS:

Not Applicable

7.0 POLITICAL/PUBLIC IMPLICATIONS:

Limited

8.0 ATTACHMENTS:

8.1 Pride Crosswalk Proposal, as submitted by Ms. Caitlin Clarke.

9.0 **RECOMMENDATION:**

Council authorizes the request from Ms. Caitlin Clark to paint a crosswalk on 50th avenue at the 51st intersection in rainbow colours representing the Pride flag in honor of Pride month.

(original signed by the CAO)
Edward LeBlanc
CAO

Pride Crosswalk Proposal

Proposal:

That on June 4, 2023, the Town of Barrhead block off the crosswalk from the Town Office to Driessen De Rudder Law Office so it may be painted in rainbow colours to represent the Pride flag and maintained as such by Barrhead United and other community members through June 2023.

Whereas:

- June is Pride Month; a celebration of non-heterosexual and non-cisgender communities. Barrhead has among its citizens people who belong to the queer community, but that community is just starting to be visible locally.
- The painting of Barrhead's first Pride Crosswalk last year brought out 100+ volunteers to help, showcasing our loving mission both in person and online, and connecting local queer community and allies.
- Barrhead Composite High School (BCHS) has a well-attended Gay-Straight Alliance to stop
 discrimination of queer youth at school, but no support system exists as of yet for the
 community as a whole. While creating of queer-friendly youth group was attempted by
 Barrhead United, lack of attendance signals further allyship is needed to allow those
 community members to feel safe potentially outing themselves.
- Allyship requires action when witnessing acts of aggression, bullying or oppression against queer individuals, to build a safe space and community. There were at least 4 instances of vandalism of last year's Pride crosswalk, including someone trying to move barricades and drive over it while volunteers were finishing painting. Painting a crosswalk for Pride Month is something we need to continue prioritizing to let the local queer community know that we see them as an important part of the larger Barrhead community.

Background Information

What is LGBT2Q+?

The non-heterosexual and/or non-cisgender communities are more commonly represented by the acronym LGBT2Q+. This can be expanded to LGBT2QQIAAP, the letters of which are defined in the table below. For the purposes of this proposal, this community will be referred to as the queer community. The purpose is "to promote inclusivity and diversity for sexuality and gender identities" while working to understand and challenge heterosexism, transphobia, cissexism and homophobia. (What Does LGBT2Q+ Mean?, 2021).

Table 1. Definition of LGBT2Q+ Community (What Does LGBT2Q+ Mean?, 2021)

Letter	Representation	Human Definition
L	Lesbian	A woman who is attracted only to other women.
G	Gay	A male who is attracted to other men.
В	Bisexual	A person who is romantically or sexually attracted to more than one gender.
Т	Transgender	Denoting or relating to a person whose sense of personal identity and gender does not correspond with their birth sex.
2	Two-Spirit	A First Nations identity of person who has both a masculine and a feminine spirit.
Q	Queer	Includes everyone and all identities under the LGBT2Q+ rainbow.
Q	Questioning	Someone who is not so sure they are the standard type heterosexual.
I	Intersex	A person whose physical parts cannot easily be distinguished as either male or female.
Α	Asexual	A person who does not feel the need to have sex very often, if at all.
Α	Agender	Without gender; can be seen either as a non-binary gender identity
		or as a statement of not having a gender identity.
P	Pansexual	Someone who finds themselves attracted to people from all the different genders.

Why Pride?

Pride Month is a commemoration of the years of struggle for civil rights and equality under the law for the queer community. (Wallenfeldt) Because of work that the community's forebears put in, Canada has experienced legal changes, from 1969's decriminalization of homosexuality to the Civil Marriage Act in 2005, guaranteeing the right to marriage, and all of the rights that come with it, for all Canadians. (TIMELINE: Same-sex rights in Canada, 2015)

Pride Month is also a celebration of the accomplishments of members of the community, from community leaders to professional athletes to scientists. This representation is especially important for queer youth, who benefit from roles models in their areas of interest who have shared lived experiences to validate, normalize and empower who they themselves are growing up to be. (Harris, 2017)

Becoming Allies

An ally is any person that actively promotes and aspires to advance the culture of inclusion through intentional, positive and conscious efforts that benefit people as a whole. (Atcheson, 2018)

Members of the Barrhead ally community are prepared to continue to build a relationship with local members of the queer community. The Town of Barrhead needs to foster a safe space for people who identify as queer and their allies to grow and learn from each other, advocating for visible equal rights and offering the opportunity for understanding. Barrhead United has volunteered to be that safe space but requires the town's support to achieve same.

Painting the Rainbow

The crosswalk was repainted 3 times during the month of June. The first to ensure better paint adherence; something that we've considered for our first painting this year. The second due to vandalism and the third due to vandalism and to brighten the crosswalk in time for Grad photos.

The crosswalk slowing faded over the summer and fall, eventually completely disappearing following the winter's snow.

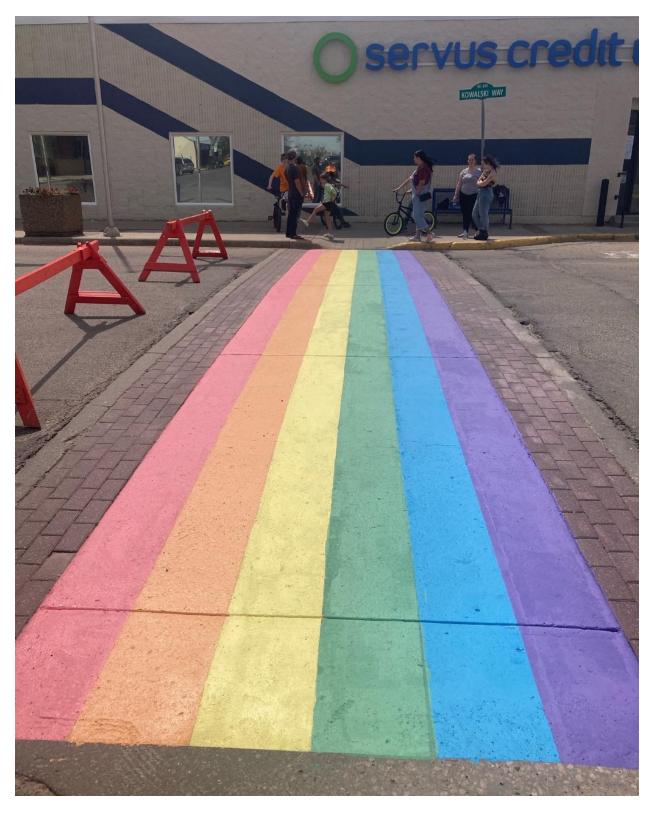


Figure 1. June 5, 2022 immediately after painting initially

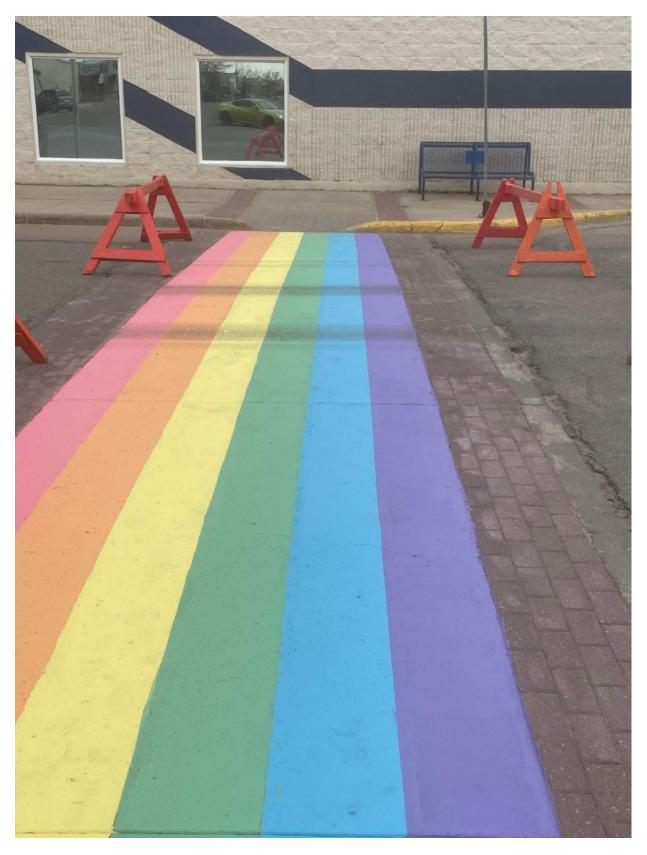


Figure 2. June 5, 2022 Evening



Figure 3. July 3, 2022



Figure 4. July 10, 2022



Figure 5. October 19, 2022



Figure 6. October 30, 2022



Figure 7. April 18, 2023

The Town of Barrhead's painting of Barrhead's first Pride Crosswalk has already influenced leadership in other, larger communities, such as Whitecourt and Lloydminister, to consider doing the same. Local members of the queer community have commented that the fact this crosswalk was painted helped to create a sense of acceptance.

Budget and Town Requirements

Painting a crosswalk in rainbow colours for Pride Month is something that is achievable within a single day, provided weather cooperates.

Following the experience of last year's crosswalk painting, this project would require the Town of Barrhead to provide the following on June 4 and at all maintenance paints:

- Warning signs regarding intersection closure to be placed at an appropriate time before painting commences to warn motorists.
- Transportation operations setting up barricades at the crosswalk the morning of, to be removed once the paint has dried.
- Street sweeper to clean the area prior to washing and painting the crosswalk.
- Presence of a Peace Officer during all painting events.

Barrhead United would provide:

- Labour
- All painting supplies, including measuring equipment, painters tape, rollers and paint, purchased locally.
- Paint touch-ups through the month, as needed.
- Location for a meal and bathroom access

Community members would provide:

- Labour

Please note: This proposal has been drafted in consultation with local queer youth, former youth from Barrhead who now identify as queer and Town of Barrhead representatives..

Works Cited

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REQUEST FOR DECISION

To: Town Council

From: Edward LeBlanc, CAO

cc: File

Date: April 25, 2023

Re: Location of Musical Playground Equipment

1.0 Purpose:

For Council to approve the location for the installation of new musical playground equipment.

2.0 Background and Discussion:

The Town of Barrhead Parks & Recreation Department applied for, and successfully received, the Alberta Blue Cross Built Together Grant. The Town was awarded \$50,000.00 towards the purchase of musical playground equipment, sunshades, accessible picnic tables, and garbage receptacles.

Musical playgrounds are unique in the fact that they are made for all ages and abilities, allowing the equipment to be enjoyed not only by children but also adults, seniors, and individuals with cognitive or physical disabilities.

The Alberta Blue Cross Build Together Grant stipulates that the equipment purchased must be located in one specific area and not have the equipment distributed throughout the Town.

3.0 Alternatives:

3.1 Proposed Site 1 – Rosemary Empey Park

The first proposed site for the new musical playground is at Rosemary Empey Park (Figure 1). This park is in a scenic location near the river and proposed observation deck, which will appeal to visitors and residents. This site permits access to the playground 24/7, whereas other discussed locations such as the school would not allow individuals such as homeschool groups, day homes, disability clients with aid workers, or seniors' groups to access it during operating hours.



3.2 Proposed Site 2 – Splash Park

The second proposed site is at the Splash Park (Figure 2). This location welcomes a large number of residents and visitors particularly in the summer, and is also near the Curling Rink which houses our summer programs, and near the Barrhead Regional Aquatics Centre. Adding the musical playground to the Splash Park would also ensure access for the public at all times.



3.3 Proposed Site 3 – Beaverbrook Greenspace

The third proposed site is the greenspace located east of Beaverbrook and south of Highway 18 (Figure 3). This site is being considered for the planned natural playground through the Barrhead Wellness Connections grant funding. Combining the musical and natural playgrounds would complement each other well. This site would also permit unrestricted access for residents and visitors.



4.0 Financial Implications:

With the noted grant from Blue Cross the purchase and installation of the musical playground equipment will be at no cost to the Town.

5.0 <u>Interdepartmental Implications:</u>

None

6.0 Senior Government Implications:

Not applicable.

7.0 Political/Public Implications:

The new recreation equipment will add to the Town's overall recreational assets and enhance the enjoyment by members of our community, at no direct cost to the taxpayers.

8.0 Attachments:

- 8.1 Musical instruments as offered by Jambette Playground Equipment
- 8.2 Musical instruments as offered by Blue Imp Playground

9.0 Recommendations:

Council instructs Administration to place the musical playground equipment funded by the Alberta Blue Cross grant of \$50,000.00 in the Rosemary Empey Park

(original signed by the CAO) Edward LeBlanc CAO

MUSICAL INSTRUMENTS

- · Musical instruments with soft sounds
- · Developed to be enjoyed in harmony with other playground users
- Simple, maintenance-free mechanisms

Pricing is unit rates only does not include freight or installation. Taxes not included. Subject to change.







\$8,779.58 The xylophone

Model

L-18033-B Make the scale ring

For budding young musicians, this xylophone

sounds and can be used at a musical camp,

actually plays the scale notes (C-D-E-F-G-A-B-C).

This xylophone is tuned, so it produces harmonious

The rain stick \$2,221.43

Model

L-15045-B

Turn it and listen to the harmonious music

The drum \$6,182.85

Model

L-19085

Use your hands to create a multitude of rhythms

Move to the rhythms of this Indigenous-inspired drum. With this instrument, young and old alike will enjoy expressing their creativity while discovering First Nations traditions of the First Nations.



\$1,339.60

The oscilla-sound podium

Model	CSA surface area required	ASTM surface area required
G-15005	16' x 16' / 4.9 m x 4.9 m	14' x 14' / 4.3 m x 4.3 m
	Dance and listen	



\$1,339.64

The sound of the river podium

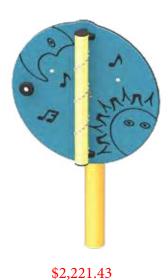
Model	CSA surface area required	ASTM surface area required			
G-16002	16' x 16' / 4.9 m x 4.9 m	14' x 14' / 4.3 m x 4.3 m			
Dance and listen					



L-18033-B \$8,779.58







L-18031

The bongos

\$4,867.93

Model

L-18031

Use your hands to create a multitude of rhythms

Artists' corner! Young and old alike will enjoy expressing their creativity while learning about percussion with this set of bongos.

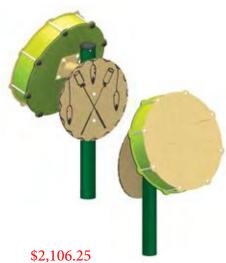
L-15046-B

The boreal rain stick

Model

L-16017-B

Turn it and listen to the harmonious music





The autochton drum

Model

L-16018-B

Use your hands to create a multitude of rhythms



\$1,968.20 The percu-sound

Model

L-15046-B

Tap lightly with your hands and create "new age" sounds



Aria

The Aria's twinkling notes inspire a delightful breath of fresh air.

\$3711 - \$4712



Butterflies

These botanically inspired Butterflies can be installed to create a natural, organic aesthetic.

\$1739 - \$2160 each



Cadence

Deep vibrant tones ring clear on this 13 note tenor marimba.

\$7394 - \$9220



Calypso

The Calypso drum is both visually and harmonically reminiscent of island steel drums of the Caribbean

\$3798 - \$4131



Contrabass Chimes

The Contrabass Chimes provide an outdoor music experience through powerful sounds.

\$10,715 - \$14,267



Duet

The Duet combines keys of aluminum and fiberglass to enhance the playing experience.

\$7090 - \$8743



Flowers

The Flowers add both a sculptural and aesthetic design that invites users young and old to create music in an outdoor environment.

\$1928 -\$2421 each



Griffin

The Griffin produces warm, rich, full tones that resonate for up to 5 seconds, evoking the feel of finger painting with sound.

\$6060 - \$8206



Harp

The Harp is sure to attract attention with its sculptural and harp-sounding chimes.

\$8206 - \$9105



Imbarimba

The inspiration for this design combines elements of two African classics.

\$8699 - \$10,526



Lilypad Cymbals

The Lilypad Cymbals invite users to strike the multi-layered circular discs using 3 individual mallets.

\$5350 - \$6829



Manta Ray

The Manta Ray is an undulating, elegantly shaped aluminum metallophone.

\$8902 - \$9714



Melody

The Melody had a beautiful twinkly sound with 9 notes in a small but elegant design.

\$3407 - \$4233



Merry

The bright-sounding Merry makes a melody with its lyrical voice.

\$4973 - \$6785



Mushrooms

Our Musical Mushrooms will have your musical garden ringing.

\$3305 - \$3900 each



Pagoda Bells

The Pagoda Bells are a calming addition to any The Pegasus is a resonated metallophone outdoor setting

\$7046 - \$7873



Pegasus

made of anodized aluminum bars.

\$8786 - \$10,265



Piper

The Piper is a great instrument to play improvisational rhythms, with sounds reminiscent of the islands.

\$4973 - \$6800



Rhythm

The fiberglass bars of the Rhythm inspire rhythm and dance.

\$3407 - \$4233



Serenade

The Serenade features color-coded chimes and a songbook.

\$8554 - \$10, 236



Swirl

The Swirl is a pentatonic instrument that delivers resonating sounds.

\$10,700 - \$12,513



Tenor Tree

A musical forest comes alive with the threesided Tenor Tree.

\$8902 - \$9236



Titan Tines

The Titan Tines are a stately breathtaking sculpture that elevated any outdoor space with Cuban influence similar to Congo Drums. elegance and majesty.

\$13,673



Tuned Drums

The Tuned Drums feature a distinctive Afro-

\$6060 - \$8206



Mushroom Ensemble

Children will delight in these charming Mushrooms that produce a resounding gong when struck.

\$9642 - \$10,729



Premium Ensemble

The Premium Ensemble provides all of our original and best-selling instruments in one package.

\$40,454 - \$48,183



Sculptural Ensemble

The Sculptural Ensemble adds an air of sophistication and artistic flair to any outdoor space.

\$41,324 - \$44,514



Early Childhood Ensemble

The Early Childhood Ensemble features our best selling instruments designed at the perfect height for budding musicians.

\$12,107 - \$15,007



Flowers Ensemble

The Flowers add both a sculptural and aesthetic design that invites users both young and old to create music.

\$7626 - \$8917



Garden Bed Ensemble

The Garden Bed Ensemble offers a colorful metodic collection that emits bright and sustaining notes.

\$15,181 - \$16,892



Botanical Garden Ensemble

The Botanical Garden Ensemble features a full chorus of organic shapes and sounds designed to inspire a botanical concert.

\$29,405 - \$32,479



Butterfly Ensemble

These botanically inspired Butterflies harmoniously complement each other to create a natural, organic aesthetic.

\$7467 - \$8076



Deluxe Ensemble

The Deluxe Ensemble is a mixed quartet of sculpturally sublime instruments with a variety of soothing sounds.

\$30,638 - \$35,756



Starter Ensemble

The trio of instruments in the Starter Ensemble offers a robust sound and profile that is easy on the budget.

\$19,864 - \$23,010



Toddler Butterfly Ensemble

Toddler Height Butterflies are intentionally designed at a lower height for our littlest musicians.

\$6742 - \$8076



Toddler Flower Collection

Toddler Height Flowers feature a distinct musical chord, size, height and color made at a lower height perfect for toddlers.

\$7626 - \$8917



Weenotes Ensemble

Weenotes is our most popular collection comprising a grouping of smaller sized instruments that have fewer keys, but the same high quality sound as our larger instruments.

\$14,876 - \$20,256



Yantzee

The low notes of the Yantzee create a rich canvas of sound for the other melodic instruments to play over.

\$8206 - \$9859



REQUEST FOR DECISION

To: Town Council

From: Edward LeBlanc, CAO

cc: File

Date: April 25, 2023

Re: 2023 Capital Budget – Solar Lights Project

1.0 PURPOSE:

For Council to consider approving an increase to the 2023 Recreation Capital Budget.

2.0 BACKGROUND AND DISCUSSION:

The 2023 approved Capital Budget includes the purchase of Solar Pathway lights along the Boardwalk near Rosemary Empey Park at a budget of \$35,000.00. These funds have already been fully utilized.

A number of the battery and computer components on the Town's solar lights have been vandalized. Some of the units have been repaired at a cost of \$1,800.00 to \$2,000.00 per unit

Even with the noted repairs, the current state of the Town's solar lights inventory is as follows:

- > 11 units in Cecil Martin Park with 8 needing to be repaired or replaced
- > 4 units in the Off-Leased Dog Park with 0 needing to be repaired or replaced
- > 2 units in Lions Park with 2 needing to be repaired or replaced
- ➤ 1 unit in the Sportsground with 1 needing to be repaired or replaced

Total of 18 solar lights with 11 needing to be repaired or replaced

The cost to purchase one updated new solar light, as shown in the attachment, is \$3,000.00 plus \$200.00 for installation, for a total of \$3,200.00 per unit. The completely new battery and computer component are installed approx. 20 feet above ground, so the probability of vandalism and/or theft is reduced significantly, as compared to the current units.

For the 2024 Budget deliberations, Administration might request funds to replace the 7 solar units that are still operational and to avoid the inevitable of having the batteries and component vandalized.

3.0 ALTERNATIVES:

- 3.1 That Council approves the revised 2023 capital budget for the Solar Lights Project from \$35,000.00 to \$70,200.00 with the added funds to be derived from the Town existing general capital reserves.
- 3.2 That Council tables the request to revise the 2023 capital budget for the Solar Lights Project and instructs Administration to provide further information for the next Council Meeting.
- 3.3 That Council tables the request to revise the 2023 capital budget for the Solar Lights Project and instructs Administration to include this item in the 2024 capital budget deliberations.

4.0 **FINANCIAL IMPLICATIONS**:

This particular project is fully funded from existing capital reserves.

5.0 INTERDEPARTMENTAL IMPLICATIONS:

Not Applicable.

6.0 SENIOR GOVERNMENT IMPLICATIONS:

Not Applicable.

7.0 POLITICAL/PUBLIC IMPLICATIONS:

Limited – it provides assurance to the local taxpayers that the Town is protecting its investments.

8.0 ATTACHMENTS:

8.1 Diagram of the proposed new lighting equipment

9.0 RECOMMENDATION:

That Council approves the revised 2023 capital budget for the Solar Lights Project from \$35,000.00 to \$70,200.00 with the added funds to be derived from the Town existing general capital reserves.

(original signed by the CAO)

Edward LeBlanc

CAO





REQUEST FOR DECISION

To: Town Council

From: Edward LeBlanc, CAO

cc: File

Date: April 25, 2023

Re: Disposal of the old skateboard park features

1.0 Purpose:

For Council to provide direction to Administration regarding the disposal of the old skateboard park features.

2.0 Background and Discussion:

With the opening of the Town's new All Wheel Park, some of the features from the previous site will be utilize for the "Bike Skills Park" to be located adjacent to the new All Wheel Park. However, some of the features have proved to be obsolete for the Town's purposes.

The old features were purchased in 2002 for \$40,000.00 and an additional \$25,000.00 was spent on used equipment in 2013. Based on the current conditions of these assets our Recreation Department feels there is very limited value to try to sell them.

Recently, there has been an inquiry from a local resident expressing an interest in acquiring some features.

Administration proposes to offer these features at no cost via our normal social advertisement platforms and/or both provincial recreation associations.

Some of the obsolete features are shown below:













3.0 Alternatives:

- 3.1 Council authorizes Administration to dispose of the obsolete skateboard park features and offer it to the general public and/or the Alberta Recreation Association, at no cost, on a "where is and as is" bases with the provision that the Bill of Sale includes that the Town removes themselves from any liability.
- 3.2 Council instructs Administration to provide additional information relating to the disposal of the old skateboard park features and present it at the next regular scheduled Council Meeting.

4.0 Financial Implications:

Due to the current condition of the old skateboard park features they hold very little value.

5.0 Interdepartmental Implications:

None

6.0 <u>Senior Government Implications:</u>

Not applicable.

7.0 Political/Public Implications:

Minimal

8.0 Attachments:

None

9.0 Recommendations:

Council authorizes Administration to dispose of the obsolete skateboard park features and offer it to the general public and/or the Alberta Recreation Association, at no cost, on a "where is and as is" bases with the provision that the Bill of Sale includes that the Town removes themselves from any liability.

(original signed by the CAO) Edward LeBlanc CAO



REQUEST FOR DECISION

To: Town Council

From: Edward LeBlanc, CAO

cc: File

Date: April 25, 2023

Re: Bank Statement – for month ending March 31, 2023

1.0 PURPOSE:

For Council to approve the Monthly Bank Statement for the month ending March 31, 2023.

2.0 BACKGROUND AND DISCUSSION:

Not applicable.

3.0 **ALTERNATIVES**:

- 3.1 That Council approves the Monthly Bank Statement for the month ending March 31, 2023, as presented.
- 3.2 That Council tables the Monthly Bank Statement for the month ending March 31, 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 March 31, 2023.

9.0 **RECOMMENDATION:**

That Council approves the Monthly Bank Statement for the month ending March 31, 2023, as presented.

(original signed by the CAO) Edward LeBlanc CAO

TOWN OF BARRHEAD MONTHLY BANK STATEMENT FOR MONTH ENDED MARCH 31, 2023

C		n	T 7		a
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PER TOWN OF BARRHEAD:	GENERAL ACCT	TERM DEPOSITS
Net Balance - Previous Month	6,140,423.96	0.00
Receipts	1,754,303.10	
Interest	18,726.08	
Transfers from/to Term Deposits	16,720.06	2,500,000.00
Cancelled Cheques	382.94	2,300,000.00
Cancerred Cheques	302.74	
SUBTOTAL	7,913,836.08	2,500,000.00
Disbursements	4,132,067.04	
Debentures/Interest	145,284.50	
School Requisition	364,434.72	
Transfers from/to General	0.00	0.00
NSF/Returned Cheques or Transfers	0.00	
Postdated Cheques	0.00	
NET BALANCE AT END OF MONTH	3,272,049.82	2,500,000.00
************	*******	********
PER BANK:		
Balance at end of month	3,138,281.60	2,500,000.00
Outstanding Deposits	257,781.39	
SUBTOTAL	3,396,062.99	2,500,000.00
Outstanding Cheques	124,013.17	
NET BALANCE AT END OF MONTH	3,272,049.82	2,500,000.00

TERM DEPOSIT SUMMARY FOR MONTH ENDED MARCH 31, 2023

Financial <u>Institution</u>	Term Amount	Interest <u>Rate</u>	Term <u>Started</u>	Investment Details	
Total	\$ 2,500,000.00	5.13	10-Mar-23	Maturity Date June 8, 2023	

COUNCIL REPORTS AS OF APRIL 25, 2023

Meeting (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 (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	Χ
Intermunicipal Collaboration Framework Committee	Cr. Assaf, Cr. Smith and Mayor McKenzie	
Library Board	Cr. Klumph (Alt. Cr. Sawatzky)	Χ
Municipal Emergency Advisory Commission	Cr. Assaf, Cr. Kluin and Cr. Smith	
Municipal Planning Commission	Cr. Assaf, Cr. Oswald and Cr. Sawatzky (Alt. Cr. Smith)	
Subdivision & Development Appeal Board	Cr. Klumph	
Twinning Committee	Cr. Klumph	
Yellowhead Regional Library Board	Cr. Klumph (Alt. Cr. Sawatzky)	



REQUEST FOR DECISION

To: Town Council

From: Edward LeBlanc, CAO

cc: File

Date: April 25, 2023

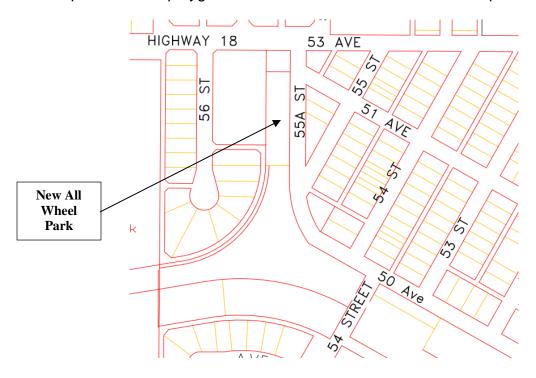
Re: Proposed Bylaw No. 05-2023 amending the Traffic Control Bylaw No. 03-2021

1.0 PURPOSE:

For Council to consider passing all three readings to Bylaw No. 05-2023 amending the existing Traffic Control Bylaw No. 03-2021.

2.0 BACKGROUND AND DISCUSSION:

With the installation of the new All Wheel Park and the added pedestrians and vehicle traffic, it would be advisable to amend the Town's Traffic Control Bylaw to incorporate a new playground zone to accommodate the added park.



3.0 <u>ALTERNATIVES:</u>

- 3.1 Council pass all three readings to the proposed Bylaw No. 05-2023, amending the existing Traffic Control Bylaw No. 03-2021 to incorporate a playground zone for the new All Wheel Park, as presented.
- 3.2 Council instructs Administration to revise the proposed Bylaw No. 05-2023, amending the existing Traffic Control Bylaw No. 03-2021 to incorporate a playground zone for the new All Wheel Park, as directed and pass all three readings.
- 3.3 Council tables proposed Bylaw No. 05-2023, amending the existing Traffic Control Bylaw No. 03-2021 to incorporate a playground zone for the new All Wheel Park and instructs Administration to provide further information and bring back the information at the next Council Meeting.

4.0 FINANCIAL IMPLICATIONS:

Minimal

5.0 INTERDEPARTMENTAL IMPLICATIONS:

Not applicable.

6.0 SENIOR GOVERNMENT IMPLICATIONS:

Not applicable.

7.0 POLITICAL/PUBLIC IMPLICATIONS:

The passage of Bylaw 05-2023

8.0 ATTACHMENTS:

8.1 Proposed Bylaw No. 05-2023 amending the existing Traffic Control Bylaw No. 03-2021.

9.0 RECOMMENDATION:

Council pass all three readings to the proposed Bylaw No. 05-2023, amending the existing Traffic Control Bylaw No. 03-2021 to incorporate a playground zone for the new All Wheel Park, as presented.

(original signed by the CAO)

Edward LeBlanc CAO

BYLAW 05-2023 TRAFFIC AMENDMENT BYLAW

A BYLAW OF THE TOWN OF BARRHEAD IN THE PROVINCE OF ALBERTA, TO BE KNOWN AS THE TOWN OF BARRHEAD TRAFFIC AMENDMENT BYLAW

WHEREAS, Pursuant to the Municipal Government Act, Council may pass a bylaw respecting the safety, health and welfare of people and protection property and;

WHEREAS, the Traffic Safety Act, provides that a municipality may pass a bylaw with respect to roadways under its direction, control and management that are not inconsistent with this Act;

NOW THEREFORE, the Municipal Council of the Town of Barrhead, in the Province of Alberta, duly assembled in a regular meeting, hereby enacts as follows:

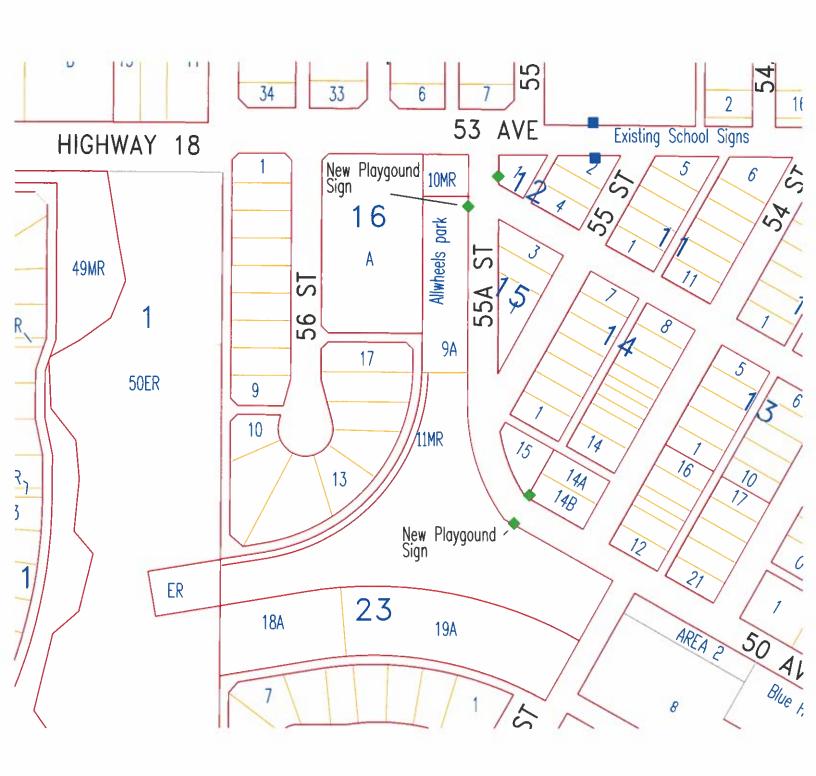
BYLAW TITLE

- 1. That Bylaw 03-2021 Schedule "E" be amended to include an additional playground zone between 54 Street 53rd Avenue adjacent to 55A Street as indicated on attached Schedule "A".
- 2. That this Bylaw once passed and signed shall form part of By-Law 03-2021, the Traffic Bylaw.
- 3. That this Bylaw shall take effect on the day of the final passing thereof.

passing mercon.		
Read a first time this	day of, 2023.	
	TOWN OF BARRHEAD	
	Mayor, Dave McKenzie	
	Edward LeBlanc, CAO	
Read a second time this 2023.	day of	_,
	TOWN OF BARRHEAD	
	Mayor, Dave McKenzie	
	Edward LeBlanc, CAO	
Read a third time this _ 2023 and passed.	day of,	
	TOWN OF BARRHEAD	
	Mayor, Dave McKenzie	

Edward LeBlanc, CAO

Schedule "A"





REQUEST FOR DECISION

To: Town Council

From: Edward LeBlanc, CAO

cc: File

Date: April 25, 2023

Re: Correspondence Items

A letter dated March 15, 2023, from Ms. Natalie Noble, CEO, Wellspring Cancer Support Alberta regarding support in sharing their brochures with any of our constituents who may benefit from the programs, services and supports provided by Wellspring.

Recommendation:

Council accepts the letter dated March 15, 2023, from Ms. Natalie Noble, CEO, Wellspring Cancer Support Alberta regarding support in sharing their brochures with any of our constituents who may benefit from for the programs, services and supports provided by Wellspring, as information.

Item (b) A letter dated April 12, 2023, from Mayor Debora Dueck, the Town of Tofield regarding support for the exemption of newspaper from EPR Program Revisions.

Recommendation:

Council accepts the letter dated April 12, 2023, from Mayor Debora Dueck, the Town of Tofield regarding support for the exemption of newspaper from EPR Program Revisions, as information.

Item (c) An email dated April 13, 2023, from Ms. Sue Christianson, Director for the Barrhead Farmers' Market requesting the Town consider decreasing their weekly rental fee to the half day rate.

Administrative notes:

Policy states the Charles Godberson Rotary Room is charged at:

- > 53.60 per hour (GST included)
- > 107.10 per half day (GST included)
- > 160.70 per full day (GST included)

The applicable policy also states the full day rate will be charged for any period over a four-hour duration.

Recommendation:

Administration awaits further direction from Council.

Item (d) A draft a letter of support for the Community Futures Network of Canada's Budget 2023 request for a modernized funding framework from the Government of Canada.

Recommendation:

That Council accepts the email and directs Administration to draft a letter of support for the Community Futures Network of Canada's Budget 2023 request for a modernized funding framework from the Government of Canada.

(Original signed by the CAO) Edward LeBlanc CAO



March 15, 2023

His Worship David McKenzie Town of Barrhead PO Box 4189 Barrhead AB T7N 1A2

Dear Dr. McKenzie,

I am writing to introduce you to <u>Wellspring Alberta</u>, an extraordinary resource for people living with cancer and their caregivers and supporters.

In Alberta, Wellspring is the only organization that devotes itself exclusively to supporting those facing cancer by attending to the non-medical aspects of living with illness. Our vast array of evidence-informed programs are designed to inform, empower and nurture individuals – to give them a network of resources, tools to manage illness, and a vastly skilled community of support.

If you've heard of Wellspring, you may have heard the good news that last fall, Wellspring Calgary and Wellspring Edmonton merged to form one Wellspring Alberta – a stronger, unified cancer support organization province-wide. This is great news for Albertans and their families who are living with cancer.

At Wellspring all programs and services are offered free of charge and without the need for referral. Those who seek our services can access us at any of our three centres in the province (see addresses below), or join our online community. We are also in the process of establishing satellite Wellspring locations in rural Alberta communities.

Since inception in 2007, Wellspring Alberta has been devoted to its mission to ensure no one has to face cancer alone. After 16 years, we remain steadfast in this commitment and we have expanded and evolved to meet the ever-increasing demand for our services.

This is where I want to ask for your assistance. As Mayor, you have the ability to reach many people and help us to extend this lifeline of support. It is my request that you share the enclosed brochures with any of your constituents who may benefit from the programs, services and supports provided by Wellspring.

I also wish to personally invite you to come and tour one of our three centres, so you can learn about the programs and services we offer and see first-hand the impact of the work we do.

On behalf of those living with cancer and those who love and care for them, I want to thank you in advance for taking an interest in Wellspring, and for helping to ensure no one has to face cancer alone.

With sincere gratitude,

Natalie Noble

MA Postola

CEO, Wellspring Alberta

Encl.

If you or a loved one has cancer, Wellspring is here for you.

Wellspring Alberta provides free evidence-informed programs and support for anyone living with cancer, including caregivers and family members.

We provide professionally-led programs that help with the many new life challenges you may experience following a diagnosis and treatment for cancer. At Wellspring, people gather to support each other, exchange information, and share a sense of hope — all in the warm, caring atmosphere of our centres, and in our welcoming online community.

Our focus is always on the person, not the illness, and all who reach out to Wellspring are cared for in a safe community of compassion.



Wellness begins where you are; Wellspring will meet you there.

ONLINE HOUSE

To learn more about our online programs, visit wellspringalberta.ca

HOUSE LOCATIONS

Calgary Edmonton

Carma House 1404 Home Road NW Calgary, AB T3B 1G7

Edmonton House 11306 65 Ave NW

Edmonton, AB T6H 2

Calgary, AB T3M 2N9

1.866.682.3135

wellspringalberta.ca



t's important to us that we acknowledge we live, work and play on traditional territories in albeita of the many First Mations Treaties 6, 7 and 8, Meris and Inuit whose footsseps have marked these lands for centuries and the gifts provided by Elders and Knowledge Keepers.

www.wellspringalberta.ca







Choose what's right for you

We offer a variety of professionally-led programs available in-person, online, and over the phone on topics people living with cancer tell us are most important to them.

Brain fog Gardening Art programs Meditation Kid friendly programs Indigenous sharing circle Incurable cancer group Caregiver groups Work & finance programs Reiki Nutrition Music Men's group Tai Chi Young adult programs Outdoor programs

Visit wellspringalberta.ca to see all of our programs.

Peer support

Wellspring offers peer support with trained volunteers who have experienced cancer. During this supportive, affirming exchange, volunteers offer a compassionate listening ear and practical orientation to Wellspring's programs, services and resources.

SANDI ANDERSON, WELLSPRING MEMBER

affirming, supporting and sustaining me.

Wellspring community is here for me...

my cancer, feel less isolated, and live a more enriched life, Both online and in-person, my

"Wellspring has helped me to better understand

Participating in Wellspring programs is free

Adults who have a cancer diagnosis and caregivers are welcome to become Wellspring Alberta members free of charge, without referral, and at any point in their journey. Kids are also welcome at our family programs.

- Complete our membership form at wellspringalberta.ca
- You will receive a welcome email and can begin registering for programs available online, over the phone, or at one of our Calgary or Edmonton houses

Online programs

Wellspring Alberta's vision is to ensure no one has to face cancer alone. For those who don't live near our houses, or who prefer to take programs where they are, we provide online or over the phone support.





PO Box 30 5407 50th Street
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April 12, 2023

Office of the Minister Environment & Protected Areas 224 Legislature Building 10800 – 97 Avenue Edmonton, AB T5K 2B6

RE: Exemption of Newspaper from EPR Program Revisions

Dear Minister Savage,

Print media (newspapers) are essential to the lifeblood of Alberta. Newspapers provide a traditional sense, and source of information to our residents. In what has become ever consistent in social media and internet-based forms of news, newspapers rely on facts, sourcing their stories and identifying truths.

The past number of years have been challenging for both business and small business. The continued rise in costs, accompanied by the downturn in the economy has forced job loss and ultimately business closure. Looking to enforce further constraints on what is one of our oldest and most relied upon industries truly seems unfair.

The newspaper industry has already looked at ways to reduce costs and become both more efficient and compliant, such as reducing paper thickness, which has come at a cost. This cost is not only monetary, but also content based. The reduction in paper-based weight has also reduced the amount of content which can be provided to our residents, once again, affecting them.

By expecting newspapers to have the same level of compliance with the EPR Program as plastics, seem short-sighted and unrealistic. The Provincial Government needs to recognize the importance of newspapers to Albertans and stand to make the same move as the Ontario Government. Please exempt newspapers from the revised EPR Program.

Sincerely,

Debora L. Dueck

Debora Dueck Mayor

C.C
Jackie Lovely, MLA Camrose
All Alberta Municipalities
Kerry Anderson, Tofield Mercury

To: Town of Barrhead

Subject: [EXTERNAL] - Attention: Mayor and Town Council

Date: Thursday, April 13, 2023 10:17:11 AM

Mayor and Town Council Town of Barrhead

Dear Sirs:

I am sending this letter on behalf of the Barrhead Farmers' Market. The Barrhead Farmers' Market has been in operation for many years and is a valuable addition to the town. The market provides an outlet for town and county residents to sell their homegrown and handmade items to the people that live in the town and county of Barrhead as well as visitors to the area.

We have been renting the Charles Godberson Rotary Room at the Barrhead Agrena for several years on a weekly basis from the beginning of May until mid December. We have been paying the same rate every week as anyone who rents the facility one time. We are paying the full day rate of \$160.70 each week. Our manager is on site to set up at 8 AM and the market runs from 10 AM until 1 PM through until the end of November, then it goes until 2 PM for the last few markets of the year. The vendors then pack up and leave and the manager puts the tables away and cleans up the room, leaving it ready for the next renters. This takes about 1 hour so the room can be rented again for 2 or 3 PM, depending on the time of year.

We held our annual general meeting on April 1 and our financial report is looking pretty grim! Last year our expenses were more than our income, which is not a good place to be. The only expenses we have, other than the facility rental, are the manager wages and a small amount for insurance and advertising. To put it in perspective, our manager is currently paid lass than half of what other managers at similar markets are being paid. We have increased the vendor table rentals this year so that we can afford to pay our manager a bit more this year, but we would also respectfully request that the Town of Barrhead drops our weekly rental fee to the half day rate for this year and future years. We like the facility and the locals know where to find us, but we may not be able to afford to continue using this room at the rate we have been paying. Thank you for your time and consideration and if you feel that an in person meeting is necessary we would be happy to do that as well.

Sincerely yours,

Sue Christianson

Director for the Barrhead Farmers' Market

TEMPLATE Letter

To be provided by local Cfs to supportive Members of Parliament, in order to write to the appropriate RDA Minister

Dear Minister,

I am writing to encourage you to support the Community Futures Network of Canada's Budget 2023 request for a modernized funding framework from the Government of Canada.

As you know, Minister, Community Futures Network of Canada works with 267 CFDCs from sea to sea to sea as well as Canada's Regional Development Agencies (RDAs)-ACOA, CEDQ, PrairiesCan, PacifiCan, FedNor, FedDev, and CanNor.

These local organizations provide support, guidance, and loans for small businesses and startups in rural and Northern communities.

The Government of Canada has provided 37 years of support to Community Futures Organizations (CFOs), and pre-pandemic the 267 organizations were managing almost \$1.48 in assets. Thanks to this long-term, bipartisan support, CFOs have become permanent fixtures in our communities

Most recently, the Government of Canada trusted the Community Futures Program (CFP) to deliver almost \$SOOM in Regional Relief & Recovery Funding (RRRF).

CFOs foster short- and long-term job creation and economic development in our rural communities with place-based programming and support. Their deep roots in these communities give them unmatched experience, credibility, and capacity to deliver tangible results.

The combined impacts of the COVID-19 pandemic and the approaching global economic slowdown have exacerbated the innate challenges of chronic underfunding of the CFOs over the last number of years. The core capabilities of a robust Community Futures Program are at acute risk with insufficient operating funds continuing to erode the strength of the platform.

In order to continue supporting communities as local economies emerge from the pandemic era, and shift to confronting a global recession, CFOs need a modernized framework from the Government of Canada. I strongly encourage you to make the following changes to the funding framework, to ensure our local economies can thrive:

- 1. Allow greater autonomy and flexibility *over* investment funds, which would reflect the credibility and reliability CFOs have built up *over* decades of administering these programs; and
- Create stability by adopting adequate, indexed multi-year funding agreements for CFOs to safeguard consistent service to local communities, moving away from the existing outdated, 15year-old funding caps.

	look	(fon	ward	to	hearing	from	you,	Minister.
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Sincerely,

[MP Name]

[Constituency)