



Box 30, 400 - 10th Street
 Beaverlodge, AB T0H 0C0

**AGENDA FOR THE COMMUNITY ECONOMIC DEVELOPMENT COMMITTEE MEETING
 TO BE HELD THURSDAY FEBRUARY 8, 2024 AT 9:30 AM
 COUNCIL CHAMBERS, 400 10 ST BEAVERLODGE**

1.0	<u>CALL TO ORDER:</u>	
2.0	<u>ADOPTION OF AGENDA:</u>	
3.0	<u>ADOPTION OF MINUTES:</u>	
	3.1 January 11, 2024	PP 2,3
4.0	<u>OLD BUSINESS:</u>	
	4.1 WINGS Update	
5.0	<u>NEW BUSINESS:</u>	
	5.1 TikTok Update – <i>tabled from January 11, 2024</i>	
	5.2 2024 Budget – <i>tabled from January 11, 2024</i>	
	5.3 GPRTA 2024 Visitor Guide Update	
	5.4 GPRTA Rack Cards – reorder?	
6.0	<u>ROUND TABLE:</u>	
7.0	<u>CLOSED SESSION:</u>	
8.0	<u>ADJOURNMENT:</u>	

Minutes for the Town of Beaverlodge Economic Development Committee Meeting

9:30 AM on Thursday, January 11, 2024 CHAIR– Cyndi Corbett

ATTENDANCE:

Cyndi Corbett – Chair

Tracy Ferguson – Member, virtual

Mike Wells - Member

Jeff Johnston – CAO

Ryier Hommy – Councillor, virtual

Wael Ammar – Member, absent

Donna Haight - Member

Recording Secretary - Nichole Young

1.0 CALL TO ORDER:

The meeting commenced at 9:32 AM.

2.0 ADOPTION OF AGENDA:

#001-2024-01-11 Member Mike Wells

CARRIED: That the agenda be accepted as presented.

3.0 ADOPTION OF MINUTES:

#002-2024-01-11 Councillor Ryier Hommy

CARRIED: That the minutes of the August 24, 2023 meeting be accepted as presented.

4.0 OLD BUSINESS:

4.1 WINGS Update

#003-2024-01-11 Member Donna Haight

CARRIED: That the Economic Development Committee accepts this update for information and requests that it be a recurring item under Old Business until it is completed.

5.0 NEW BUSINESS:

5.1 TikTok Update

#004-2024-01-11 Chair Cyndi Corbett

CARRIED: That the Economic Development Committee will table this item until more information is gathered.

5.2 Survey Questions.

1. *What made you choose Beaverlodge as the location for your business?*
2. *What hurdles/obstacles have you faced as a business?*
3. *When is your busiest time? When is your slowest time? Is there a way to improve it?*
4. *Would you be interested in taking part in our monthly Spotlight video?*
5. *How could the Economic Development Committee help your business?*

#005-2024-01-11 Member Donna Haight



CARRIED: That the Economic Development Committee will complete these surveys by the end of March.

#006-2024-01-11 Member Trcy Ferguson

CARRIED: That the Economic Development Committee will add the following question to the survey:

- Would you be interested in participating in our Frequent Shopper Program?

5.3 2023 Frequent Shopper Program Update

#007-2024-01-11 Member Mike Wells

CARRIED: That the Economic Development Committee accepts this update for information.

5.4 2024 Budget

#008-2024-01-11 Councillor Ryier Hommy

CARRIED: That the Economic Development Committee table the budget until the next meeting.

6.0 ROUND TABLE:

- Ryier Hommy – create a vendor list, business open house, strengthen relationship with Chamber of Commerce, fill existing vacancies in industrial park

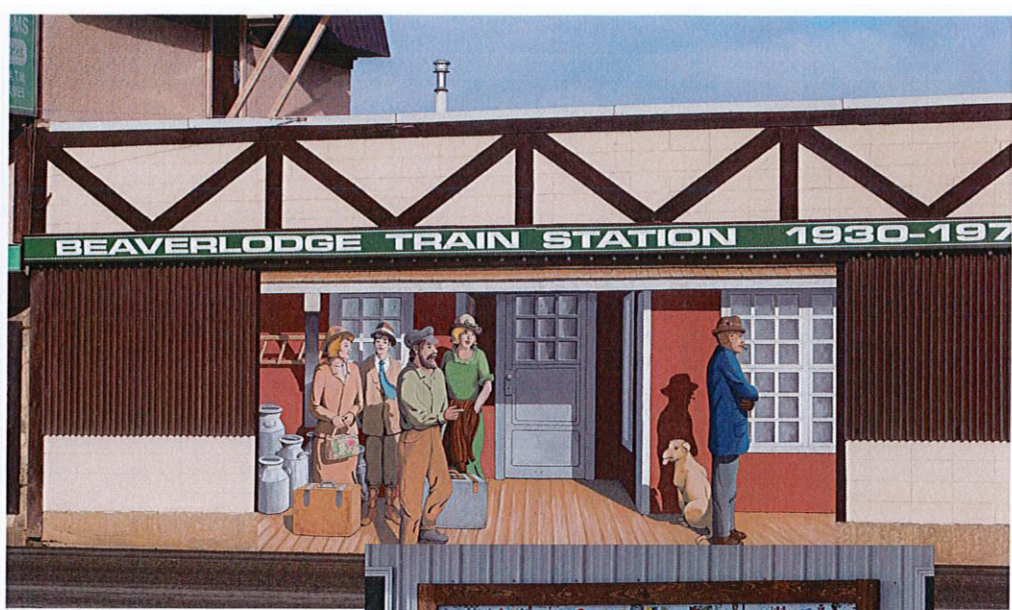
8.0 ADJOURNMENT:

The meeting was adjourned at 10:24 AM

Next meeting Feb 8, 2024 @ 9:30 AM

Chair, Cyndi Corbett

Councillor Ryier Hommy



With a community of over 2600 people, Beaverlodge has experienced growth over the past decade. The agricultural, forestry, and oil and gas sectors have all contributed to the town's prosperity. With a full complement of doctors, two dentists, an optometrist, a hospital and pharmacies as well as other health and wellness practitioners, Beaverlodge is considered the service and medical hub for the West County. Recreationally, the town boasts an indoor pool and fitness center, ice arena, curling rink, agricultural barns, tennis courts, ball diamonds, a bike park, several playgrounds, and a wonderful scenic campground.

Located behind our town offices and town library, Beaverlodge has a Recreational Centre, complete with a main pool, leisure pool, lazy river and a whirlpool. It also has a fully equipped gym and walking track. Make sure to check out the monthly pool and fitness class schedule located on our website!

The town manages and operates the Pioneer Campground, featuring the original Lower Beaverlodge School, one of the first schools of the area. The building was restored

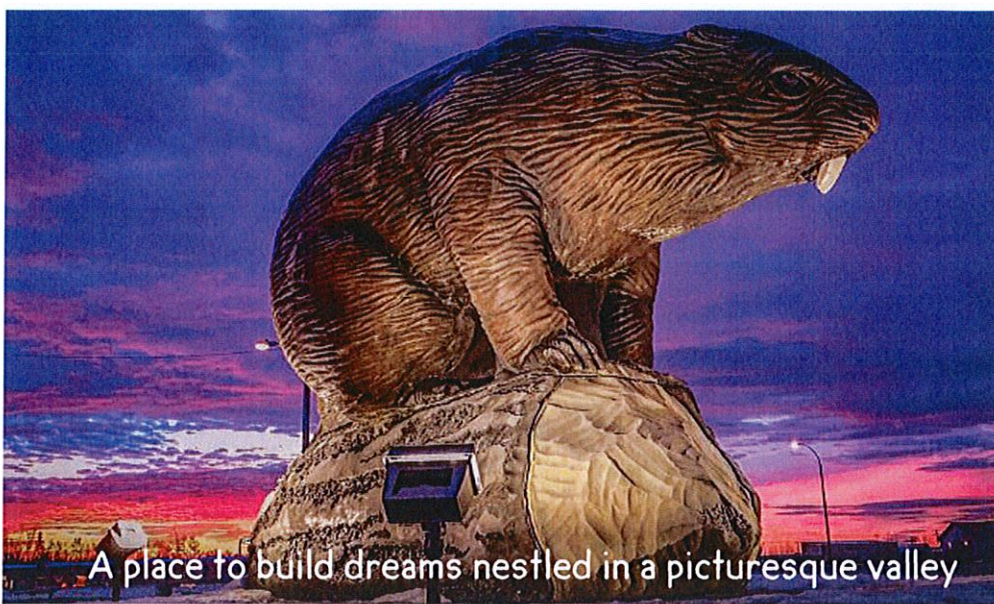
and relocated to the campground. Not only is our campground an excellent stop on the "best" route to Alaska, but it can also be your home away from home while you visit our surrounding cultural attractions. In order to fully immerse yourself in our rich history come and stay at one of our premium sites! Online booking is offered for your convenience. We have a total of 36 sites (10 that offer full service and power hook-ups, 9 sites with 30 amp power, 10 sites with 15 amp power) and an additional 7 sites reserved for tenting. It also features a washroom and shower facility located in a beautiful log camp shelter which also boasts a picnic area. A sanitary dumping station is located in the northeast corner of the campground. Free Wi-Fi is also offered throughout. The Pioneer



@beaverlodgecommunity beaverlodge.ca



@beaverlodgepool



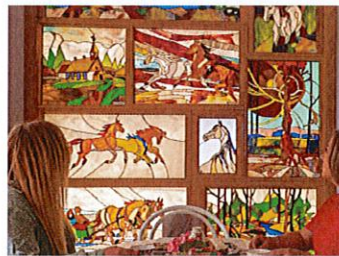
A place to build dreams nestled in a picturesque valley

Campground opens mid-May after the risk of freezing passes, and closes for the season mid-October (weather pending).

While staying in our campground, come and visit our Beaverlodge Cultural Centre which features local artists on a rotating basis. It also doubles as our Tourist Information Centre. While there, sit down in their Tea Room, have lunch and enjoy the beauty of the stained glass wall. Opposite the building, visitors can view the magnificent roadside attraction: "Justin Beaver", The World's Largest Beaver. The sculpture stands 17 feet tall by 28 feet long and weighs 3000 pounds.

Just west of

Beaverlodge is the South Peace Centennial Museum. Drop by and check out the largest – and only working – steam powered farm equipment museum in Alberta, which is a must see! Plan your trip around "Pioneer Days" which falls on the third Sunday in July. This special event is the only weekend where the



equipment comes alive to demonstrate the days of old, along with an antique car and truck show.

To the east of Beaverlodge is Saskatoon Island Provincial Park. While boasting amazing views, accessible by their many walking trails, it's home to a variety of plants and animals. It's also a wildlife refuge for Trumpeter Swans! The Park is also home to a variety of forest, grassland and lakeside birds. It is a popular place for bird watching.

Don't forget to visit our local farmers market for fresh produce, and a unique shopping experience. In the core of our downtown area, we have a variety of eating establishments and general stores that will suit any need. Anything from snacks, to extension cords, to trailer accessories, we've got you covered.

ATTRACTIONS

- A AFC Beaverlodge Research Farm Tours by appointment only
- Beaverlodge Cultural Centre
- Beaverlodge Farmers' Market
- Broken Tine Orchard & Winery Wine tours available
- **Justin Beaver**, The World's Largest Beaver
- Euphemia McNaught Homestead
- Pioneer Campground
- Red Willow Falls
- Riverbend Golf & Country Club
- Saskatoon Island Provincial Park
- South Peace Centennial Farmers' Market
- South Peace Centennial Museum

2024 Grande Prairie & Region Tourism Association Visitors Guide

Showcase your business/product/event in the most distributed publication in the region!

- Distributed through Visitor Information Centers Alberta wide
- Distributed to Accommodations, Campgrounds, Airport, Gas Stations & Schools
- 15,000 magazines, full colour, full bleed 6" x 10.75"
- Available on-line at www.gptourism.ca



Business Name _____ Contact Person _____

Address _____ City/Town _____ Postal Code _____

Phone _____ Email _____

Ad Copy (check applicable)

- Same as last year
- New copy/design (supplied print ready)
- Need ad designed by GPRTA

Ad Sizes (check applicable)

- Full Page (6" x 10.75")
- Outside Back Cover (6" x 10.75")
- Inside Front OR Back Cover (6" x 10.75")
- Centre Spread (12" x 10.75")
- 1/2 Page (6" x 5.375")
- 1/3 Page (6" x 3.58")
- 1/4 Page (3" x 5.375")
- 1/6 Page (3" x 3.58")

Name Listing Only

Member Price

Non-Member Price

\$ 1000.00	
\$ 1,500.00	
\$ 1,275.00	
\$ 2,200.00	
\$ 750.00	\$ 1,100.00
\$ 600.00	\$ 950.00
\$ 400.00	\$ 750.00
\$ 250.00	\$ 600.00
included	\$ 350.00

Advertisers are responsible to supply copy, images, logos, and corrections/changes within established deadline. GPRTA takes no responsibility for errors once advertisement is approved. **BOOKING DEADLINE REGARDLESS OF GPRTA PROVIDING DESIGN OR PRINT READY ARTWORK SUPPLIED IS FEBRUARY 15, 2024. Deadline to supply information for GPRTA to design advertisement is March 1, 2023.** Deadline for material supplied print ready is **March 15, 2024.** Print ready files accepted in PDF format, logos and/or clip art must be vector based, photo images resolution must be 300 dpi and embedded fonts must be created to outline. All ads are full colour (RGB). All electronic files can be emailed to: info@gptourism.ca



Payments to:
Grande Prairie Regional Tourism Association
#114, 11330 - 106 Street, Grande Prairie, AB T8V 7X9
Phone: 780-539-7688
email: admin@gptourism.ca

Ad Cost \$ _____

Subtotal \$ _____

GST (5%) \$ _____

TOTAL \$ _____

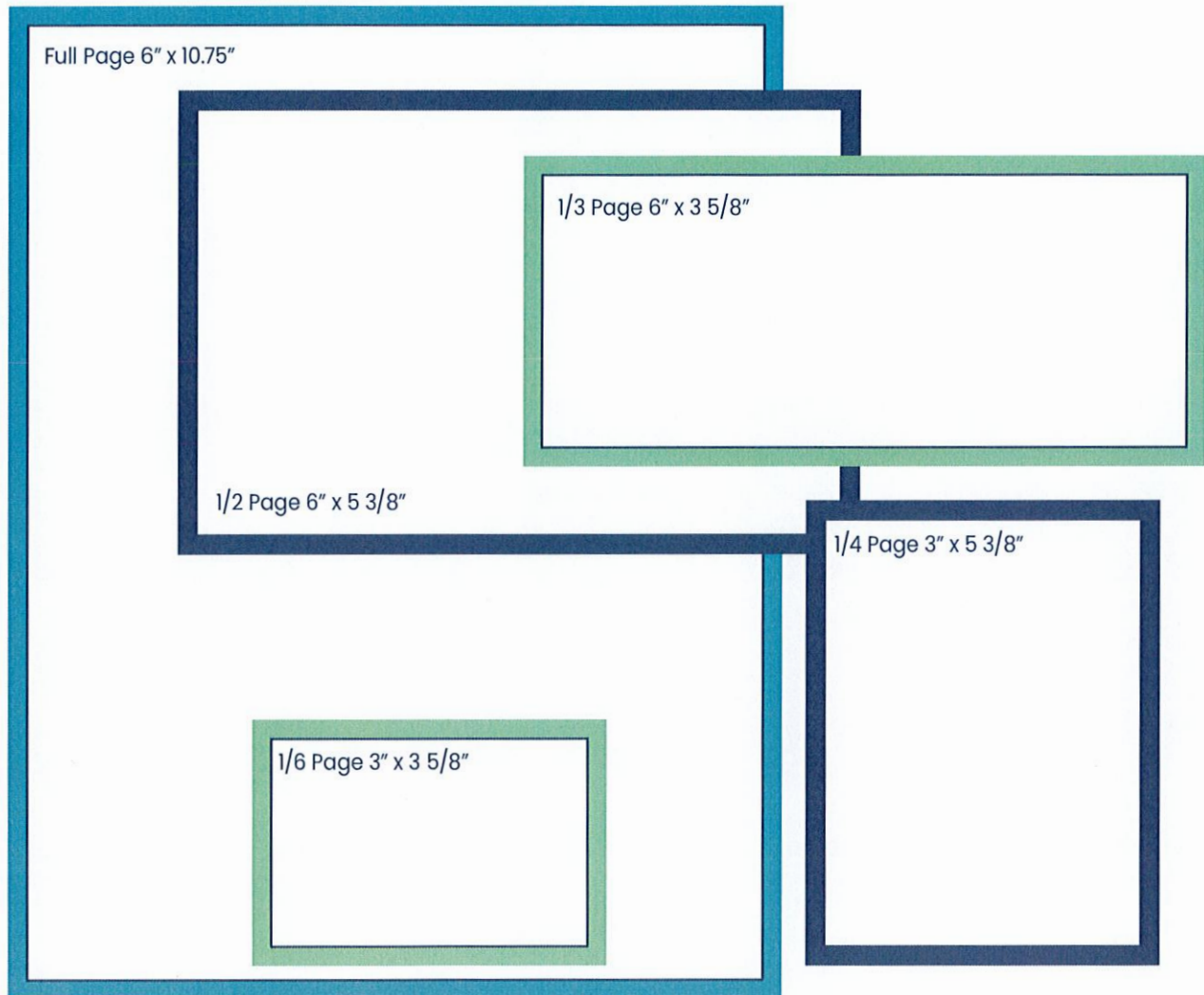
Date _____

Advertiser's Name _____

Signature _____

2024 Grande Prairie & Region Tourism Association Visitors Guide

Showcase your business/product/event in the most distributed publication in the region!



Digital File Requirements:

In-house design by Grande Prairie Regional Tourism Association:

Please supply your organization's logo in a vector based illustrator, eps or pdf format. Photos need to be a minimum of 300 dpi resolution. Large photo files are best for high quality print production. Photos/graphics pulled from social media or websites are not recommended for print use.

Print Ready Supplied Files:

Please keep all ad content (ie type or logos, photos) 1/4" from the trim edge, for full bleed ads or smaller ads at least 1/8" from trim edge. For full bleed ads, please ensure 1/4" bleed has been added to artwork.

Adobe Illustrator (Ai), EPS or PDF, all fonts converted to paths (outline), all images supplied or embedded in the file.

Nichole Young

From: GRPTA Front Desk <info@gptourism.ca>
Sent: Wednesday, February 7, 2024 2:39 PM
To: Helen Beaulieu
Subject: {External}GPRTA Membership Rack Card program
Attachments: 2024 Rack Card Price list.jpg

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good Afternoon

I am reaching out to our membership as a reminder of our GPRTA Membership Rack Card program. GPRTA members can take advantage of our design and printing services for rack cards which are displayed at the Visitor Centre in Centre 2000, distributed through our event swag bags as well as tradeshow and event booths, a price list is attached.

Either we can do the design or, if you have a marketing/creative team, you can supply print ready files and we will take care of the printing. The cards are then shipped and stored here at our Centre 2000 offices. We call you when they arrive so that you know they are here and on display and you can take some for your own displays or distribution.

We all know how quickly our days disappear trying to cross everything off of our "To Do lists", with the busy summer tourism season just around the corner I can help cross one task off that list 😊 If you need new or updated rack cards, I can provide the design for your approval or work with your creative team on the technical requirements for the print file.

Rack cards aren't your thing? No worries, we can help you with anything "ink on paper", custom quotes for brochures, business cards, post cards, etc. A great member perk!

Please call or email me with any questions, I will be happy to help.

Have a fantastic day!

untapped unfiltered unforgettable

Helen Beaulieu

VISITOR SERVICES MANAGER



www.facebook.com/GPRTA

www.facebook.com/groups/210196311170281

d: 780-539-7688

e: info@gptourism.ca

a: Suite 114 - 11330 106 Street,

2024 Rack Card Price List

Based on the following specs:

Size: 4" x 9"

Ink: full colour both sides

Stock: 14 pt card stock with UV coating

Quantity: 250
Price: \$59.99
Shipping: \$21.99

Quantity: 500
Price: \$79.99
Shipping: \$29.99

Quantity: 1000
Price: \$85.99
Shipping: \$39.99

Quantity: 2500
Price: \$179.99
Shipping: \$69.99

Prices are before GST.
Please note: due to the
volatile price of shipping
and paper shortages,
prices may change
without notice.

We will supply updated
pricing at time of order.

