



AGENDA FOR THE TOWN OF BEAVERLODGE COUNCIL MEETING  
TO BE HELD MONDAY MARCH 14, 2022 AT 7:00 PM  
IN COUNCIL CHAMBERS #400-10 STREET BEAVERLODGE, AB

1.0	<b><u>CALL TO ORDER:</u></b>	
2.0	<b><u>ADOPTION OF AGENDA:</u></b>	
3.0	<b><u>ADOPTION OF MINUTES:</u></b> 3.1 February 28, 2022 - Regular Council Meeting Minutes	PP 2-4
4.0	<b><u>DELEGATIONS:</u></b> 4.1 Ed Widdifield & Winston Delorme – Support letter regarding NWJHL (North West Junior Hockey League) 4.2 Rebecca Dika – Town & Country News Marketing Proposal	PP 6 PP 7-31
5.0	<b><u>OLD BUSINESS:</u></b> 5.1	
6.0	<b><u>NEW BUSINESS:</u></b> 6.1 Beaverlodge Minor Soccer Request  6.2 Beaver Sign in Jasper – referred by Committee of the Whole Feb 28, 2022.  6.3 Beaverlodge Firehall Tender  6.4 Letter of Support – Ed Widdifield & Winston Delorme  6.5 Marketing Proposal – Rebecca Dika, Town & Country News	PP 32
7.0	<b><u>CORRESPONDENCE:</u></b>  7.1 Committee of the Whole Minutes – Feb 28, 2022  7.2 Economic Development Committee Minutes – Feb 10, 2022	PP 33,34 PP 35,36
8.0	<b><u>COMMITTEE AND STAFF REPORTS:</u></b>  8.1 Action List  8.2 Council Reports	PP 37 PP 38,39
9.0	<b><u>CLOSED SESSION:</u></b> 9.1	
10.0	<b><u>ADJOURNMENT:</u></b>	



**REGULAR COUNCIL MEETING MINUTES**  
**HELD MONDAY FEBRUARY 28, 2022 AT 7:00 PM**  
**COUNCIL CHAMBERS 400-10 ST, BEAVERLODGE, ALBERTA**

<b>COUNCIL</b>	Mayor Gary Rycroft	Councillor Cyndi Corbett
	Deputy Mayor Gena Jones	Councillor Judy Kokotilo-Bekkerus
	Councillor Cal Mosher	Councillor Cody Moulds
	Councillor Hugh Graw	
<b>STAFF</b>	Jeff Johnston, CAO	Nichole Young, Legislative Services
	Tina Letendre, Deputy CAO	

- 1.0 **CALL TO ORDER** Mayor Gary Rycroft called the meeting to order. **7: 02 PM**
- 2.0 **ADOPTION OF AGENDA**  
#053-2022-02-28 Councillor Judy Kokotilo-Bekkerus  
**CARRIED:** That Council adopts the agenda with the addition of New Business Item 6.6 Committee of the Whole Terms of Reference and Closed Session Item 9.1 Legal – Contracts – FOIP Section 16.
- 3.0 **ADOPTION OF MINUTES**  
3.1 February 14, 2022 Regular Council Meeting Minutes  
#054-2022-02-28 Councillor Cyndi Corbett  
**CARRIED:** That Council accepts the minutes of the February 14, 2022 Regular Council Meeting as they are presented.
- 4.0 **DELEGATIONS**  
4.1 Grande Spirit Foundation – Steve Madden, CAO & Scott McFadyen, Project Manager  
#055-2022-02-28 Councillor Judy Kokotilo-Bekkerus  
**CARRIED:** That Council accepts this presentation for information.
- 5.0 **OLD BUSINESS**  
5.1
- 6.0 **NEW BUSINESS**  
6.1 Declaration of Economic Development Week May 9-13, 2022.  
#056-2022-02-28 Councillor Cyndi Corbett  
**CARRIED:** That Council declares May 9-13, 2022 as Economic Development Week.  
  
6.2 Farm Safety Centre Donation Request

**#057-2022-02-28** Councillor Hugh Graw

**CARRIED:** That Council approves a donation of \$500.00 to the Alberta Farm Safety Centre in order to assist with delivery of their Safety Smarts program in rural elementary schools - in Beaverlodge; namely the Beaverlodge Elementary School and St. Mary's Separate School.

6.3 2024 Alberta Summer Games & Winter Games

**#058-2022-02-28** Deputy Mayor Gena Jones

**CARRIED:** That Council accepts the letter for information.

6.4 Beaverlodge & District Chamber of Commerce Request

**#059-2022-02-28** Councillor Cyndi Corbett

**CARRIED:** That Council refers this item to Budget.

6.5 Grande Spirit Foundation Request

**#060-2022-02-28** Councillor Judy Kokotilo-Bekkerus

**CARRIED:** That Council supports the request in principle, with the increase in budget.

6.6 Committee of the Whole Terms of Reference

**#061-2022-02-28** Deputy Mayor Gena Jones

**CARRIED:** That Council approves the Terms of Reference for the Committee of the Whole with the removal of Delegation from the Committee Mandate.

## **7.0** **CORRESPONDENCE:**

7.1 Committee of the Whole Minutes – Feb 14, 2022

**#062-2022-02-28** Councillor Judy Kokotilo-Bekkerus

**CARRIED:** That Council accepts these minutes with the addition of the names of the Councillors who made the motions for New Business items 5.4, 5.6 and 5.8.

7.3 Alberta – Northwest Territories – The Royal Canadian Legion Military Service Recognition Book

**#063-2022-02-28** Councillor Cyndi Corbett

**CARRIED:** That Council accepts the Administrations renewal of this item for information.

## **8.0** **COMMITTEE AND STAFF REPORTS**

8.1 Action List

**#064-2022-02-28** Councillor Cyndi Corbett

**CARRIED:** That Council accepts the action list as presented.

8.2 Staff Reports

**#065-2022-02-28** Councillor Cyndi Corbett

**CARRIED:** That Council accepts these Staff Reports for information as presented.

## **9.0** **CLOSED SESSION:**

**#066-2022-02-28** Councillor Hugh Graw

**7:33 PM**

**CARRIED:** That Council moves into Closed Session for Item 9.1 Legal – Contracts – FOIP Section 16.

**#067-2022-02-28** Councillor Judy Kokotilo-Bekkerus

**7:42 PM**

**CARRIED:** That Council moves out of Closed Session.

**#068-2022-02-28** Deputy Mayor Gena Jones

**CARRIED:** That Council directs Administration to pursue and execute the contract as discussed in Closed Session.

**10.0** **ADJOURNMENT**

Mayor Gary Rycroft adjourned the meeting.

**7:44 PM**

---

Mayor, Gary Rycroft

---

CAO, Jeff Johnston





Box 30, Beaverlodge, AB T0H 0C0

Phone: 780.354.2201

Fax: 780.354.2207

### DELEGATIONS TO COUNCIL

Name of Delegates(s):

Ed Widdifield & Winston Delorme

Representing:

Phone Number:

Email:

Topic:

Council support to join  
NWJHL

Staff Familiar with topic:

Cody Moulds

Attached Information:

n/a

Notes:

Limit presentation to 15 minutes

Delegate Signature:

Date:

March 8/22

All notifications and documentations must be sent to [nyoung@beaverlodge.ca](mailto:nyoung@beaverlodge.ca)

If you have materials/documentation to be included in the Agenda, they must be received by 1:00pm the Tuesday before the meeting you are scheduled to appear before Council.

**Any documentation submitted (including this Delegate Application)  
is considered "Public Information" and will appear in a Council Agenda.**

### FOR OFFICE USE ONLY

Date and Time of Council Meeting to attend:

March 14/22

Approved to Present by:

JS

Date:

March 8/22



Box 30, Beaverlodge, AB T0H 0C0

Phone: 780.354.2201

Fax: 780.354.2207

### DELEGATIONS TO COUNCIL

Name of Delegates(s):

Rebecca Dika

Representing:

Town & Country News

Phone Number:

Email:

rebecca@nextchapterpublishing.ca

Topic:

Marketing Proposal

Staff Familiar with topic:

Attached Information:

- n/a

Notes:

Limit presentation to 15 minutes

Delegate Signature:

Date:

March 9/22

All notifications and documentations must be sent to [nyoung@beaverlodge.ca](mailto:nyoung@beaverlodge.ca)

If you have materials/documentation to be included in the Agenda, they must be received by 1:00pm the Tuesday before the meeting you are scheduled to appear before Council.

Any documentation submitted (including this Delegate Application) is considered "Public Information" and will appear in a Council Agenda.

### FOR OFFICE USE ONLY

Date and Time of Council Meeting to attend:

March 14/22

Approved to Present by:

55

Date:

March 9/22





## Advertising Proposal Prepared for the Town of Beaverlodge March 2022



Dear Mayor and Council,

Thank you for this opportunity to present our proposal that will help the Town strengthen its communications toolbox in a way that is cost-efficient and time-saving for your staff.

We appreciate the commitment to a half-page ad every second week in our newspaper, but the fact is we need additional support from the Town in order to stay viable. Two years of COVID and a loss of 80 per cent of local advertising has taken its toll on this community newspaper, as it has on those across Canada.

Community weeklies such as *Town & Country News* are being battered by the lure of social media sites. These claim readership numbers that cannot be verified and offer extremely low-cost advertising. I am confident that audited, credible and hyper-local news sources such as *Town & Country News* will be able to ride out this wave. In fact, it's already happening as people are turning back to bricks-and-mortar based news sources that are locally based and accountable to the communities they serve.

Still, it hasn't been easy, so the partnerships we have created with our local municipal partners mean more now than ever. *Town & Country News* is an award-winning local newspaper that works hard every day to produce accurate news and features.

I've put together this subscription/advertising package in a way that will provide the anchor we need at this time, but just as importantly, help the Town achieve its communication goals. The package is based on a full-colour full-page every two weeks, rather than the half page. There are some terrific opportunities to use that extra space; staff and councillor profiles for example. The subscription/ad package could replace the Beaver Tails newsletter, thus saving the Town production costs there.

We have had strong support from the Town of Sexsmith on a similar package, and it renews every year due to its success. The County of Grande Prairie commits to a full page in every issue of *Town & Country News*, and has for a number of years. Heavily discounted advertising costs in tandem with blanket subscriptions are a cost-effective way to effectively reach all ratepayers. Our neighbour newspaper to the north, The Central Peace Signal, has had subscription/ad agreements with its G5 municipalities for decades.

We are asking the Town of Beaverlodge for the same, to show its support in helping to keep a heritage newspaper dating back to 1956 sustainable.

That said, our ask is certainly not a handout: We provide great value for advertising dollars. Please refer to last summer's independent research study (attached) that shows community newspapers offer loyal, solid readership that our readers trust.

**Key points of the study found that:**

- Local newspapers remain the preferred platform to receive information on most topics of interest in small towns
- Respondents in small towns and rural areas access the internet in various ways with just over 27 per cent households reporting either no internet or internet tied to data usage
- 19 per cent of the respondents in communities pop.<10,000 indicated they'd visited their local newspaper's website in the last week for posted stories/content
- In communities pop.<10,000, respondents indicated that across almost all sectors, newspaper ads were more likely to inspire action than other platforms.
- Respondents indicated that they found ads in the local community newspaper to be useful, whereas online ads were usually ignored or considered annoying
- Ads in local community newspapers were more likely to be driving store and website visits than ads on websites or social media, among rural respondents

...more



## Advertising Proposal Prepared for the Town of Beaverlodge March 2022



Despite our challenges, we're not resting on our laurels. Aside from producing hyper-local newspaper containing content you can't read anywhere else, we are investing in an upgraded website and newspaper re-design, and are working with Salt Media in Grande Prairie. All full-page advertisers will receive banner space on our new website at no cost.

We will be reaching out to businesses in the City of Grande Prairie this spring as the economy begins to return to normal. We hope to secure a bit of an ad base there to help make up for a significant loss of revenue from our local advertisers.

We are able to offer heavily discounted rates on both sides because there is value to us in increasing subscription numbers: Higher circulation numbers mean we are more likely to be considered for national advertising.

### **SUBSCRIPTION/ADVERTISING PACKAGE**

*Subscriptions:* Based on a count of 883 addresses on the ratepayer list at \$20 per (regular rate is \$40.50 per year): \$17,660. Current subscribers would have one year added to their subscription.

The back page full colour ad every two weeks. Second best spot in the newspaper, the regular rate of \$787 would be discounted to \$550 for the first year after which it would increase to \$650 (Town pays \$515 for its half-page ad right now). Each newspaper address would include a "Courtesy of the Town of Beaverlodge" on the front page of each issue.

TOTAL COST OF SUBSCRIPTIONS \$17,660

TOTAL COST OF FULL PAGE COLOUR ADVERTISING EVERY TWO WEEKS: \$13,750

GRAND TOTAL: \$31,410

In 2021, the Town of Beaverlodge spent \$16,135.34 on advertising with us last year.

The discounted ad in exchange for subscription package allows the Town to communicate with every one of its ratepayers. Keep in mind our newspaper goes to the east county as well; the Town of Sexsmith purchases subscriptions for every household in town which gives Beaverlodge and its events a lot of exposure further afield.

This agreement would be up for renewal every 12 months, and the subscription portion of the annual agreement would be divided by 12 and billed monthly. Ad costs would be invoiced weekly, payable by month end.

Thank you for your consideration.

Sincerely,  
Rebecca Dika  
Next Chapter Publishing  
Publisher



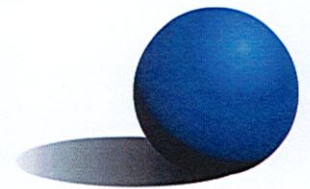
Usage and Engagement Survey: July/August 2021

# How Geography Impacts Media Access, Usage and Engagement

Alberta Small Towns/Villages: Population <10,000

**How Geography Impacts Media Access, Usage and Engagement: July/August 2021**

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



*Totum Research Inc*



**adcanada**  
MEDIA INC.



- **Identify the Impact That Community Size and Geography Has on Media Usage Habits**
- **Recognize how Habits May Differ for Communities of Other Sizes**

**How Geography Impacts Media Access, Usage and Engagement: July/August 2021**

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews





1.

# Receipt and Readership of the Local Community Newspaper

**How Geography Impacts Media Access, Usage and Engagement: July/August 2021**

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews





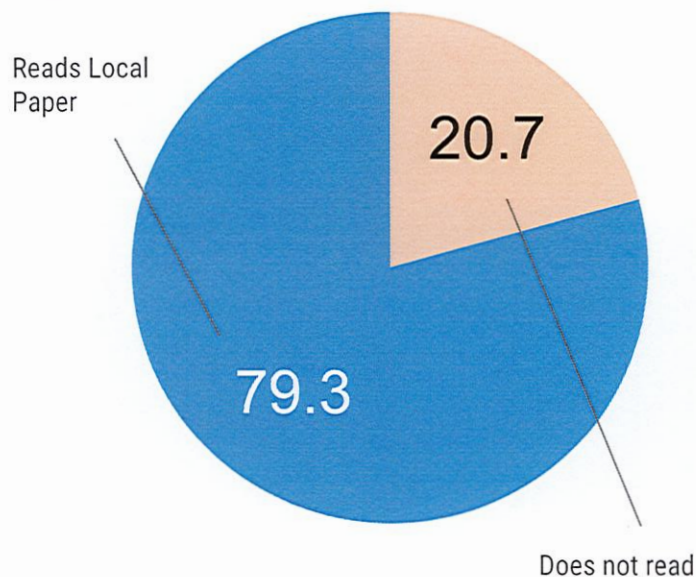
## Alberta Small Towns/Villages: Population <10,000

Almost 80% of respondents in Small Towns/Villages read their local community paper in some form in a typical week. The majority in print or E-Reader form



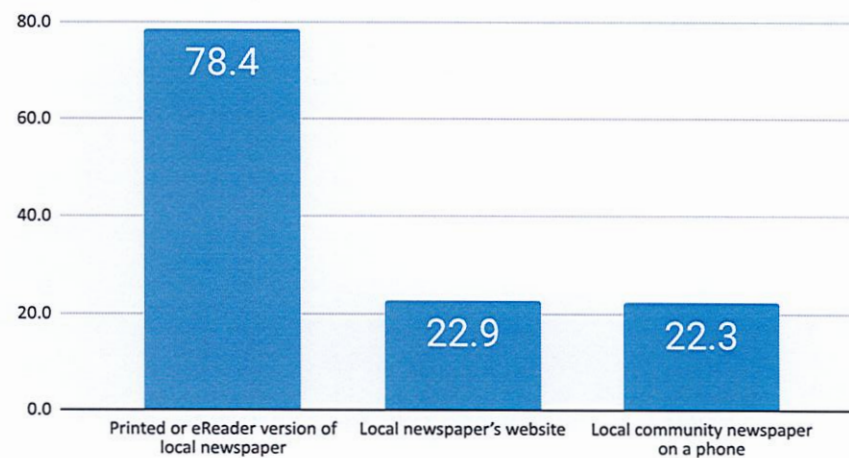
4

Small towns, villages



How the newspaper is read

Small towns, villages



Q5-6

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



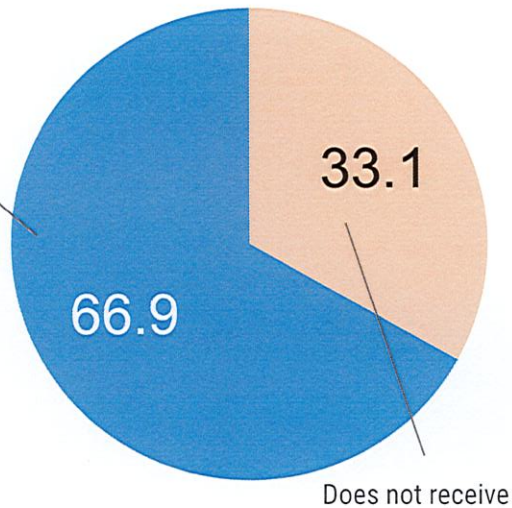
adcanada  
MEDIA INC.



## Alberta Small Towns/Villages: Population <10,000

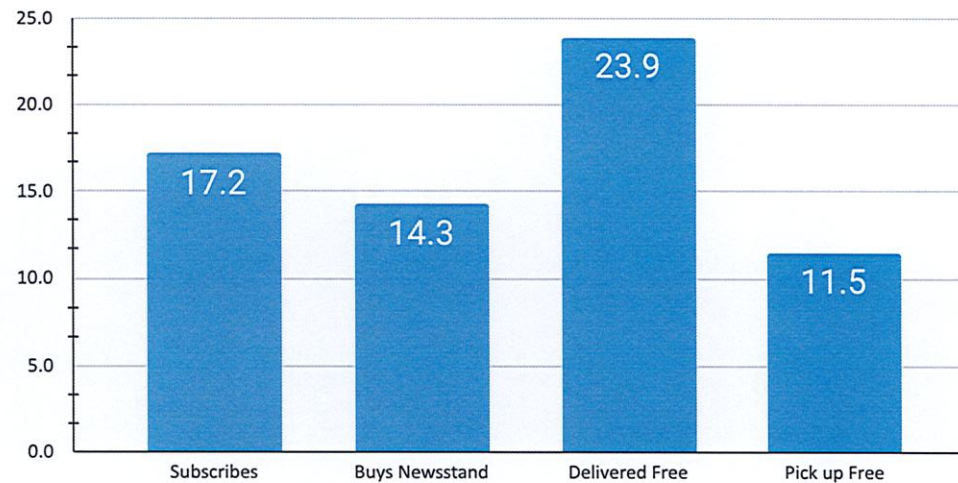
67% of respondents in communities pop.<10,000 reported receiving a printed community paper in their home in the last 7 days.

Small Towns, Villages  
Receives Paper  
In Household



How papers are received

Small Towns, Villages



Q4

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

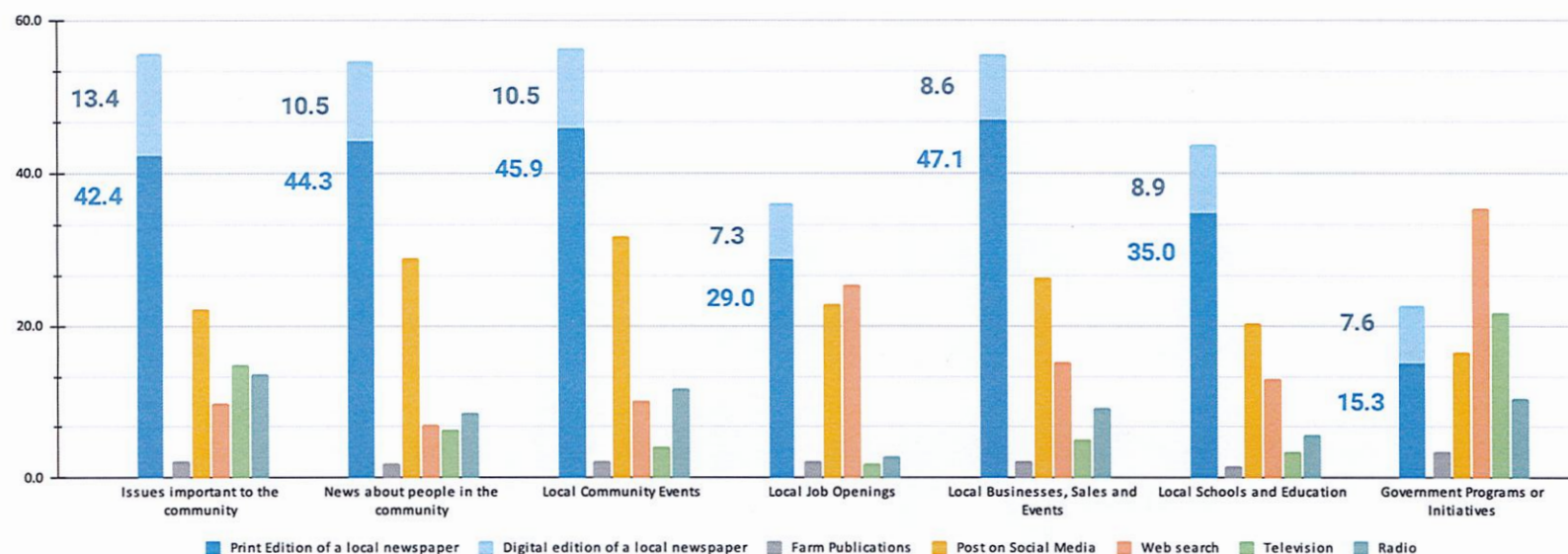
Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



## Alberta Small Towns/Villages: Population <10,000

In communities pop.<10,000 study participants said that **local newspapers** remain the preferred platform to receive information on most topics of interest

Preferred Media to Receive Information about Local Topics:



Q3

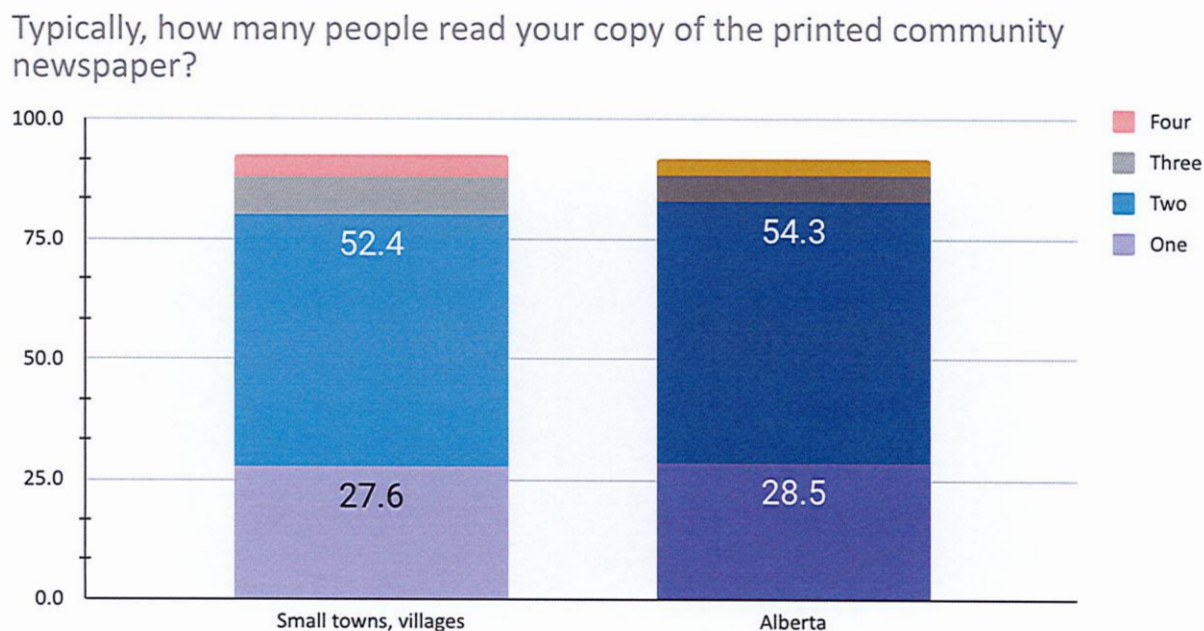
### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



## Alberta Small Towns/Villages: Population <10,000

In households that receive their local community newspaper in print, the majority reported that each copy has at least two readers in the household each week



Q8

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews





## 2.

# Internet Connection Type and Impact on Online Activities

**How Geography Impacts Media Access, Usage and Engagement: July/August 2021**

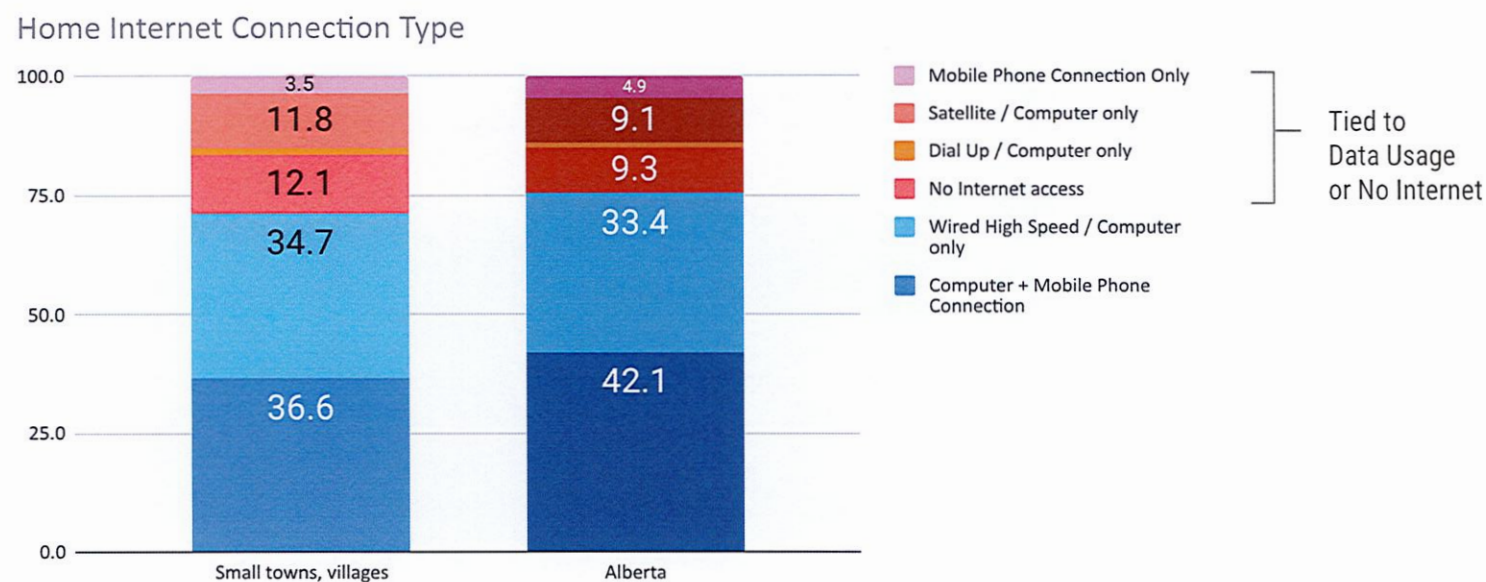
Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews





## Alberta Small Towns/Villages: Population <10,000

Respondents access the internet in various ways with **just over 27%** of town/village households reporting either ***No Internet or Internet tied to Data Usage***



Q10

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

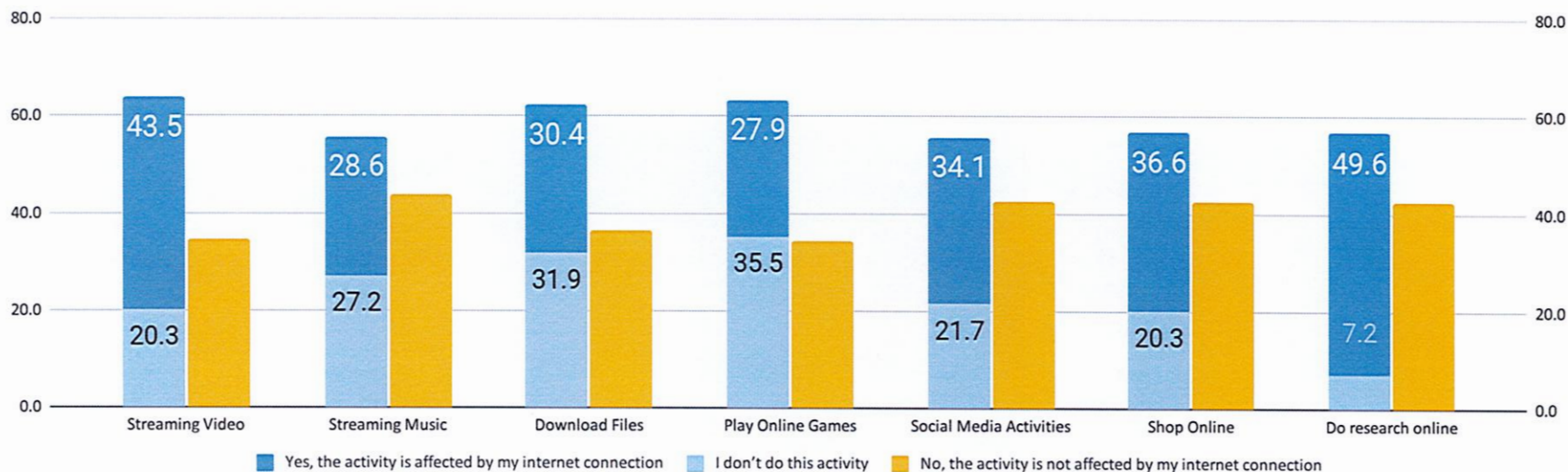


## Alberta Small Towns/Villages: Population <10,000

With high levels of data-oriented connection methods, respondents said that their service quality of internet connection at home affected most of their online activities

Does your internet connection type at home affect how, or if, you use the internet for the following

Small Town, Villages



Q11

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

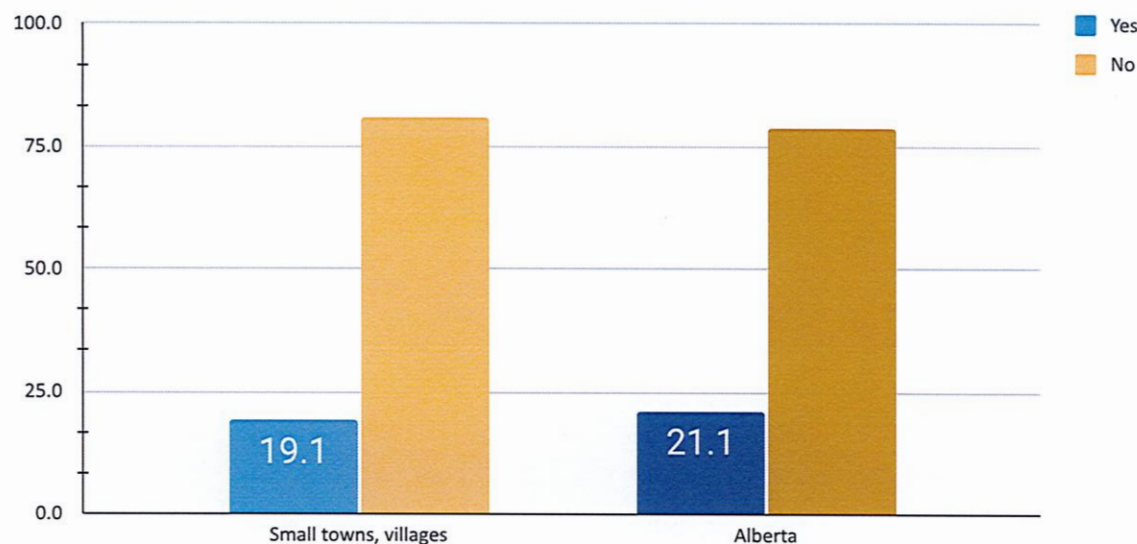
Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



## Alberta Small Towns/Villages: Population <10,000

19% of the respondents in communities pop.<10,000 indicated they'd visited their local newspaper's website in the last week for **posted stories/content**

Do you visit the website of your local community newspaper in a typical week?



Q9

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews





# 3.

## Advertising - Print, Online and Flyers

### **How Geography Impacts Media Access, Usage and Engagement: July/August 2021**

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



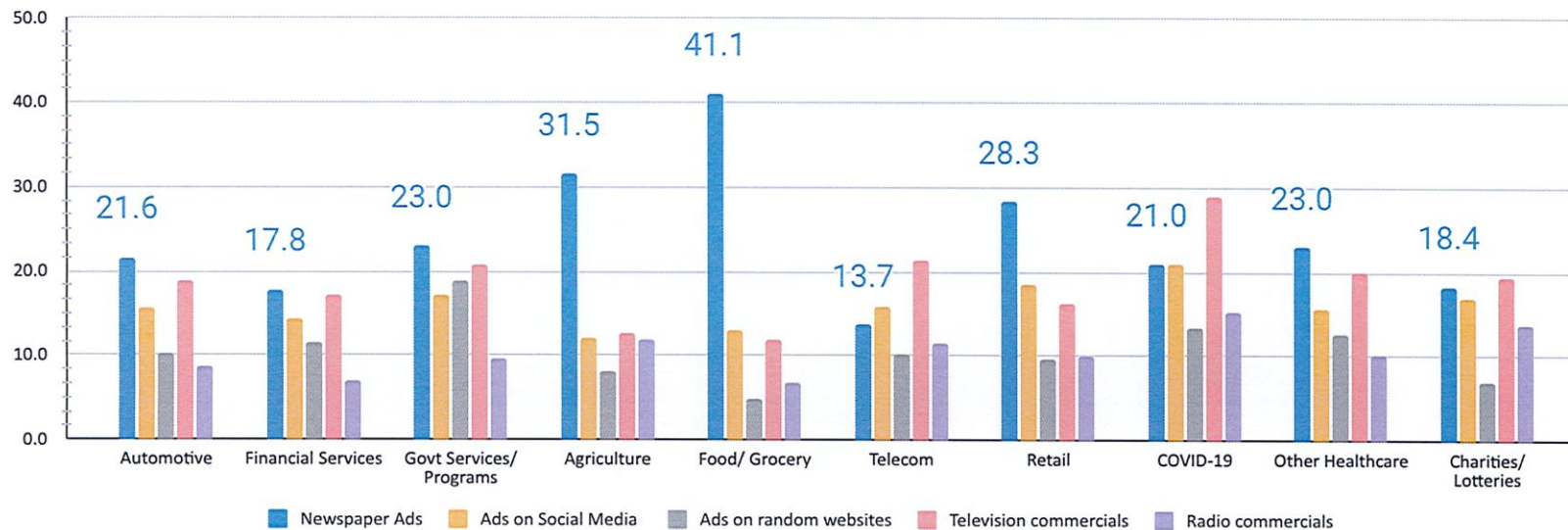


## Alberta Small Towns/Villages: Population <10,000

In communities pop.<10,000, respondents indicated that **across almost all sectors**, newspaper ads were **more likely to inspire action** than other platforms.

Media in which Ads Inspire Action (Seek more info, visit store or web site or make purchase)

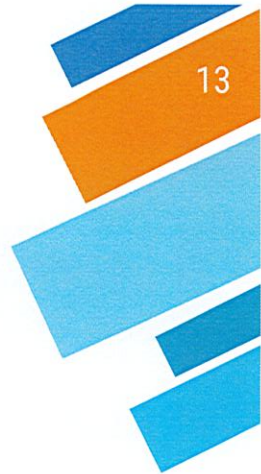
Small Town, Villages



Q18

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

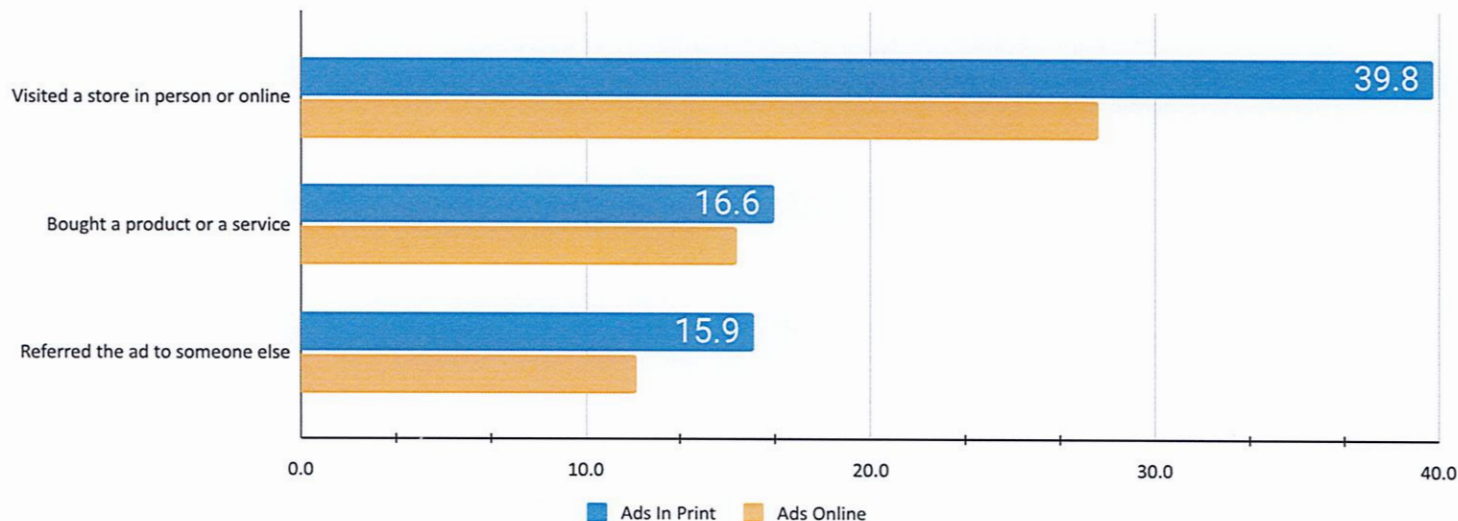
Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



## Alberta Small Towns/Villages: Population <10,000

Ads in newspapers were bigger drivers of in-person or online store/website visits than online ad platforms

Actions taken after seeing advertising  
Small Towns, Villages



Q19-20

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

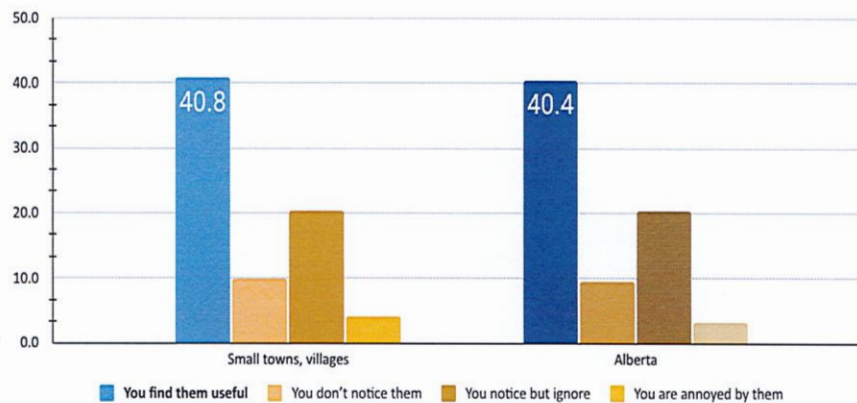


## Alberta Small Towns/Villages: Population <10,000

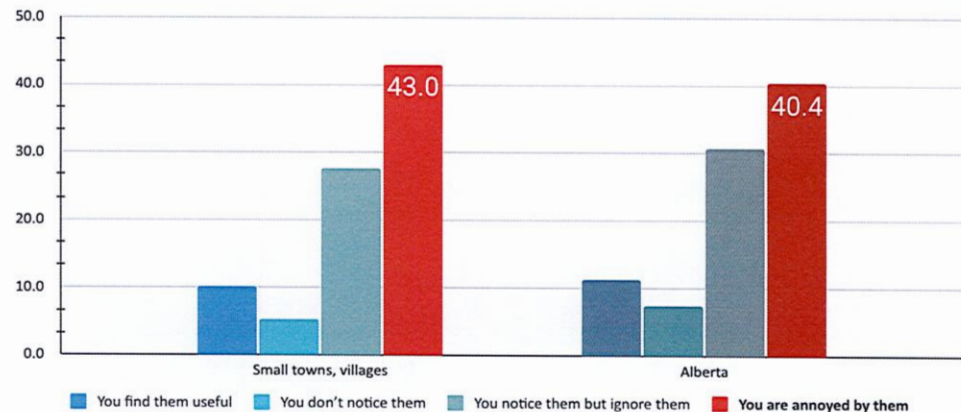
Respondents indicated that they found ads in the local community newspaper to be **useful**, whereas online ads were usually **ignored** or considered **annoying**

15

Ads in Local Community Newspaper



Ads on Websites



Q16

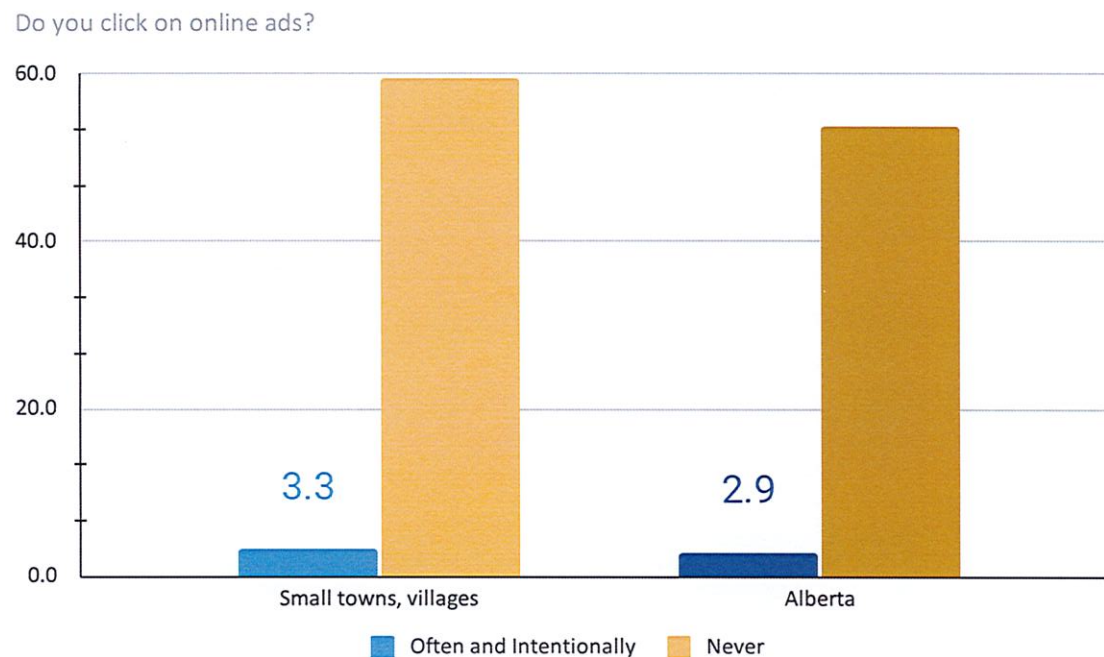
### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



## Alberta Small Towns/Villages: Population <10,000

Respondents rarely felt inspired to click on online ads intentionally



Q17-18

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

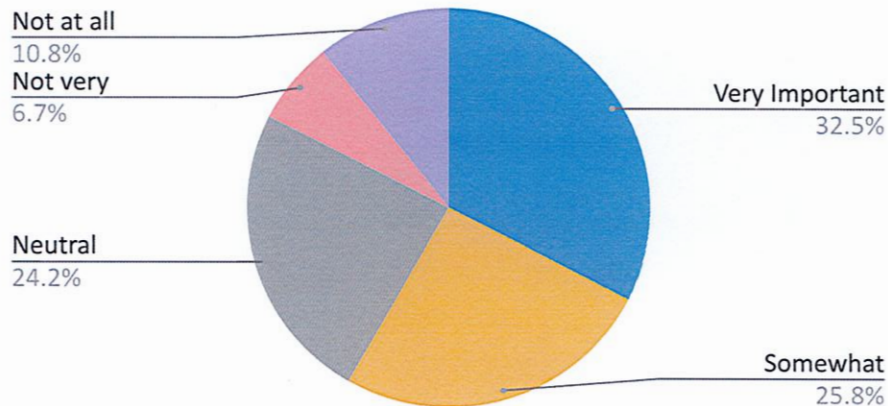


## Alberta Small Towns/Villages: Population <10,000

The majority of respondents recognized the importance of supporting companies that advertise in the the local newspaper. Nearly half said they'd be more likely to buy from companies that advertise in the local printed newspaper in the future

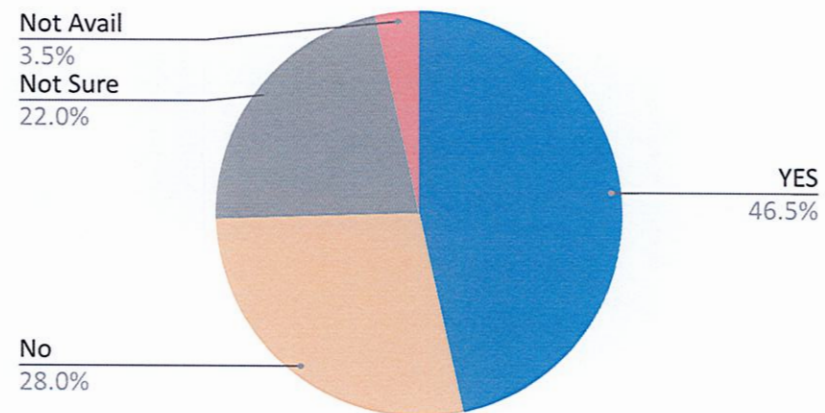
How important is it to buy from companies that advertise in your local newspaper?

Small towns, villages



Will you be more likely to buy from companies that advertise in your local newspaper in the future?

Small towns, villages



Q25-26

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

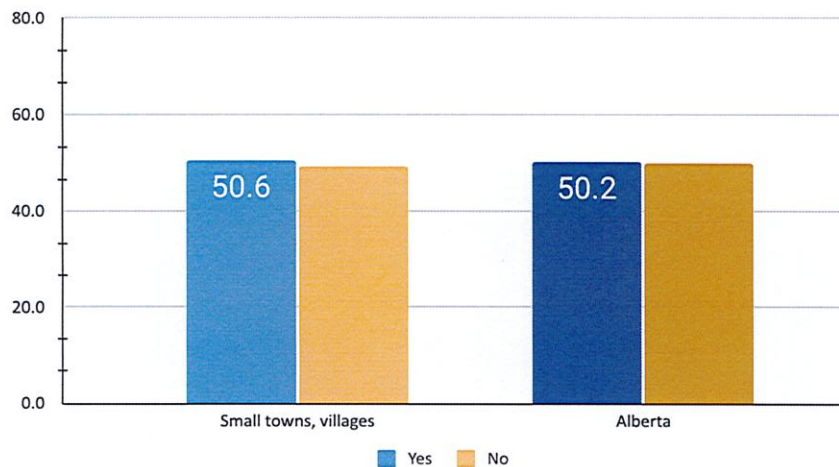
Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



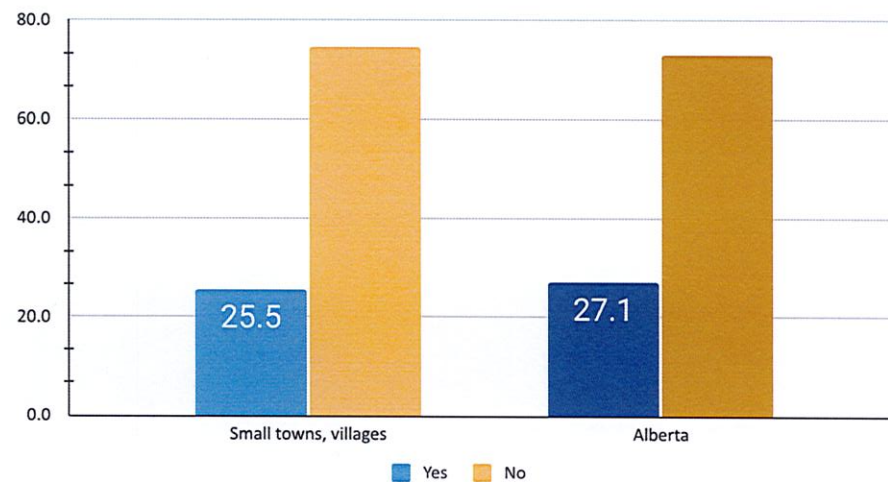
## Alberta Small Towns/Villages: Population <10,000

Printed flyer readership remains strong amongst respondents.  
Online flyer readership is roughly half the levels of the printed flyer

Looked at a PRINT Flyer this week?



Looked at a ONLINE Flyer this week?



Q21-22

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

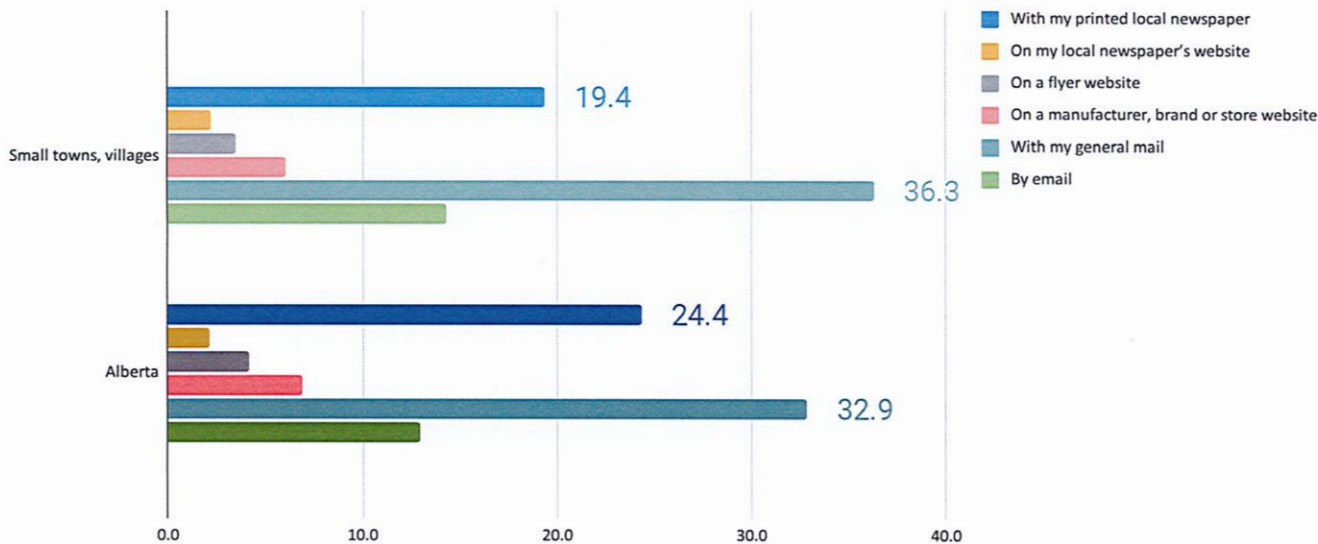




# Alberta Small Towns/Villages: Population <10,000

Respondents preferred printed flyers to be delivered with their general mail or the printed newspaper.

Which of the following is your preferred method to receive flyers?



Q23

## How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



19





## Study Details

### Interview Timing

July/August 2021

Computer Assisted  
Telephone Interview  
(CATI) Method  
Market Pulse

### Random HH Selection

Last Birthday method used to select respondent in household. No age or gender quotas.

### Geographic Coverage

Alberta communities >100,000 plus farms. Data Set Includes these measured communities

- 1) Farms (145 Sample)
- 2) Small Towns/Villages <10,000 pop (314 Sample)
- 3) Small Cities/Large Towns 10-50,000 pop (282 Sample)
- 4) Medium size Cities 50,000-100,000 pop (264 Sample)
- 5) Alberta Communities <100,000 pop (1,005 Sample)

### Study Management

Totum Research

### Margin of Error

1005 Interviews = +/- 3.1% at 95% confidence level



**adcanada**  
MEDIA INC.

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

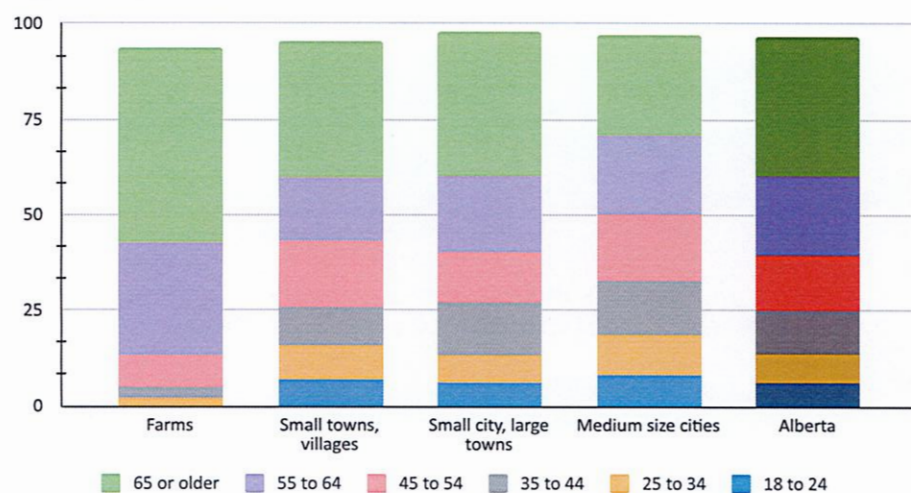
Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



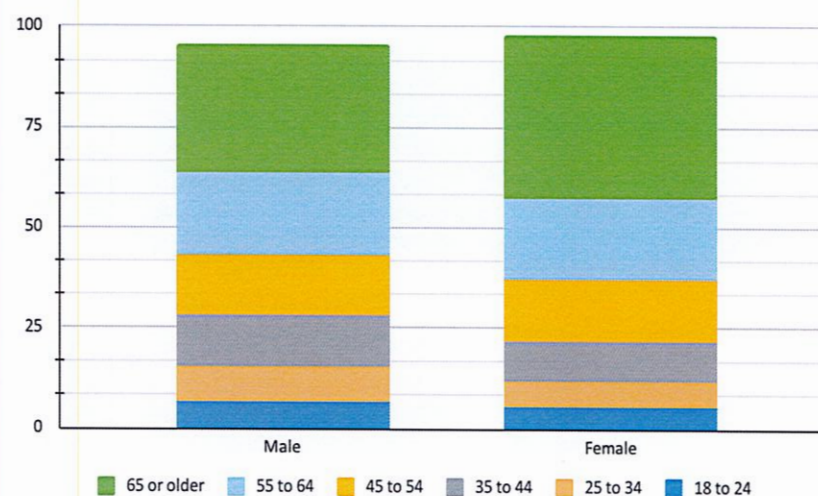
# Study Details

## Participants by Age

Age Groups



Male and Female



### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



This study **How Geography affects Media Usage** was made possible through the generous support of the **Alberta Civil Society Fund**.  
[www.alberta.ca/civil-society-fund.aspx](http://www.alberta.ca/civil-society-fund.aspx)

## Let's further this conversation

You can find us at

@ adcanadamedia.ca

@AdCanadaMedia

### How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



adcanada  
MEDIA INC.





## Beaverlodge and Area Minor Soccer Association

P.O. Box 1310  
Beaverlodge AB  
T0H 0C0

---

Dear Jeff Johnston,

Beaverlodge and Area Minor Soccer formally requests permission for my younger divisions to play on the Town of Beaverlodge empty fields adjacent to the baseball diamonds behind St. Mary School.

Thank you.

Sincerely,

Cyndi Corbett

President

Beaverlodge and Area Minor Soccer Association

CC



## **COMMITTEE OF THE WHOLE MEETING MINUTES**

### **COUNCIL CHAMBERS 400 10 St, BEAVERLODGE @ 6:00 P.M. FEBRUARY 28, 2022**

<b>COUNCIL</b>	Mayor Gary Rycroft	Deputy Mayor Gena Jones
	Councillor Hugh Graw	Councillor Cal Mosher
	Councillor Cody Moulds	Councillor Cyndi Corbett
	Councillor Judy Kokotilo-Bekkerus	
<b>STAFF</b>	Jeff Johnston, CAO	Tina Letendre, Deputy CAO
	Nichole Young, Legislative Services	

1.0 **CALL TO ORDER:** Mayor Gary Rycroft called meeting to order. 6:02 PM

2.0 **ADOPTION OF AGENDA:**  
#012-2022-02-28 Councillor Judy Kokotilo-Bekkerus  
**CARRIED:** That Council accepts the agenda with the removal of the Delegation which will be moved to the March 14 meeting.

3.0 **DELEGATIONS:**  
3.1 Family & Community Support Services Presentation – *deferred to March 14, 2022.*

4.0 **OLD BUSINESS:**

5.0 **NEW BUSINESS:**  
5.1 Committee Terms of Reference  
#013-2022-02-28 Deputy Mayor Gena Jones  
**CARRIED:** That the Committee recommends Council approve the Terms of Reference which will be brought forward at the February 28, 2022 Council meeting.

5.2 Home of the World's Largest Beaver sign in Jasper – Economic Development Committee  
#014-2022-02-28 Deputy Mayor Gena Jones  
**CARRIED:** That the Committee will refer this item to the Council meeting on March 14, 2022.

5.3 Coffee with Council  
#015-2022-02-28 Councillor Judy Kokotilo-Bekkerus  
**CARRIED:** That the Committee accepts this for information.

6.0 **TOPICS FOR NEXT AGENDA:** Nil



**7.0**     **CLOSED SESSION:**

9.1 Legal – Contracts – FOIP Section 16

*The Committee recommends this item be moved to the Closed Session of the Council meeting immediately following this Committee of the Whole meeting, February 28, 2022 due to time constraints.*

**8.0**     **ADJOURNMENT:** Mayor Rycroft adjourned the meeting.

**6:58 PM**

---

Mayor Gary Rycroft

---

Deputy Mayor Gena Jones

**Minutes for the Town of Beaverlodge Economic Development Committee Meeting**

**Thursday February 10, 2022 at 9:15AM**    **CHAIR– Cyndi Corbett**

**ATTENDANCE:**

Cyndi Corbett – Chair

Cody Moulds - Councillor

Tracy Ferguson – Member, Absent

Jeff Johnston - CAO

Tracy Brekkaas – Member, absent

Wael Ammar – Member

Recording Secretary - Nichole Young

**1.0 CALL TO ORDER:**

- The meeting commenced at 9:21 AM.

**2.0 ADOPTION OF AGENDA:**

**#001-2022-02-10**      Councillor Cody Moulds

**CARRIED:** *That the agenda be accepted as presented.*

**3.0 ADOPTION OF MINUTES:**

**#002-2022-02-10**      Member Wael Ammar

**CARRIED:** *That the minutes of the November 15, 2021 meeting be accepted as presented.*

**4.0 OLD BUSINESS: nil**

**5.0 NEW BUSINESS:**

5.1 Review & Revise Committee Terms of Reference – Council repeal of Bylaw #870 – Economic Development Committee Bylaw

**#003-2022-02-10**      Councillor Cody Moulds

**CARRIED:** That Chairperson Cyndi Corbett will meet with CAO Jeff Johnston to complete the Terms of Reference and this item shall remain tabled until completed.

5.2 Members at Large – CAO explained the process of acquiring Members at Large.

**#004-2022-02-10**      Chairperson Cyndi Corbett

**CARRIED:** That the Committee accepts this for information and looks forward to Council approval on March 14, 2022.

5.3 Community Futures – Councillor Moulds spoke about Community Futures presenting to the CEDC.

**#005-2022-02-10**      Councillor Cody Moulds

**CARRIED:** That the Committee accepts this for information and will table the item until full membership has been achieved.

5.4 Signage in Jasper – Home of The Beaver signage along Alaskan Highway Scenic Route

**#006-2022-02-10**      Councillor Cody Moulds

**CARRIED:** That this item be added to the agenda for the February 28, 2022 Committee of the Whole meeting, and then on the March 14 Regular Council agenda.



5.5 Update from WASP (Wapiti Area Synergy Partnership) – Chairperson Cyndi Corbett spoke about hosting the meeting on March 8, 2022 at the Community Center.

**#007-2022-02-10** Member Wael Ammar

**CARRIED:** That the Committee accepts this for information.

5.6 Community Enhancement Committee – Inquiries about which committee is responsible for which events.

**#008-2022-02-10** Councillor Cody Moulds

**CARRIED:** That the Committee accepts this item for information.

5.7 Bring your ideas for Economic Growth

**#009-2022-02-10** Councillor Cody Moulds

**CARRIED:** That the Committee tables this item until full membership is achieved and then plan a brainstorming session.

5.8 Formula 1 Aviation Racing – The International Formula 1 Aviation Racing Association is looking at Beaverlodge for an event. The Committee would like to partner with the North Peace Bracket Racing Association to bring this event here. Chairperson Corbett will make inquiries.

**#010-2022-02-10** Chairperson Cyndi Corbett

**CARRIED:** That the Committee accepts this item for information.

## 5 ROUND TABLE:

- Cody Moulds – Could this committee have its own Facebook page?
  - Could the Committee budget be used to sponsor/grant a local start-up?
  - Should one Member at Large be a Youth Member?
- Wael Ammar – Arena uses –laser tag?
- Cyndi Corbett – Arena – Roller-skating club?
  - Is there something we could do for Easter? Egg coloring stations? Golden Egg hunt?

### Next meeting:

- March 3, 2022 @ 9:15 AM – Budget, arena uses – ball hockey, hockey camp, bike camp, Saturday events, Facebook Page,

## 6 ADJOURNMENT:

The meeting was adjourned at 10:54 AM.

---

Chair, Cyndi Corbett

---

Councillor Cody Moulds

## Council Action Items

Item Number	Subject	Requested On	People Responsible	Item Notes	Status	Target Date of Completion
1	10A St & Highway 43 (Subway Intersection)	22-Jun-20	CAO/Admin	Intersection has been surveyed - 2022 capital plan	In progress	8/1/2022
2	PWSD land	14-Sep-20	Admin	CAO met with Superintendent on Feb 15, 2022.	In progress	Winter 2022
3	Recreation Centre Rate Review	27-Sep-21	CAO/Admin	Review all the Recreation Centre Rates	On Hold	3/28/2022
4	Grande Prairie & District Catholic School Board	26-Oct-20	Admin	Met with SuperIntendent and Principal. Requested a meeting between the Board and Council.	In progress	Winter 2022
5	PWSB Joint Agreement	22-Nov-21	CAO	Explore a Joint Agreement with Peace Wapiti School Board	In progress	Spring 2022
6	GMHL WEST	9-Aug-21	CAO	Pursue an agreement with GMHL and bring back to Council - currently reviewing sample Ice Use Agreement	In progress	Winter 2021/2022

Current as of: **Monday, March 14, 2022**



## Council Activity Report

Period: February 2022

Council Name: Gena Jones		
Feb 3	Town Council	Strategic planning session
Feb 11	SPPARC	Planning session
Feb 14	Subdivision and Develop. Committee of the whole	Meetings
Feb 14	Town Council	Regular Council Meeting
Feb 14	FCSS	Passionate Heart Awards
Feb 22,23,24	Conference	Growing the North
Feb 26	Peace Library System	Regular Board Meeting
Feb 28	Committee of the Whole	Meeting
Feb 28	Town Council	Regular council meeting

## Council Activity Report

Period: January, 2022

Council Name: Judy Kokotilo-Bekkerus		
Date	Committee/Meeting Title	Comments/Purpose
Feb 03_2022	Town Council	Strategic Planning Meeting
Feb 07_2022	Grande Spirit Foundation	Road Trip to Debolt provincial housing
Feb 09_2022	Grande Spirit Foundation	Staff appreciation meeting at Amisk
Feb 11_2022	South Peace Physician Attraction and Retention	Meeting with Marketing sub committee
Feb 11_2022	Grande Spirit Foundation	Financials and ASCHA Representation
Feb 14_2022	Grande Spirit Foundation	Virtual P3CP meeting with Minhas Group
Feb 14_2022	Subdivision and Development Board Meeting	Review and Approve Applications for Variance
Feb 14_2022	Town Council	Committee of the Whole and Regular Council Meeting
Feb 15_2022	Grande Spirit Foundation	GSF Maintenance Department Appreciation Breakfast Meeting
Feb 16_2022	Grande Spirit Foundation	Virtual P3CP Meeting with Covenant Group
Feb 17_2022	Grande Spirit Foundation	Virtual ASCHA Education Session Housing 101
Feb 17_2022	Grande Spirit Foundation	Board Package Agenda Review
Feb 18_2022	South Peace Physician Attraction and Retention	Virtual Meeting UofA Faculty of Medicine and Dentistry Rural Health Social Accountability
Feb 22-24 2022	Other	Virtual Growing the North Conference
Feb 25_2022	Grande Spirit Foundation	Management Committee Meeting and Stronger Foundations
Feb 28_2022	Town Council	Committee of the Whole and Regular Council Meeting