



# Village of Marwayne

## Agenda

Regular Village Council Meeting  
Monday, January 10, 2022 @ 7:00 PM  
Horton Agencies Board Room/Zoom Video Conferencing

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	Page
1 CALL TO ORDER	
2 ADDITIONS	
3 ADOPTION OF AGENDA	
3.1 January 10th, 2022 Council Meeting Agenda	
<b>Be it resolved that the January 10th, 2022 Village Council Meeting Agenda be approved as presented.</b>	
4 ADOPTION OF MINUTES	
4.1 December 13th, 2021 Council Meeting Minutes	4 - 9
<b>Be it resolved that the December 13th, 2021 Village Council Meeting Minutes be approved as presented.</b>	
5 DELEGATIONS/PUBLIC HEARING	
6 KEY STRATEGY: ADDRESSING SERVICE NEEDS	
6.1 Regional Water Operator Report	10
<b>Be it resolved that the Regional Water Operator Report be received as information.</b>	
7 KEY STRATEGY: SAFE & CARING COMMUNITY	
8 KEY STRATEGY: PLANNING FOR GROWTH & CHANGE	
9 KEY STRATEGY: PURSUING OPERATIONAL & ORGANIZATIONAL EXCELLENCE	
9.1 2022 Water Rates	11
<b>Be it resolved that the 2022 Alberta Central East Water Corporation Rates be received as information.</b>	
9.2 Bylaw No. 576-22, being a bylaw to amend the Fees and Charges Bylaw No. 544-15	12 - 13
<b>Be it resolved that the Village of Marwayne give first reading to Bylaw No. 576-22, being a bylaw to amend the Fees and Charges Bylaw No. 544-15.</b>	

**Be it resolved that the Village of Marwayne give second reading to Bylaw No. 576-22, being a bylaw to amend the Fees and Charges Bylaw No. 544-15.**

**Be it resolved that the Village of Marwayne introduce for third reading Bylaw No. 576-22, being a bylaw to amend the Fees and Charges Bylaw No. 544-15.**

**Be it resolved that the Village of Marwayne give third and final reading to Bylaw No. 576-22, being a bylaw to amend the Fees and Charges Bylaw No. 544-15.**

10 ADMINISTRATIVE REPORTS

10.1 Councillor Reports 14 - 87

**Be it resolved that the following Councillor Reports be received as information:**

- Marwayne Library Treasurer Report
- Go East of Edmonton AGM Minutes and Presentation
- Northen Lights Library System Report
- Vermilion River Regional Waste Management Services Commission Budget

10.2 Chief Administrative Officer Report 88 - 89

**Be it resolved that the Chief Administrative Officer Report be received as information.**

11 FINANCIAL

11.1 Monthly Financial Report 90 - 91

**Be it resolved that the December 2021 Monthly Financial Report be received as information.**

11.2 Cheque Distribution Report 92

**Be it resolved that the Accounts Payable Invoices being over \$5,000.00 but within budget be approved and authorized to be paid as presented. Be it further resolved that the Accounts Payable Invoices being less than \$5,000.00 but within budget be received as information.**

11.3 Bank Reconciliation Report 93

**Be it resolved that the December 2021 Bank Reconciliation Report be received as information.**

11.4 Monthly Utility Bill Report 94

**Be it resolved that the December 2021 Monthly Utility Bill Report be received as information.**

12 CORRESPONDENCE

12.1 Audit Engagement Letter 95 - 101

**Be it resolved that the Audit Engagement Letter from Metrix Group be received as information.**

12.2 General Letters 102 - 105

**Be it resolved that the Letters from the Minister of Municipal Affairs be received as information.**

13 CONFIDENTIAL

13.1 FOIP Section 17 (1) - Advice from Officials - CAO Report

14 SETTING OF THE NEXT MEETING

14.1 January 24th, February 7th and February 28th, 2022

15 ADJOURNMENT



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## **Minutes of the Regular Meeting of the Council of the Village of Marwayne**

In the Province of Alberta, held on Monday December 13<sup>th</sup>, 2021  
Commencing at 7:00 PM via Zoom Video Conferencing

### **PRESENT**

Mayor Chris Neureuter  
Deputy Mayor Rod McDonald  
Councillors Cheryle Eikeland, Ashley Rainey and Morgan Wood  
Chief Administrative Officer Shannon Harrower

### **1. CALL TO ORDER**

Mayor C. Neureuter called the December 13<sup>th</sup>, 2021 Village of Marwayne Council Meeting to order at 7:03 p.m. with all members in attendance.

### **2. ADOPTION OF AGENDA**

#### **December 13<sup>th</sup>, 2021 Council Meeting Agenda**

**2021-12-01**

**Moved By Councillor C. Eikeland**

Be it resolved that the December 13<sup>th</sup>, 2021 Village Council Meeting Agenda be approved with the following additions as presented:

- Agricultural Society Meeting Update
- Councillor Contact Information in the Newsletter
- Sale of S10 Railway Avenue

**CARRIED**

### **3. ADOPTION OF MINUTES**

#### **November 15<sup>th</sup>, 2021 Council Meeting Minutes**

**2021-12-02**

**Moved By Deputy Mayor R. McDonald**

Be it resolved that the November 15<sup>th</sup>, 2021 Village of Marwayne Council Meeting Minutes be approved as presented.

**CARRIED**

### **4. BUSINESS ARISING FROM PREVIOUS MEETINGS**

#### **Strategic Planning Proposal**

**2021-12-03**

**Moved By Councillor A. Rainey**

Be it resolved that the Village of Marwayne approve the Strategic Plan Proposal from V3 Group of Companies for a cost of \$5970.00 plus GST.

**CARRIED**

#### **Community Futures Representative**

**2021-12-04**

**Moved By Councillor A. Rainey**

Be it resolved that Mayor Chris Neureuter be appointed as the Village of Marwayne's Community Futures representative for the 2022 calendar year.

**CARRIED**



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**Bridge Inspection**

**2021-12-05**

**Moved By Deputy Mayor R. McDonald**

Be it resolved that the Bridge Inspection Report be received as information and the Village of Marwayne proceed with repairing the deficiencies in partnership with the County of Vermilion River as per the terms of the Intermunicipal Collaboration Framework and Road Maintenance Agreement by retaining Bridgemen Services Ltd. at a cost of \$8500.00 plus GST.

**CARRIED**

**Bridge Assessment Proposals**

**2021-12-06**

**Moved By Councillor C. Eikeland**

Be it resolved that the Village of Marwayne proceed with a bridge assessment for BF74613 through Wood Environment & Infrastructure Solutions at a cost of \$6000.00 plus GST.

**CARRIED**

**2022 FCSS Funding Allocations**

**2021-12-07**

**Moved By Deputy Mayor R. McDonald**

Be it resolved that the Village of Marwayne approve the 2022 Family and Community Support Services funding allocations as presented.

**CARRIED**

**5. KEY STRATEGY: ADDRESSING SERVICE NEEDS**

**Public Works Foreman Report**

**2021-12-08**

**Moved By Councillor A. Rainey**

Be it resolved that the Public Works Foreman Report be received as information.

**CARRIED**

**Regional Water Operator Report**

**2021-12-09**

**Moved By Deputy Mayor R. McDonald**

Be it resolved that the Regional Water Operator Report be received as information.

**CARRIED**

**6. KEY STRATEGY: SAFE AND CARING COMMUNITY**

**Policies**

**2021-12-10**

**Moved By Deputy Mayor R. McDonald**

Be it resolved that the following policies be approved as presented:

- Service Standards AD 01
- Communication Policy AD 07
- Use of Technology Policy HR 31
- Snow Removal and Sanding Policy PW 01
- Purchasing and Procurement Policy FN 03



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- Tangible Capital Assets Policy FN 09
- Councillor Remuneration Policy FN 09
- Tax Installment Payment Plan Policy FN 13
- Asset Management Policy FN 15
- Two Tier Internal Controls Policy FN 22

AND, be it further resolved that the Annual Meeting with the Agricultural Society Policy AD 02 be rescinded.

**CARRIED**

**Walking Trail Phase 3 Routes**

**2021-12-11**

**Moved By Councillor C. Eikeland**

Be it resolved that the potential routes for Phase 3 of the Walking Trails and associated quotations be received as information.

**CARRIED**

**7. ADMINISTRATIVE REPORTS**

**Councillor Reports**

**2021-12-12**

**Moved By Deputy Mayor R. McDonald**

Be it resolved that the following Councillor Reports be received as information:

- **Northern Lights Library System Weekly Reports**
- **Go East of Edmonton Annual General Meeting Package**
- **Vermilion River Regional Alliance Agenda**
- **Alberta Central East Water Corporation Meeting Minutes**
- **Vermilion Regional Waste Management Services Commission Meeting Minutes and Draft Budget**
- **Marwayne Public Library Meeting Minutes**
- **Alberta Urban Municipalities Association Conference Update**
- **Alberta HUB Connect for Food Event Update**
- **Agricultural Society AGM Meeting Update**
- **East Central 911 Meeting Update**

**CARRIED**

**Northern Lights Library System Representative**

**2021-12-13**

**Moved By Councillor C. Eikeland**

Be it resolved that Councillor Ashley Rainey be appointed as the Village of Marwayne's Northern Lights Library System representative for the 2022 calendar year.

**CARRIED**



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**8. FINANCIAL**

**Monthly Financial Report**

**2021-12-14**

**Moved By Councillor C. Eikeland**

Be it resolved that the November 2021 Monthly Financial Report be received as information.

**CARRIED**

**Cheque Distribution Report**

**2021-12-15**

**Moved By Deputy Mayor R. McDonald**

Be it resolved that the Accounts Payable Invoices being over \$5,000 but within budget be approved and authorized to be paid as presented. Be it further resolved that the Accounts Payable Invoices and Credit Card Reconciliation Vouchers being less than \$5000 but within budget be received as information.

**CARRIED**

**Bank Reconciliation Report**

**2021-12-16**

**Moved By Councillor A. Rainey**

Be it resolved that the November 2021 Bank Reconciliation Report be received as information.

**CARRIED**

**Monthly Utility Bill Report**

**2021-12-17**

**Moved By Councillor M. Wood**

Be it resolved that the November 2021 Monthly Utility Bill Report be received as information.

**CARRIED**

**9. CORRESPONDENCE**

**Letters**

**2021-12-18**

**Moved By Councillor C. Eikeland**

Be it resolved that the correspondence be received as information.

**CARRIED**

**10. KEY STRATEGY: PURSUING OPERATIONAL & ORGANIZATIONAL EXCELLENCE**

**Sale of S10 Railway Avenue**

**2021-12-19**

**Moved By Deputy Mayor R. McDonald**

Be it resolved that the Village of Marwayne approve the sale of S10 Railway Avenue to Glen Pashniak in the sum of \$9000.00 plus GST.

**CARRIED**



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**Chief Administrative Officer Report**

**2021-12-20**

**Moved By Deputy Mayor R. McDonald**

Be it resolved that the Village of Marwayne move to a closed session under FOIP Section 17 (1) – Advice from Officials at 8:12 p.m.

**CARRIED**

**FOIP Section 17 (1) – Advice from Officials – CAO Report/Review and Legal**

**2021-12-21**

**Moved By Councillor C. Eikeland**

Be it resolved that the Village of Marwayne revert to an open session under FOIP Section 17 (1) – Advice from Officials at 9:12 p.m.

**2021-12-22**

**Moved By Councillor A. Rainey**

Be it resolved that the Village of Marwayne approve a 2.6% COLA increase for all permanent full-time employees.

**CARRIED**

**2021-12-23**

**Moved By Councillor A. Rainey**

Be it resolved that the Village of Marwayne approve the Chief Administrative Officer employment contract as presented.

**CARRIED**

**2021-12-24**

**Moved By Councillor C. Eikeland**

Be it resolved that the Village of Marwayne move to a closed session under FOIP Section 17 (1) – Advice from Officials at 9:15 p.m.

**CARRIED**

**FOIP Section 17 (1) – Advice from Officials – CAO Report**

**2021-12-25**

**Moved By Councillor C. Eikeland**

Be it resolved that the Village of Marwayne revert to an open session under FOIP Section 17 (1) – Advice from Officials at 9:17 p.m.

**11. NEXT MEETINGS**

**January 10<sup>th</sup> and 24<sup>th</sup>, 2022**

**12. ADJOURNMENT**

Being that the December 13<sup>th</sup>, 2021 Council Meeting agenda matters for the Village of Marwayne have concluded, the meeting adjourned at 9:20 p.m.





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**Approved this 10<sup>th</sup> day of January 2022.**

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Chris Neureuter, Mayor

---

Shannon Harrower, CAO

DRAFT



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## **Regional Operator report**

December 2021

### **Common information:**

Monthly reports up to date. Some problems with how annual report printed out.  
Ground mic and contact mic equipment from Hetek still some questions regarding the unit..  
County of Vermilion River has indicated that they will continue with the existing contract to end of year at least.

A few problems with the water op cell phone. Nothing serious so far.

Local operators covered from Dec. 24 to 27<sup>th</sup> inclusive. Regional op covered 28 to 31 inclusive.

### **Outstanding items:**

Due to Covid restrictions residential lead tests were not completed this year.

Review Drinking water safety plans must be done this year.

Review SOP's. Need to be updated for distribution only.

Marwayne lift station pump.

Hydrants complete, all pumped down for winter, a few were rechecked.

Dewberry likely on ACE by March of next year.

### **Marwayne:**

Data for November 2021 was electronically submitted on AEP site.

The new pump for the West lift station is repaired still some issues with install under warranty.

Fire pump check valve installed and header repaired, it is now in automatic.

Consumption remains lower, minimum nighttime consumption down to 17 lpm at times. This indicates we have one leak somewhere in the system. We continue to monitor and search.

One service on 3<sup>rd</sup> Ave has leak on home owners side and is turned off right now.

A couple of problem valves need some attention.

Bulk water fill system is still being investigated for administration.

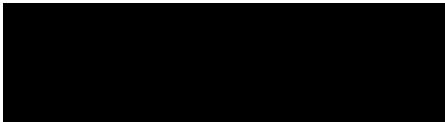
UPS at plant giving us some phantom alarms.

**From:** [Rhonda KING](#)  
**To:** [Jason Olsen](#); [Jim Warren](#); [Shannon Harrower](#); [Brent Williams](#); [Brook Yaremchuk \(CAO\)](#); [Gerrin Saskiw](#); [Harold Northcott](#); [Jody Quickstad](#); [Sally Dary](#); [Elsie Kiziak](#); [Kevin Lucas](#)  
**Subject:** Water Rate for 2022  
**Date:** December 22, 2021 4:22:49 PM

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Good afternoon,  
The Ace Board met to approve the water rate for 2022. The rate will be set at \$2.70 per cubic meter. This rate will be applied to water reads gathered on January 31st, 2022.

Rhonda  
***Rhonda King***  
**Manager**  
**ACE Water Corporation**





## Village of Marwayne 2022 Water Rate Fee Schedule

### A BYLAW OF THE VILLAGE OF MARWAYNE TO AMEND THE FEES AND CHARGES BYLAW NO. 544-15.

- WHEREAS** the Village of Marwayne in the Province of Alberta is permitted to amend or repeal a bylaw, under the authority and subject to the provisions of the Municipal Government Act, Statutes of Alberta 2000, Chapter M26 and amendments thereto, Section 191;
- WHEREAS** under the Municipal Government Act, Statutes of Alberta 2000, Chapter M26 and amendments thereto, Section 69 states: Consolidation of bylaws (1) A council may by bylaw authorize a designated officer to consolidate one or more of the bylaws of the municipality; (2) In consolidating a bylaw, the designated officer must (a) incorporate all amendments to it into one bylaw, and (b) omit any provision that has been repealed or that has expired;
- WHEREAS** in accordance with Section 8 of the Municipal Government Act, and Section 93 of the Freedom of Information and Protection of Privacy Act, Council may pass a bylaw establishing fees to charge for providing information and services;
- AND WHEREAS** the Council of the Village of Marwayne deems it desirable to amend the Fees and Charges Bylaw No. 544-15;
- NOW THEREFORE** under the authority of the *Municipal Government Act*, the Council of the Village of Marwayne, in the Province of Alberta, enacts as follows:

1. **THAT** Bylaw No. 544-15 Schedule "A" Fees & Charges for Goods and Services is amended to incorporate the Utility Rates and Fees set forth below. Every person, firm or corporation being the owner or occupant of property which is directly or indirectly connected to the water supply and distribution system and/or the sewer system of the Village of Marwayne, and/or receives residential garbage service must pay to the Village, upon receipt of their monthly bill, the fees for services as set forth below:

CLASSIFICATION	WATER (MONTHLY)	SEWER (MONTHLY)	GARBAGE (MONTHLY)
(a) Residential:	\$40.00 flat fee \$4.25 per m3	\$20.00	\$26.50
(b) Commercial	\$45.00 flat fee \$4.25 per m3	\$20.00	
(c) Public Buildings	\$40.00 flat fee \$4.25 per m3	\$20.00	
(d) Industrial	\$65.00 flat fee \$4.25 per m3		
(e) Institutional:	\$65.00 flat fee \$4.25 per m3	\$75.00	Manor: \$11/apartment
(f) Bulk Water	\$40.00 flat fee \$6.50 per m3		



**Village of Marwayne**  
**2022 Water Rate Fee Schedule**

2. **THAT** Bylaw No. 576-20 be hereby rescinded;
3. **THAT** the minimum monthly charges for classification (a) be equivalent to those established in the table set forth above. Customers are charged a fixed rate for water, sewer and garbage in addition to a variable rate for their water consumption at a rate of \$4.25 per cubic meter;
4. **THAT** the minimum monthly charges for classifications (b) and (c) be equivalent to those established in the table set forth above. Customers are charged a fixed rate for water and sewer in addition to a variable rate for their water consumption at a rate of \$4.25 per cubic meter;
5. **THAT** the minimum monthly charges for classification (d) be equivalent to those established in the table set forth above. Customers are charged a fixed rate for water in addition to a variable rate for their water consumption at a rate of \$4.25 per cubic meter;
6. **THAT** the minimum monthly charges for classification (e) be equivalent to those established in the table set forth above. Customers are charged a fixed rate for water, sewer and garbage in addition to a variable rate for their water consumption at a rate of \$4.25 per cubic meter;
7. **THAT** the minimum monthly charges for classification (f) be equivalent to those established in the table set forth above. Customers are charged a fixed rate for water in addition to a variable rate for their water consumption at a rate of \$6.50 per cubic meter;
8. **THAT** a "water line fee", a "capital replacement fee", a "water loss fee" and a "power fee" be incorporated into the per cubic meter rate and be charged to all classifications as shown in the table above.
9. **THAT** this bylaw amendment come into force and effect upon receiving third and final reading and having been signed by the Mayor and Chief Administrative Officer;
10. **Should** any provision of this Bylaw be determined to be invalid, then such provisions shall be severed and the remaining bylaw shall be maintained.

**READ A FIRST TIME IN COUNCIL THIS \_\_\_\_ DAY OF JANUARY, 2022.**

**READ A SECOND TIME IN COUNCIL THIS \_\_\_\_ DAY OF JANUARY, 2022.**

**READ A THIRD TIME IN COUNCIL AND FINALLY PASSED THIS \_\_\_\_ DAY OF JANUARY, 2022.**

\_\_\_\_\_  
Chris Neureuter, Mayor

\_\_\_\_\_  
Shannon Harrower, CAO

Marwayne Library Board	TREASURE'S REPORT	December 8, 2021
Bank/book Balance Aug 31/21		36,646.85
<u>September/21</u>		
Sep o1 wage	358.14	36288.71
#689 nlls BOOKS 118.84/reading program 52.26	171.10	
#690 CRA source ded	72.86	
#691 C.Smart reimburse for books purchased	837.23	35,207.52
o/s #692 wage	471.41	34,736.11
<u>October/21</u>		
#693 wage	539.46	34,196.65
Deposit village of marwayne/Leduc & Cold lake library	1444.68	
#694 CRA source ded	84.30	
#695 Sharon reimburse for tim card	100.00	
#696 wage(o/s)	618.25	
#697 wage	281.68	34,557.10
<u>November/21</u>		
#698 CRA source	67.38	
#699 wage	488.93	
#700 wage	281.68	33,719.11
Deposit Drumheller library		25.44
Deposit Miskie donation/Leduc/Okotoks library *patron	146.20	<b>\$33,890.75 (Bank)</b>

NOVEMBER 2021  
AGM  
GO EAST OF  
EDMONTON  
REGIONAL  
TOURISM

- **Member Benefits Package – Tourism Marketing Update and Opportunities**
- **Grow your share of the Tourism Market with the Regional Tourism (DMO) for Northeast and East Central Alberta.**





## CONTENTS...

- About Us
- Importance of Tourism
- 2020 into 2021 ...
- Travel Guide Success
- An Amazing Website
- Roadtrip Videos
- Social Media Growth
- Travel Alberta Grants
- Digital Campaigns
- Tourism Talk Radio
- A Parade First
- Covid Recovery...
- Roadtrip Adventure Game
- Roadtrip Savings Passport
- Winter Adventures
- #goeastcares
- We Recommend
- Upcoming Deadlines
- Milestones and ROI
- Contact us



# YOUR AWARD WINNING REGIONAL TOURISM ORGANIZATION

- Over 50 Member Communities
- RTO/DMO model
- Led by Board of Directors of both Industry and Communities.
- An Experienced Team of people (volunteers and staff) collaborating with Gov't, Media and Consultants to grow tourism.

- What we do:

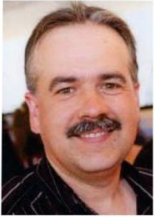
Tourism/Destination **Development**,  
community and business  
development

Destination **Marketing** Programs

Industry **Support** – one on one  
assistance available to Members,  
partners to help grow projects

# go east of Edmonton.com

Your #1 Tourism Marketing Team



**Kevin D. Kisilevich**  
*Marketing & Development*

Ph: 780-632-6191  
[kevin.goeast@gmail.com](mailto:kevin.goeast@gmail.com)

- NAIT Marketing & Management Diploma
- Economic Developers Alberta - numerous certificates in Community Economic Development Training Program
- Proficiency in Fund Development, Co-op Marketing and Government Grants
- Over 25 years experience in Tourism Marketing & Development



**Jolene Kisilevich**  
*Design & Digital Marketing*

Ph: 780-632-6191  
[jolenek.design@gmail.com](mailto:jolenek.design@gmail.com)

- Graphic Design & Digital (Social Media) Marketing
- Facebook Ads Training
- WordPress Training - Website Design
- Google Ads Training
- Numerous seminars, courses in Social Media, Digital Marketing and Website Design
- Design & layout of the Go East of Edmonton Travel Guide plus Digital Publication
- Over 25 years of graphic experience in Design and Marketing



**Danielle Charette**  
*RTO Office Administration / Member & Community Relations*  
Direct Line: 780-603-9606  
[danielle.goeast@gmail.com](mailto:danielle.goeast@gmail.com)

- Joined the Go East RTO Team in September 2021
- Accounting Technician graduate from Camrose, AB
- Graduated with the highest honours on the Presidential List
- Administration & Bookkeeping
- Project Budget Management
- Community Member Relations
- Database, Communications & Updates



**Kristen Gusnowski**  
*Communications & Special Projects*  
Direct Line: 780-275-0103  
[kristen.goeast@gmail.com](mailto:kristen.goeast@gmail.com)

- Joined Go East of Edmonton in September 2020.
- WordPress Training - Website Updating
- Database Communications & Updates
- Assisted in the Management of the 2021 Go East of Edmonton Roadtrip Adventure Game
- Assisting in the Management of the new Roadtrip Savings Passport.
- Graduated with a Medical Office Administration Diploma



## Board of Directors

**Board of Directors**  
Regional Representation  
from all 3 Areas  
Northeast, East, Southeast

*We have a wealth of knowledge and experience in our Board of Directors who represent:*

- Community Economic Development and Tourism Officers
- Accommodation / Campground Sector
- Ag & Culinary Tourism
- Non-Profit Organizations
- Event Organizers
- Elected Officials - Councillors



**Go East RTO** is the only Tourism Organization in the Region who has completed courses in Accredited Destination Marketing through Travel Alberta and DMAI.



**Part-time Contractor: Rebecca Isbister**  
Year round, we employ part-time staff for communications, marketing, writing, social media and web design. We also work with consultants as needed: Killick Leadership, Strong Coffee Marketing Road 55 Productions plus others as needed.

# IMPORTANCE OF TOURISM

- Ongoing Ripple Effect to Grow Economy- **Everywhere for Everyone!**
- Tourism Jobs - #1 in Economic Recovery
- Creates jobs faster than any other industry
- Labour intensive – Culinary, etc.
- Hires at all ages, education levels and open access to full-time, part-time, contract.
- It's the Low Hanging Fruit of Economic Development – Quote by Roger Brooks
- **Its worth over 8 Billion to Albertas Economy and over 100,000 Jobs!**

If you build a place people want to visit, you build a place where people want to live.

If you build a place where people want to live, you'll build a place where people want to work.



**The Destination Management Cycle**

And if you build a place where business has to be, you'll build a place where people have to visit.

If you build a place where people want to work, you'll build a place where business needs to be.

# *A Superior Marketing Strategy that gets you more results!*

*Go East of Edmonton is the one and only opportunity that takes advantage of proven effective tourism marketing Strategies used across B.C and USA.*

*We have the most experienced Team of Tourism Marketing Professionals.*

*We have developed and sustained the most effective marketing for tourism in the region:*

*#1 Brand for Tourism, #1 Regional Travel Guide, #1 Online Guide, #1 Tourism Website, #1 Tourism Social Media.*

*We work hard every day increasing traffic numbers and delivering results and growth for our partners.*

# 2020 DEDICATED TO COVID 19 – SUPPORT & ADVOCACY

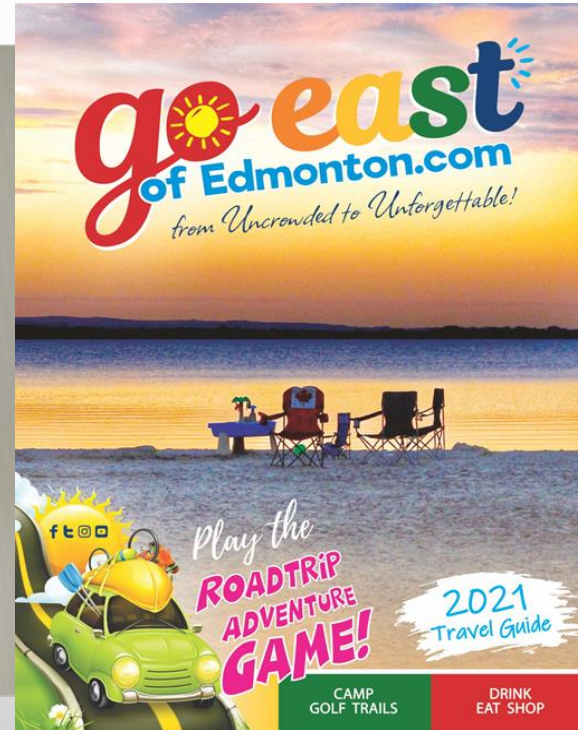
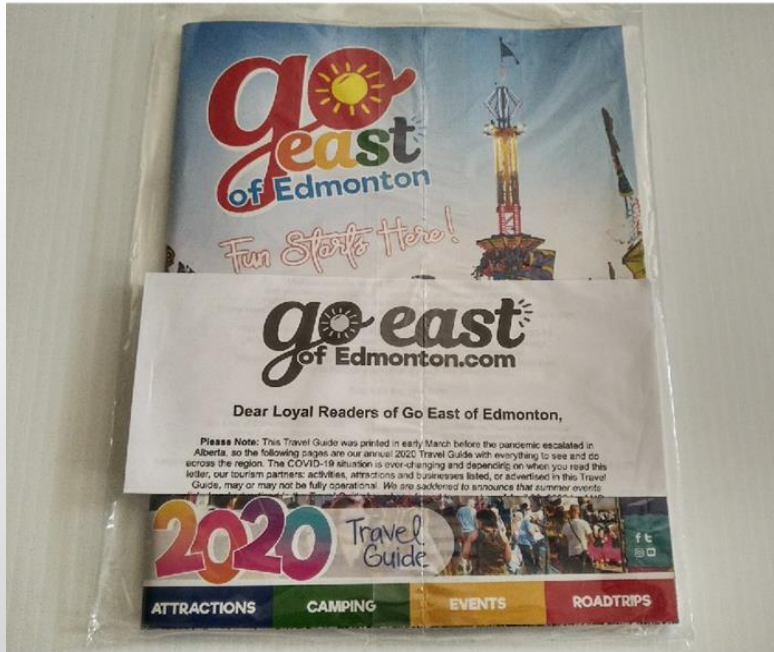
## – PERSEVERING THROUGH THE PANDEMIC

- **March, April, May, June 2020**
  - Support to Communities and Businesses; promoted programs and guidelines, webinars, training
  - One on One Operator calls
  - First in Alberta to publish Camping Guidelines
  - Never stopped working
  - **Ministers Task Force for Tourism**
  - **Travel AB DMO's Working Group**
  - **Meetings with Tourism Minister and ADM**
  - **NABTN – French Bilingual Project, [Tourismealberta.ca](http://Tourismealberta.ca)**
  - **Vermilion River, Strathcona County Tourism Strategies**
- **Since Relaunch through 2020**
  - 2020 Travel Guide
  - New Website, event updates
  - New Roadtrip Videos Launched
  - New Featured Stories, E-News
  - Everyday Social Media
  - New Roadtrip Adventure Game
  - New Camping/Outdoors Guide
  - New Drink, Eat, Shop Guide
  - **Indigenous Alberta Collaboration**
  - **Covid AHS Updates Ongoing**
  - **Safe and #ResponsibleTourism**

**2020 WAS A  
SURPRISING  
AND  
AMAZING  
YEAR OF  
RESULTS  
FOR  
GO EAST OF  
EDMONTON  
REGIONAL  
TOURISM**

- **In spite of Covid -19 this is our most impressive update**, as we have literally doubled the amount the people reached through tourism marketing therefore **Doubling your ROI- Return on Investment for Tourism.**
- We have the numbers that bring the best results.
- **In 2020 we achieved amazing results with over 500,000 users and followers through all our marketing channels.** More than double the year before.
- **We are pleased to present these successes that help your community to have the greatest potential for Tourism Growth and Potential Economic Development annually.**

# 2020 & 2021 TRAVEL GUIDE PROVES TO BE IMPORTANT TOOL FOR RECOVERY AND IMPACT





# TRAVEL GUIDE IS MORE POPULAR EVERY YEAR!

- It is the **One and Only Regional Travel Guide** published for the region in 2020 -2021. **60,000 copies** printed and distributed.
- **Traffic increased from 160,000 to 200,000 pageviews** in the online version of the **Travel Guide** while most weeks in the summer over **1500 copies** per week were being picked up at key distribution outlets.

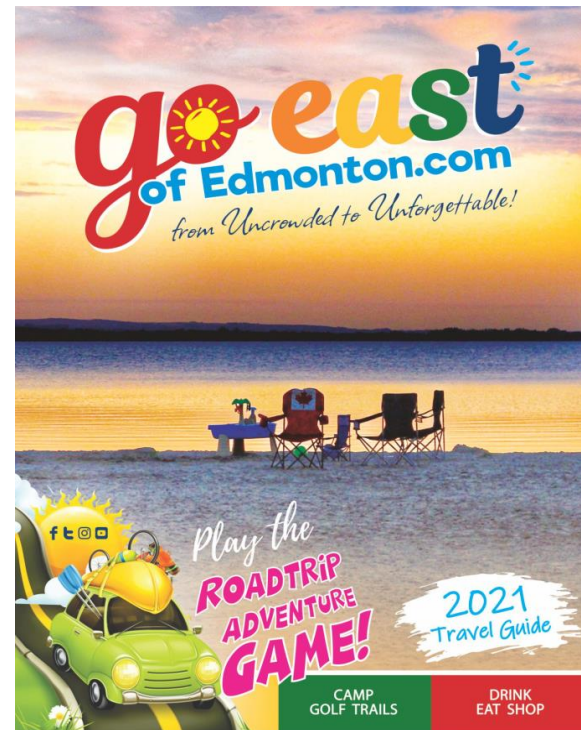


# TESTIMONIALS

- **Around the region tourism operators have** commented that they have seen Go East videos, ads, promotions and they have **received many more out-of-town visitors and customers this year.** ***From Communities across the region. "Great job this year! , Brilliant innovative ideas!, Very pleased with the results!, Go East of Edmonton Magazine & Website is phenomenal! Love it! Use them all the time!"***
- ***From Other Areas: Lacombe Regional Tourism says – Go East Is the Model for Tourism-Impressive!***
- ***Pattison Billboards says: You are the only Rural Tourism we see advertising all the time in Edmonton area!***
- ***See over 50 more Testimonials at [www.goeastofedmonton.com](http://www.goeastofedmonton.com)***
- **From Businesses...**
- "We heard from multiple guests regarding the promotions by the Go East Team more than any other year! **We really appreciate the effort of your team in promoting the region and we feel all operators and businesses benefitted from the Go East campaign.**" -Hamilton House Inn & Adventures, Cold Lake
- "Most of my business (over 80% some years) has come from "Go East of Edmonton magazine." –Buckskins Emporium, Camrose County

# TRAVEL GUIDE IS A MAJOR INFLUENCER ON RELOCATION!

- Hello there!
- My name is Bree-Anna and I am one of the owners of the new gift shop Urban Prairie Company that opened this fall in Vegreville, Ab.
- **We love your magazine and used it so much to explore east of Edmonton before we decided to relocate out here. It is an excellent tool to showcase how great it is out here.**
- That being said I wanted to reach out to ask if there is an option to add our local gift shop in your magazine.
- I look forward to hearing from you.
- Thank you
- -Bree-Anna ( Urban Prairie Company)



# THEMED ONLINE GUIDES - REACH OVER 50,000 PV ANNUALLY

**Camping, Golf & Outdoor  
Adventures Online Guide**  
(44+ pages) includes listings,  
features and Ads.

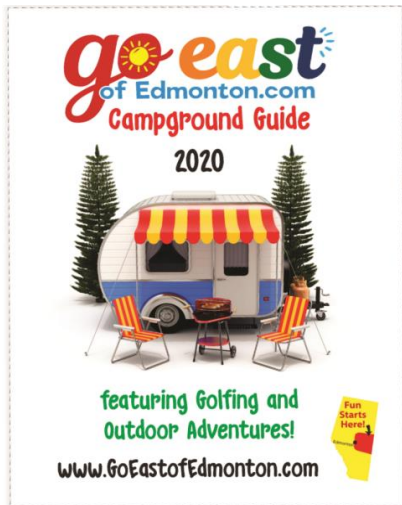
<https://goeastofedmonton.com/things-to-do/camping/>

**Eat, Drink & Shop Online Guide**

(54 pages) New in 2020.

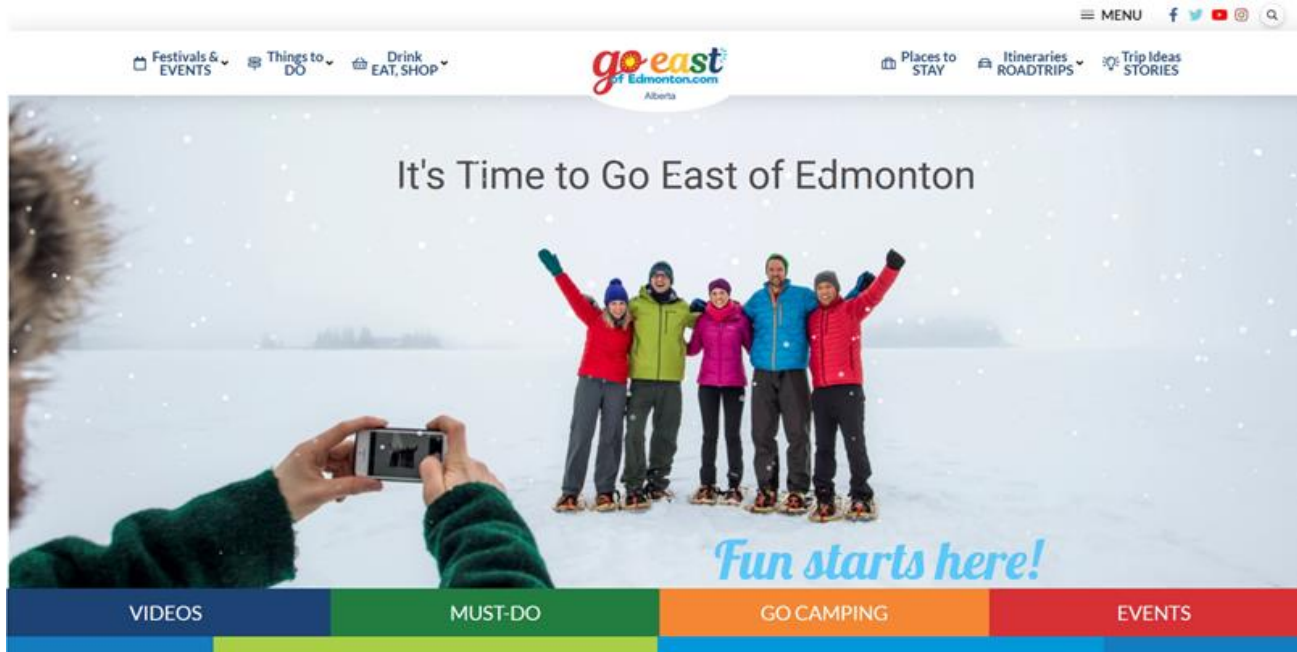
Featuring Editorial and Ads from  
partner shops, dining, local food,  
beverage & accommodations

<https://goeastofedmonton.com/shop/>



# AN AMAZING WEBSITE!

- Over **6.42 Million Google Searches** in the past year!
- Over **114,000 clicks** into the Go East Website!
- Some **Communities searched over 100,000** and some **businesses over 50,000** searches from Go East Website!
- Organic Website Visitation **Doubled** in 2021!



# ROADTRIPS BY REGION...

ORGANIZED > REGION > HIGHWAY > COMMUNITY



**NORTH EAST**

Go Northeast of Edmonton and experience Amazing Culture, Lakes and Trails! Highway 28 is your main route that leads to the Lakeland Region. Along the way be sure to explore Metis Crossing and the great history and scenery throughout the North Saskatchewan River Valley.



**EAST**

Go East of Edmonton and see Where Culture Meets Adventure! Highways 15-45 and Highway 16 are your main routes for a scenic ride to explore the Birthplace of Ukrainian Settlement, the Beaver Hills Biosphere, Elk Island National Park, the Vermilion River Region & more.



**SOUTH EAST**

Go Southeast of Edmonton to enjoy Trains, Planes and Antique Automobiles. Experience great parks, shopping delights and savour the flavours of the local food and good spirits along the way. Highways 14 and 13 are your main routes through this scenic part of the Battle River Valley.



Once you get here, you will experience a town that is vibrant and alive with all of the amenities of a city without the hustle and bustle.

HIGHLIGHTS

Wainwright Feature Video. Includes 'Watch later' and 'Share' buttons. The video thumbnail shows the 'Town of Wainwright' logo with a bison silhouette.

Shop Wainwright! A vibrant collection of shops, boutiques, and services that provides a shopping experience for all to enjoy in Historic Downtown Wainwright!

VISITOR INFORMATION. Visitor Information Centre at Wainwright Museum 1001 - 1st Ave. (Old CN Station) 780-842-3115

ACCOMMODATIONS. Find Places to Stay In & Around Wainwright. Includes buttons for 'Where to Stay?', 'Regional Map', and 'Hwy 14 Road Trip Video'.



## WAINWRIGHT ATTRACTIONS & EVENTS

Prairie history comes alive as you explore the **Wainwright Museum**, located in an original CNR train station. Don't forget to make tracks to the Battle River Train Trestle, the second longest train trestle in Canada.

Wainwright is the **Buffalo Capital of Canada** so stop and take your photo at Canada's largest Buffalo Statue in town. Stay active at the **Peace Memorial Multiplex** with its 2 NHL-sized ice surfaces, indoor running track, and climbing wall. The attached Communiplex houses an indoor swimming pool, whirlpool, weight room, squash and racquetball courts as well as a performing arts theatre.

**Historic Downtown Wainwright** is the place to be! It features a collection of beautifully restored heritage resources including a business district full of 1929 era buildings. Anchored in the centre of downtown is Wainwright's free-standing **Memorial Clock Tower**. This "Roman Tower" architectural monument built in 1925 was one of the only structures left standing after the Great Fire of 1929. Wainwright's flower-filled mainstreet, courtesy of provincial champions Communities in Bloom, has a vibrant collection of shops, boutiques, and services that provides a shopping experience for all to

enjoy. Downtown Wainwright has a flavour of its own. An array of eateries features cuisine from around the globe as well as from your own backyard. Many of the restaurants and cafes are located in heritage buildings with décor tailored to embrace the stories of the town through historic photos and memorabilia.

Art lovers will enjoy the Arts Festival in February. Be sure to take in the **Wainwright Stampede** in June— 4 days of action-packed family fun and entertainment. Visitors will enjoy one of the 'Top 5 largest rodeos in Canada' including CPCA Chuckwagon Races, Stampede Parade, Cabaret, a fun-filled midway, Agricultural Fair, breakfasts, BBQs, and much, much more! Canada Day celebrations at CFB Wainwright are complete with kids' activities, a concert, and fireworks. July is a food lovers delight...taste a bit of rural culinary pleasure at the **Taste of Wainwright**. In August, enjoy **Come by the Hills Music Festival** located at the picturesque Mistahiyah Retreat Centre. September is the **Scarecrow Festival**, stuff your scarecrow and compete for the top prize! In November, salute the veterans and military with Red Friday Remembrance Day celebrations. The Christmas season includes Jingle & Mingle with the Santa Claus Parade and lots of craft fairs.

### OUTDOORS

If you are an outdoor enthusiast, visit the restored pump jack in Petroleum Park or enjoy **Wallace Park** with its walking trails, picnic tables, benches, and playground surrounded by three connecting ponds, great for fishing. In the summer, the **Rotary Splash Park** will build many fun, happy memories for your children. Make reservations and bring your RV to stay in one of the 30 fully serviced sites at **Dr. Middlemass Campground**. Just north of town, the **Riverdale Mini Park** is a very popular campsite and golf course located on the Battle River.



### EAT, SHOP & STAY

Upcycle, recycle, own history and have your antiques appraised at **The Iron Raven**. Vintage décor, fine arts, and handicrafts are part of the unique offerings here. **Gibson's Home Hardware** has everything from camping supplies to fishing and hunting licenses. For your grocery and supplies check out the **Cornerstone Co-op**. This community-minded business has a food store, liquor store, home centre and a gas bar with propane cylinder fills. After a full day of shopping you may need a break for your mind and body. **Energy Crystals and Books** can help you put your body at ease. Feeling thirsty? Stop in at the award-winning **Ribstone Creek Brewery** just a short drive in nearby Edgerton.

Lots of camping is available but if you prefer more luxurious accommodations, Wainwright is pleased to offer cozy bed and breakfasts, comfortable motels and modern hotels including Ramada Wainwright. To make your stay complete you will find great restaurants, full service gas stations and big box retailers.





# ACTIVITIES & ATTRACTIONS

Nearby Along HWY 14



**CREAM (CENTRAL RURAL EAST ALBERTA MUSEUMS)**

**CREATIVE KLUTTER QUILT SHOP**

**EDGERTON & COMMUNITY GOLF COURSE**



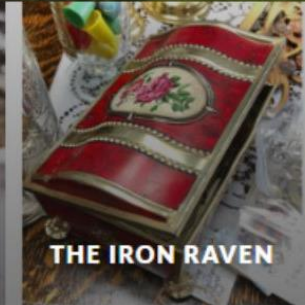
**IT NEVER WAS**



**LONG BRANCH TRADING COMPANY**



**RIBSTONE CREEK BREWERY**



**THE IRON RAVEN**



**WAINWRIGHT**



**WAINWRIGHT WINTER ADVENTURES**



## Website

ANNUAL REACH

- 400,000+ Pageviews
- 200,000+ Sessions/Visits
- 200,000+ Online Travel Guide Pageviews
- 20,000+ Leads to Partners
- Regional Tourism Directory
- 140,000+ Pageviews
- 1000+ Featured Webpages
- 1000+ Views on each Box Ad



Waterfront Harbour Bed & Breakfast

New Featured

★★★★★

An Elegant Lakeshore Bed & Breakfast in Cold Lake, Alberta Why Go? Waterfront Harbour, is a **Featured Box Ad** kfast tucked in 0 berth Marina, catering to tourists and business travellers. Waterfront Harb... [Read more...](#) new standard of

The #1 HIGHEST TRAFFIC and MOST COMPREHENSIVE tourism website in the region!

Festivals & EVENTS Things to DO Drink EAT, SHOP go east of Edmonton.com Places to STAY Itineraries ROADTRIPS Trip Ideas STORIES



## Featured Webpage

### Waterfront Harbour Bed & Breakfast



Details Photos Amenities Events Stories Reviews

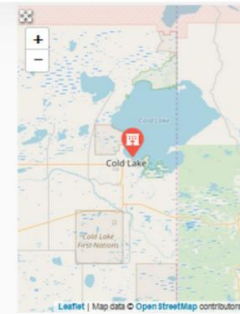
An Elegant Lakeshore Bed & Breakfast in Cold Lake, Alberta

#### Why Go?

Waterfront Harbour, is a beautiful boutique bed & breakfast tucked in alongside Cold Lake's vibrant 250 berth Marina, catering to tourists and business travellers. Waterfront Harbour provides a new standard of bed and breakfast luxury highlighted by exceptional service, beautiful amenities, and thoughtful touches that invite a sense of relaxation in unsurpassed comfort and sophistication, perfect for your next retreat to stunning Cold Lake, Alberta. Whether you are visiting for business, a long weekend, vacation getaway, honeymoon, anniversary, or wedding they strive to provide a level of personal service that goes above and beyond, providing you with a rich and memorable experience. Innkeepers, Isabel and Shannon take great pride in providing exceptionally clean, tastefully appointed guest rooms each with a private bathroom, beautifully landscaped yard and a gourmet breakfast each morning. A three bedroom suite is also available if it suits your needs. Come visit and see for yourself!

#### What's Unique?

They are also now renting out the complete facility for team building retreats, card playing groups, girls/guys weekend away, family bonding, celebrations, or whatever you wish for up to 14 people.



Category: Accommodations, Bed & Breakfasts, Cold Lake, Hwy 28, Lakeland Region, MD of Bonnyville, Northeast of Edmonton, and Retreats

Address: 607 Lakeshore Drive, Cold Lake North Cold Lake Alberta T9M 1N6 Canada

Phone: 780-654-2132

Website

Facebook

Instagram

Business Directory webpages increased over 150% in 2021!

# WEBSITE AUDIENCE GEOGRAPHIC BREAKDOWN

## Total Sessions/Visits

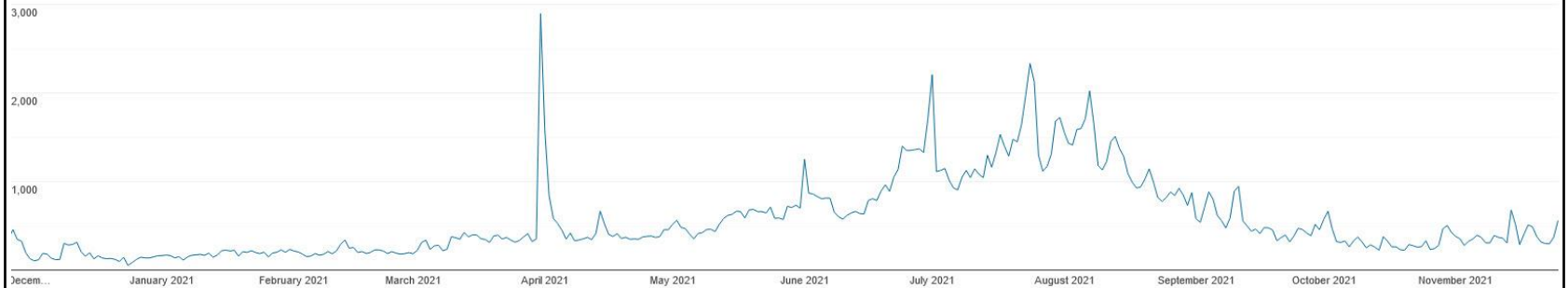
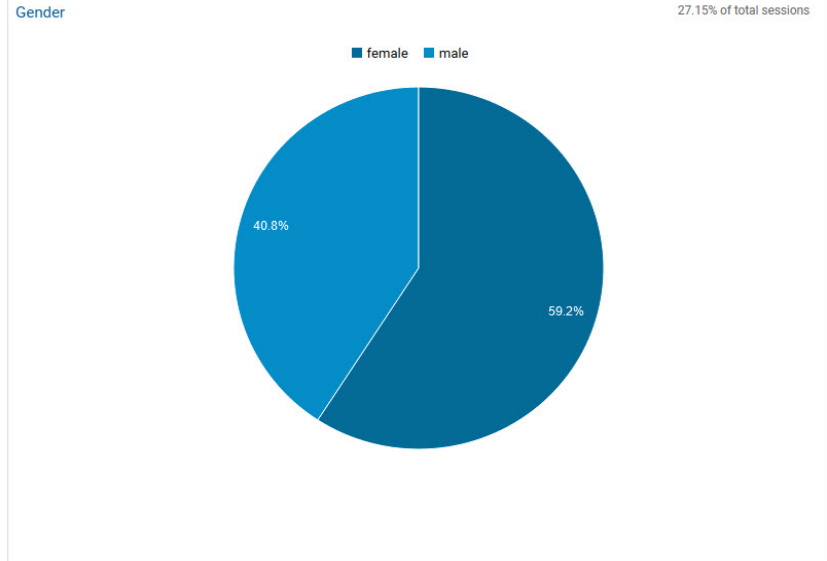
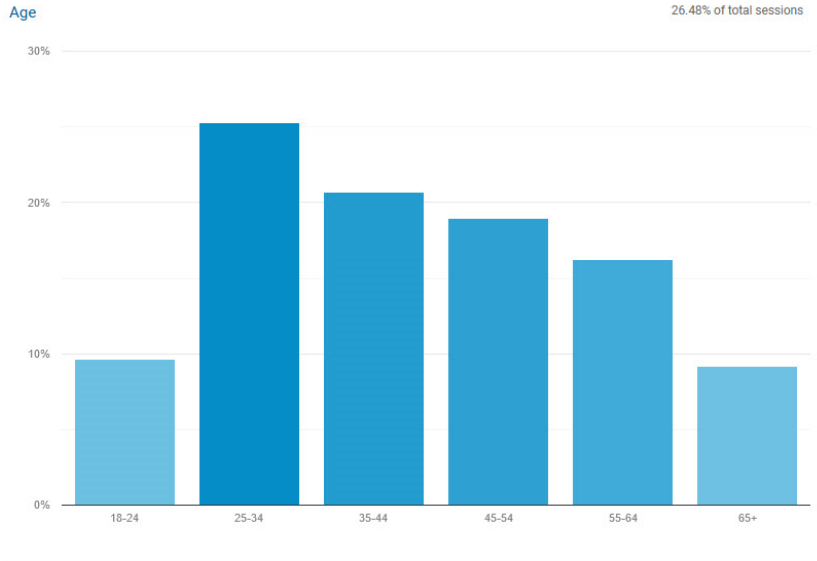
- **205,000 Canada**
- 5600+ BC
- 3800+ Saskatchewan
- 3500+ Ontario
- **189,000+ Alberta**
- **94,000+ Edmonton Area (50% of AB)**
- **30,000+ Calgary Area (16% of AB)**
- **4,000+ Near Market AB**
- **23,000+ Other AB**
- **37,000+ Go East Areas (20% of AB)**
- **Top 15 locals who visit are from/near** Sherwood Park, Lloyd, Camrose, Vegreville, Cold Lake, Fort Sask, Wainwright, St Paul, Bonnyville, Lac La Biche, Wetaskiwin, Tofield, Vermilion, Athabasca, Provost.

## Growth + Impact

- **Over 60% Growth Increase in Visitation...** and **Nearly 50% Increase in Pageviews** in Summer (June 1 to Sept 30, 2021)
- **Quality of Audience is improving YOY**
- **70% of users were by Mobile devices**
- **82% of Visitors were new in 2021**
- **Overall - 39,000 visits were from returning visitors in 2021.**
- **Worldwide – people from over 500 Communities visits the website !**
- **Around Alberta – Go East of Edmonton is out-performing other tourism regions. According to comparison data from 2020-2021, we cannot find any other tourism region website in Alberta with so much growth.**

# WEBSITE DEMOGRAPHICS

Key Metric: Sessions



<b>1 Day Active Users</b> <b>559</b> % of Total: 100.00% (559)	<b>7 Day Active Users</b> <b>2,596</b> % of Total: 100.00% (2,596)	<b>14 Day Active Users</b> <b>5,499</b> % of Total: 100.00% (5,499)	<b>28 Day Active Users</b> <b>10,270</b> % of Total: 100.00% (10,270)
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# VISITOR INTERESTS

## FROM WEBSITE

Affinity Category (reach) ?	Sessions ? ↓
	<b>59,912</b> % of Total: 27.26% (219,799)
1. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	<b>38,314</b> (4.82%)
2. Shoppers/Value Shoppers	<b>25,550</b> (3.22%)
3. Lifestyles & Hobbies/Family-Focused	<b>25,353</b> (3.19%)
4. Media & Entertainment/TV Lovers	<b>24,958</b> (3.14%)
5. News & Politics/Avid News Readers	<b>21,533</b> (2.71%)
6. Lifestyles & Hobbies/Outdoor Enthusiasts	<b>21,346</b> (2.69%)
7. Lifestyles & Hobbies/Green Living Enthusiasts	<b>21,257</b> (2.68%)
8. Shoppers/Bargain Hunters	<b>21,181</b> (2.67%)
9. Beauty & Wellness/Beauty Mavens	<b>20,772</b> (2.62%)
10. Home & Garden/Do-It-Yourselfers	<b>20,523</b> (2.58%)
11. Lifestyles & Hobbies/Fashionistas	<b>19,887</b> (2.50%)
12. Lifestyles & Hobbies/Pet Lovers	<b>19,613</b> (2.47%)
13. Sports & Fitness/Sports Fans	<b>18,783</b> (2.36%)
14. Food & Dining/Foodies	<b>18,735</b> (2.36%)
15. Media & Entertainment/Book Lovers	<b>18,595</b> (2.34%)

16. Travel/Travel Buffs	<b>17,969</b> (2.26%)
17. Beauty & Wellness/Frequently Visits Salons	<b>17,646</b> (2.22%)
18. Shoppers/Shopaholics	<b>16,221</b> (2.04%)
19. Lifestyles & Hobbies/Business Professionals	<b>16,178</b> (2.04%)
20. Food & Dining/Fast Food Cravers	<b>15,848</b> (2.00%)
21. Media & Entertainment/Movie Lovers	<b>15,361</b> (1.93%)
22. Sports & Fitness/Health & Fitness Buffs	<b>15,200</b> (1.91%)
23. Lifestyles & Hobbies/Shutterbugs	<b>14,792</b> (1.86%)
24. Shoppers/Luxury Shoppers	<b>14,348</b> (1.81%)
25. Home & Garden/Home Decor Enthusiasts	<b>14,258</b> (1.80%)
26. Media & Entertainment/Music Lovers	<b>12,962</b> (1.63%)
27. Technology/Technophiles	<b>12,369</b> (1.56%)
28. Vehicles & Transportation/Auto Enthusiasts	<b>11,691</b> (1.47%)
29. Shoppers/Shoppers by Store Type/Department Store Shoppers	<b>11,611</b> (1.46%)
30. Food & Dining/Cooking Enthusiasts/Aspiring Chefs	<b>11,397</b> (1.43%)

# THE TOP PAGES READ ON WWW.GOEASTOFEDMONTON.COM

## Top Sections in 2020

1. Travel Guide & Online Guide
2. Camping and Camping Guide
3. Eat, Drink, Shop and Guide
4. Golfing and Outdoors Guide
5. Itineraries/Communities
6. Roadtrips & Adventure Game
7. Events Calendar
8. Things to do/Fishing
9. Things to Do/Attractions
10. Places to Stay, Accomodations

## Top Sections in 2021

1. Travel Guide & Online Guide
2. Camping, Accomodations and Camping Guide
3. Events Calendar (300% increase)
4. Attractions and Business Directory-Places
5. Trip Ideas and Stories
6. Eat, Drink, Shop and Guide
7. Communities (nearly 50% increase)
8. Itineraries/Roadtrips
9. Roadtrip Adventure Game
10. Golfing, Fishing and Outdoors Guide

# THE TOP PAGES READ ON WWW.GOEASTOFEDMONTON.COM

## 2020 Trip Ideas/Stories

1. **Announcement- Opening Guidelines for Campgrounds**
2. **2020 Go East Daytrips-Getaways Campaign** –Vegreville, Camrose, Lamont/Strathcona Counties, Wainwright, Cold Lake + others
3. 10 Classic Daytrips from Edmonton
4. Lets Go Camping, Golfing All Summer Long
5. **#Takeittothelake Campaign** – M.D of Bonnyville, Lac La Biche, Vermilion, Athabasca

## 2021 Trip Ideas/Stories

1. **2021 Roadtrip Adventures Campaign** – Featured Communities- Vegreville, Camrose, Strathcona County, Wainwright, Smoky Lake County, Cold Lake, M.D. Bonnyville, Lac La Biche County
2. **#Takeittothelake Campaign** – M.D. of Bonnyville, Lac La Biche, Vermilion, Athabasca
3. 2020 Go East Daytrips-Getaways Campaign
4. 2020 - 10 Classic Daytrips from Edmonton
5. 2020 – It's Time to go to Cold Lake
6. **Top 3 Events- Vegreville Fair, Camrose Air Show, Smoky Lake Pumpkin Fair**



- By 2018 after seeing how popular roadtripping had become on social media, we realized **Roadtrips** was a **tourism marketing strategy** we needed to activate. In 2019 we created a series of 5 unique Roadtrip videos that would target travellers for launch in 2020. Not only was our Roadtrip Strategy important, it turned out to be **the most perfect content to promote during a pandemic**.

# NEW ROADTRIPS VIDEOS

- **Another huge success - Roadtrip videos promoting our main highways have reached over 600,000 views by 2021!**
- We have **exceeded our goal by over 10x** for the video promotion and influenced more people than ever to travel into the region.
- Achieved a watch time of over 400,000 minutes!
- See them on our website, Facebook or You-Tube.



# WWW.GOEASTOFEDMONTON.COM/VIDEOS/

## Highway Roadtrips

Learn more about the travel routes that take you through the beautiful and inspiring East of Edmonton region.



Go East of Edmonton Highway

Have a wonderful afternoon adventure and take a Battle River Railway Excursion!

**HIGHWAY 13 - VIEW TRIP**  
Road Trip - Trains, Planes and Antique Automobiles!



Go East of Edmonton Highway

Have an incredible, one-of-a-kind dining experience in an old railway car!

**HIGHWAY 14 - VIEW TRIP**  
Arts, Parks, Great Food & Good Spirits!



Go East of Edmonton Highway

OhG! It's the World's Largest Sausage Ring!

**HIGHWAY 15 & 45 - VIEW TRIP**  
Scenic Views, Original Stories and Good Eats!



Go East of Edmonton Highway

You'll love the costumed interpreter!

**HIGHWAY 16 - VIEW TRIP**  
Where Culture Meets Adventure!



Go East of Edmonton | Highway...

Awesome Farm-to-Fork meats and homemade foods!

**HIGHWAY 28 - VIEW TRIP**  
Amazing Culture, Lakes and Trails!

# SOCIAL MEDIA GROWS TO OVER 38,000 FOLLOWERS!

- Another year of milestones and growth for Go East of Edmonton on social media as over **10,000 more** people followed us and we reached new heights in promotion.
  - In 2021 we doubled our new followers as compared to the previous year!
  - **In summer we continue to achieve the highest Facebook post reach at over 300,000 per month and over 40,000 engagements.**
  - **Will reach over 40,000 followers by early 2021!**
- **Over 1 Million post reach and over 200,000 Engagements annually!**
- Each **E-News promotion** in summer had an average of **1500 people reading with over 250 clicks** on the content to learn more about the tourism partners. A 50% Growth!





**Reaching over 1 Million Annually**  
**26,000+** Followers  
 @goeastofedmonton  
 #goeastofedmonton  
 (as of Nov. 8/21)

What we do...

Featured posts include:

- Mark Your Calendar Monday!
- Tasty Tuesday
- Wild Wednesday
- Where to Stay Wednesday?
- Thrifty Thursday
- Thirsty Thursday
- What's on this Weekend?

Tag Us @goeastofedmonton

Use #goeastofedmonton

Instagram

Ask us about

- Highlights
- Stories
- and more!



**GO EAST of Edmonton Daytrips & Getaways**  
 Published by Jolene Kisilevich · May 28

#TastyTuesday takes you on a roadtrip down Highway 28 to Smoky Lake. Beat the heat today at Betsy's Burger Shack! Did you know they have over 24 FLAVOURS of soft ice cream!

What else do they serve? Check it out here:  
<http://www.goeastofedmonton.com/Betsy-s-Burger-Shack>

#goeastofedmonton #lettheroadtripsbegin2019 #eateastofedmonton Town of Smoky Lake Betsy's Burger Shack

**#TastyTuesday**

10,685 People Reached | 1,627 Engagements | Boost Post

43 Comments 70 Shares

**GO EAST of Edmonton Daytrips & Getaways**  
 Published by Jolene Kisilevich · May 28 at 9:45 AM

#TrendyThursday has you quilting!

During these interesting times we are in, fortunately quilt shops have been busy! Quilting is a great stay at home hobby. We recently visited Sew Heavenly Quilting in Elk Point, located in what used to be a church, hence the name. She has a great supply of fabric, batting and notions, plus Misty offers longarm quilting services.

Be sure to check out this unique Quilting Shop when you're in Elk Point, and don't forget to pick up a copy of the Go East of Edmonton Travel Guide!

Visit: <https://goeastofedmonton.com/~jellk-p.../sew-heavenly-quilting/>  
 #goquilting #elkpoint #goeastofedmonton

**#TrendyThursday**

14,485 People Reached | 2,724 Engagements | Boost Post

20 Comments 126 Shares

**GO EAST of Edmonton Daytrips & Getaways**  
 Published by Jolene Kisilevich · June 15

Seasonal Camping is becoming very popular this year! If you're thinking of wanting to try it out, check out our list of Seasonal Campgrounds in our region here: <https://bit.ly/3Gkzst0fEdmontonSeasonalSites>

#wheretostay/Wednesday #gocamping #itaysafe #stayhealthy #goeastofedmonton

**#WheretostayWednesday**

2,971 People Reached | 286 Engagements | Boost Post

7 Shares

**GO EAST of Edmonton Daytrips & Getaways**  
 Published by Jolene Kisilevich · June 5 at 8:38 AM

PRIZE GIVEAWAY ALERT...Ever been GLAMPING? Now you can enjoy nature while still having some of the creature comforts of home in a YURT at Elk Island Retreat. The yurts are built for comfort with power, a fridge, a water cooler, a gas heater (so you'll be toasty warm), a comfy bed, and a barbecue with side burner. They even have a 5 foot sky light so you can do a little stargazing indoors before drifting off to sleep.

ENTER TO WIN ONE FREE NIGHT FOR A 2 NIGHT STAY! To en... See More

**Contesting**

36,692 People Reached | 8,924 Engagements | Boost Post

783 Comments 801 Shares

# FACEBOOK TESTIMONIALS



**Vegreville Corn Maze**

3 hrs · 🌐

🌽🌽🌽 What an a-MAZE-ing weekend! We love hearing about where everyone is coming from & how they are hearing about us. This lovely family was camping by Smoky Lake & took the long way home to Fort Saskatchewan after hearing about us from the awesome crew at [GO EAST of Edmonton Daytrips & Getaways](#). From bikes & boats to bushels & bales - they wrapped up the day with a [Little Red Ice Cream Wagon](#) picnic.

#VegrevilleCornMaze #ExploreVegreville #Vegreville



**Louise Perkins**

21 hrs · 🌐

Road trips coming up in the spring.



GOEASTOFEDMONTON.COM

**Go East Of Edmonton**

Learn More

👍 3

2 Comments 1 Share

👍 Like

💬 Comment

➦ Share



**Maureen Fisher**

Lots of interesting stuff to see East and North of the city.

Like · Reply · 20h

👍 1



**Darlene Baker Kiel**

This is exactly what we are planning for this summer

Like · Reply · 20h

👍 1



Write a comment...





# OVER \$100,000 IN GRANTS RECEIVED FOR TOURISM MARKETING AND DEVELOPMENT IN 2021!

- **Announcing both COVID RECOVERY funding and a Travel Alberta Marketing Grant for continued projects to grow tourism.**
  - By summer 2021, we received funding for both of these grant programs.
  - The **one time COVID RECOVERY GRANT** program is \$20,000 that was granted to DMOs for Recovery for staffing, marketing or other needs.
  - The **2021 Travel Alberta Marketing Grant** was \$90,000 used for the Summer to Fall and Winter (Current) Marketing campaigns to drive up staycations and regional travel in the region. See the results from Summer Campaigns.
  - **Net value of these grants with In-kind and other partner contributions will yield over \$100,000 in tourism marketing and development work.**
  - **Note: Unfortunately these grants will expire by end of Feb 2022. And we do not expect to receive Covid Recovery again and will reapply for other grants for 2022.**

# SUMMER CAMPAIGN- SUPER SUCCESSFUL FOR 2<sup>ND</sup> YEAR IN A ROW

## Summer Digital Ad Campaigns



Low cost in partnership with Travel Alberta promoting businesses and communities with **Google** and **Facebook** ads.



(June 1 to Sept 30)

- **Over 6 Million** Impressions on Ads  
**3,683,541 Google**  
**2,487, 298 Facebook**
- **Over 250,000** Interactions/ Engagements and Clicks on Content  
**This is the 2nd year in a row we reached over 6 Million impressions and 250,000 interactions!**
- **Nearly 15,000 leads to partners from Summer Campaign**
- 27,000 pageviews on 38 Articles published in Trip Ideas / Blog

**Over \$100,000 invested in Advertising!**

**Radio Campaigns Doubled in 2021.**

Total Region coverage through:

- CFCW
- 8 local Boom, Real Country and Hot Stations
- Fort Sask Radio
- Country 106.ca Vegreville and area

**Fall and Winter Campaign still underway!**

## Leads to Partners

- **1000+** referrals from phone calls, emails and messaging
- **2000+** click thrus from E-News to partners pages
- **20,000+** click thrus from the Website to partners pages
- **20,000+** clicks from Facebook ads/posts to partners content
- **110,000+** clicks thrus from Google search to partners pages and other webpages
- **200,000+** Facebook, Instagram, Twitter engagements on content. (Clicks, comments, and shares creates leads to partners).
- **200,000+** Google, Youtube (Clicks and interactions on ad content, creates leads to partners).



# GO EAST AWARD WINNING DIGITAL MARKETING SUMMER-FALL-WINTER CAMPAIGN

- In partnership with Travel AB so you get 2x your investment.
- Highest reaching regional Campaign 5 years in a row. Our experience, expertise and proven results guarantee a successful campaign year after year
- **Digital Campaign Opportunity: is also a Covid Recovery Promotion**  
**Adaptable and Flexible- this can help for any popup events or activities or marketing changes that will be needed to adapt and adjust because of the pandemic – A very Important strategy.**

Go East of Edmonton Wins Alberta Tourism Award!

A Big Win for our Region!



2019 Travel Alberta Alto Awards – Marketing Partnership Category awarded to Go East of Edmonton Tourism Group  
 Group Picture of Go East of Edmonton Campaign Partners – Pictured left to right: Shane Olson- Strathcona County, Jennifer Filip-Tourism Camrose, Christopher Smith-Travel Alberta, Jolene Kisilevich- Go East of Edmonton and The Marketer, Richard MacDonald- Strathcona County, Leon Hunter- Smoky Lake Region and Metis Crossing, Kevin D. Kisilevich- Go East of Edmonton, Jim Newman- Lamont County, Brian Siddle- Strong Coffee Marketing, Diane Jenkinson- MD of Bonnyville, Brennan Bunko- Park Canada & Elk Island National Park, Heather Ackinson- Lamont County, Anya Langkov- Town of Vegreville, and Trevor Tessier- Strong Coffee Marketing.

# BLOG ARTICLES -GROW TOURISM

[HTTPS://GOEASTOFEDMONTON.COM/TRIP-IDEAS-STORIES/](https://goeastofedmonton.com/trip-ideas-stories/)

- In 2021, **an amazing over 50 blog Articles were written and posted** on the Website- and promoted by digital advertising.
- **Every community in the region benefited from this ongoing effort to bring in new content and new visitors.**



## The Ultimate Guide to Spray Parks East of Edmonton

■ APRIL 21, 2021 /  
 ■ 2021 ROADTRIP ADVENTURES. ■ ATTRACTIONS. ■ BONNYVILLE. ■ BOYLE. ■ CAMROSE. ■ EAST OF EDMONTON.  
 ■ ELK POINT. ■ ENTERTAINMENT. ■ FORT SASKATCHEWAN. ■ GIBBONS. ■ HIGHWAY 15. ■ HIGHWAY 16. ■ HIGHWAY 28.  
 ■ HIGHWAY 55. ■ HOLDEN. ■ IT'S TIME TO GO. ■ LAC LA BICHE REGION. ■ LAMONT. ■ LLOYDMINSTER. ■ MUNDARE.  
 ■ OUTDOOR ADVENTURES. ■ ROADTRIPS. ■ SEDGWICK. ■ SHERWOOD PARK. ■ SMOKY LAKE. ■ ST. PAUL.  
 ■ ST. PAUL COUNTY. ■ TOFIELD. ■ VEGREVILLE. ■ VERMILION. ■ WAINWRIGHT. ■ WATER ADVENTURES

With the nice weather upon us, spray parks are set to a great way to cool off. There are more than 25 great spots across the Region – check them out this summer! Hours of operation are subject to change, please check the website of the municipality for the park you are looking to visit. Northeast of Edmonton Highway 55 Athabasca Athabasca Riverfront Park Address: 50 Ave A great day of fun is in store for visitors to the Spray Park and playground. Bring ...



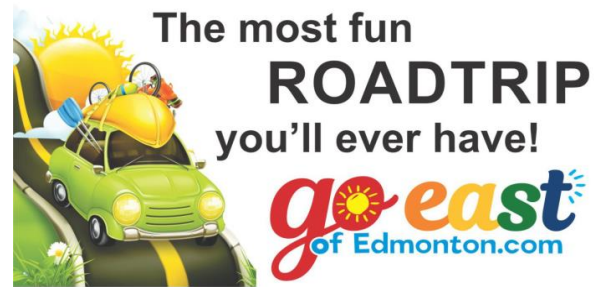
# OUR THANKS TO FEATURED COMMUNITIES IN DIGITAL CAMPAIGNS

- Campaign partners have contributed much needed matching and support funds for yearround Digital Campaigns.
- Over the past 2 years these partners pageviews on Go East website has grown between **150% to 800% increase.**



# FIRST EVER DIGITAL BILLBOARD CAMPAIGN

- An Incredible REACH
- **249,540 plays** (124% of Paid) for a total vehicle circulation of **7,305,268!**
- Up to 5 Edmonton locations- Yellowhead Fwy, Sherwood Park Fwy, and Southside.
- A Rotation of 4 Billboard Images on Pattison.



**go east**  
of Edmonton.com

**go Bamping**  
ROAD TRIP

**go east**  
of Edmonton.com  
Camping Guide  
2020

View the Camping guide >

www.goeastofedmonton.com

**go east**  
of Edmonton.com

#SHOPEASTOFEDMONTON

**go east**  
of Edmonton.com

#EATEASTOFEDMONTON



Google Ads

**go east**  
of Edmonton.com

**10 Daytrips & Getaways**  
From Edmonton

Learn More

# MORE WAYS WE PROMOTE THE REGION!

**Annual Photo Contest shows off the region!**

**#goroadtrips2021**

See them at photo-contests on the website.



**Weekly Radio Talk Show Friday 8:15 am**

**[www.Country106.ca](http://www.Country106.ca)**

- Milestone Reached Over #250 Shows on January 22!
- 10+ Minutes of Regional Tourism Talk and Promotion.
- Promotes Events, Attractions and Businesses Weekly.



# GO EAST WINS FIRST – IN FIRST NORMAL PARADE SINCE 2019 AT VEGREVILLE COUNTRY FAIR.



# INNOVATIVE TOURISM SUCCESS DURING COVID

- Roadtrip Adventure Game!
- Covid Recovery #1
- June to August, Sept 2021

## STICKER STATION



[GoEastofEdmonton.com](http://GoEastofEdmonton.com)

**go east of Edmonton**  
**ROADTRIP ADVENTURE GAME!**  
**PLAY & WIN**  
June 1- Aug 31, 2021

3 WAYS TO WIN!

OVER \$4000 IN PRIZES!

POST YOUR TRIP TO WIN WITH  
#goroadtrips2021  
and #goeastofedmonton  
@GoEastofEdmonton  
@GoEastofEdmonton  
@GoEastofYEG

Sponsored by MCS NET

**TO PLAY** pick up the  
2021 Travel Guide or see all of the details at  
[www.GoEastofEdmonton.com](http://www.GoEastofEdmonton.com)

**go** Plan your trip today!  
Questions? Contact us... 1-888-632-8755  
info@goeastofedmonton.com

# PLAY & WIN Over \$4000 in Prizes!

Win the Awesome Roadtrip Prize Packages!  
 What you can win – Fuel, Food, Dining, Beverages, Shopping, Gifts, Golf, Camping, Accommodations, Attractions Passes, Cash and much more! See [www.GoRoadtripGame.ca](http://www.GoRoadtripGame.ca) for complete details.

**go east of Edmonton ROADTRIP ADVENTURE GAME!**  
 June 1 to Aug 31, 2021

**GAME GUIDE**  
 Use this 8 page  
 What's included:  
 Pg. 1 Map of Participating Communities  
 Pg. 2 How to Play & How to Enter  
 Pg. 3 Northeast Gameboard  
 Pg. 4 Northeast Sticker Stations  
 Pg. 5 East Gameboard  
 Pg. 6 East Sticker Stations  
 Pg. 7 Southeast Gameboard  
 Pg. 8 Southeast Sticker Stations

Have fun all summer long!  
 You have 3 months to play the GAME!

FIND THE STICKER STATIONS AT THE HIGHLIGHTED COMMUNITIES & WATCH FOR SIGNS!

## NORTHEAST OF EDMONTON OVER \$4000 IN PRIZES! 3 WAYS TO WIN

1. Collect stickers and enter partial or completed gameboards. Take a photo of your Gameboard and upload it to: [www.GoRoadtripGame.ca](http://www.GoRoadtripGame.ca)  
 2. Post your trip daily with our hashtags for monthly and bonus prizes:  
 Use #goroadtrips2021 and #goeastofedmonton  
 3. Your trip photos will be automatically be entered in our 2021 Photo Contest (using our hashtags)

For Complete Game Rules & Prize Details: [www.GoRoadtripGame.ca](http://www.GoRoadtripGame.ca)

Go East of Edmonton  
 Ph: 1-888-632-8755  
 E: info@goeastofedmonton.com  
 @GoEastOfEdmonton  
 @GoEastOfEG  
 @GoEastOfEG  
 For Game updates visit: [www.GoEastOfEdmonton.com](http://www.GoEastOfEdmonton.com)

Hwy 28	St. Paul Region 	Town of Elk Point 	Village of Glendon 	Town of Bonnyville 	M.D. of Bonnyville 	
Lac La Biche Region 	<b>go east of Edmonton ROADTRIP ADVENTURE GAMEBOARD</b>				City of Cold Lake 	
Plamondon - Lac La Biche Region 					City of Cold Lake 	
Hwy 55	Smoky Lake Region 	<b>go east of Edmonton ROADTRIP ADVENTURE GAMEBOARD</b>				City of Cold Lake 
Smoky Lake Region 	City of Cold Lake 					
Hwy 28	Village of Waskatenau 	Thorhill County 	Town of Redwater 	Town of Legal 	Town of Gibbons 	

## EAST OF EDMONTON OVER \$4000 IN PRIZES! 3 WAYS TO WIN

1. Collect stickers and enter partial or completed gameboards. Take a photo of your Gameboard and upload it to: [www.GoRoadtripGame.ca](http://www.GoRoadtripGame.ca)  
 2. Post your trip daily with our hashtags for monthly and bonus prizes:  
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 @GoEastOfEG  
 @GoEastOfEG  
 For Game updates visit: [www.GoEastOfEdmonton.com](http://www.GoEastOfEdmonton.com)

Town of Bruderheim 	Town of Lamont 	Town of Mundare 	Village of Andrew 	Town of Two Hills 	Village of Myram 
Fort Saskatchewan 	<b>go east of Edmonton ROADTRIP ADVENTURE GAMEBOARD</b>				Hamlet of Clandonald 
Fort Saskatchewan 					Hamlet of Clandonald 
Village of Kitscoty 	<b>go east of Edmonton ROADTRIP ADVENTURE GAMEBOARD</b>				Village of Marwayne 
Village of Kitscoty 					Village of Marwayne 
Hwy 15 & 45	Name of Player: _____				Hwy 16
Town of Vermilion 	Village of Mannville 	Town of Vegreville 	Strathcona County 	Sherwood Park 	

## SOUTHEAST OF EDMONTON OVER \$4000 IN PRIZES! 3 WAYS TO WIN

1. Collect stickers and enter partial or completed gameboards. Take a photo of your Gameboard and upload it to: [www.GoRoadtripGame.ca](http://www.GoRoadtripGame.ca)  
 2. Post your trip daily with our hashtags for monthly and bonus prizes:  
 Use #goroadtrips2021 and #goeastofedmonton  
 3. Your trip photos will be automatically be entered in our 2021 Photo Contest (using our hashtags)

For Complete Game Rules & Prize Details: [www.GoRoadtripGame.ca](http://www.GoRoadtripGame.ca)

Go East of Edmonton  
 Ph: 1-888-632-8755  
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 @GoEastOfEdmonton  
 @GoEastOfEG  
 @GoEastOfEG  
 For Game updates visit: [www.GoEastOfEdmonton.com](http://www.GoEastOfEdmonton.com)

Camrose County 	Town of Daysland 	Village of Forestburg 	Town of Killam 	Town of Sedgewick 	Town of Hardisty 
City of Camrose 	<b>go east of Edmonton ROADTRIP ADVENTURE GAMEBOARD</b>				Village of Marwayne 
City of Camrose 					Village of Marwayne 
Village of Hay Lakes 	<b>go east of Edmonton ROADTRIP ADVENTURE GAMEBOARD</b>				Village of Marwayne 
Village of Hay Lakes 					Village of Marwayne 
Hwy 13	Name of Player: _____				Hwy 14
Village of Edgerton 	Town of Wainwright 	Town of Viking 	Village of Ryley 	Town of Tofield 	



**2021 Resulted in 936 ENTRIES**  
 = Growth of nearly 900 more gameboards than 2020, an 1800% increase in entries.

**Breakdown of the 936 entries include:**

- 176 people submitted entries for the **Northeast Lucky 7**
- 179 people submitted entries for the **East Lucky 7**
- 138 people submitted entries for the **Southeast Lucky 7**
- 90 people submitted fully completed **Northeast Gameboards**
- 103 people submitted fully completed **East Gameboards**
- 85 people submitted fully completed **Southeast Gameboards**
- 109 people submitted entries for our **Blackjack Prize**
- 56 people have submitted 3 fully completed gameboards for our **Ultimate Prize Package!**

There were also over **400 entries on social media** for bonus prizes! Check out the awesome posts at [#goroadtrips2021](https://www.instagram.com/goroadtrips2021)

**The winners are all posted on our website at [www.GoRoadtripGame.ca](http://www.GoRoadtripGame.ca)**

## 2021 Project and Marketing Report

Your community is Guaranteed to receive visitors by participating in this unique and innovative tourism promotion!

**A Proven Success!**

**Marketing Success...**

2021 was the first year it was inserted into the centre pages in the Go East of Edmonton Travel Guide. Game players surveyed stated the **Travel Guide was by far the #1** way they learned about the game and that they preferred to use the Travel guide instead of just downloading the Gameboards.

**Go East Website** recorded **17,783 pageviews** of Game pages, (as compared to 3340 in 2020), **a growth of 500%**. There were **1984 Downloads** of Gameboards and Sticker station pages from the website and an amazing **80,067 impressions** on the Game Pop-up banner.

**Over 100,000 people were reached through Advertising campaigns.**

Facebook, Instagram, Google Ads, ran all summer long, plus Radio, Billboards, ongoing blog articles, and social media engagement drove results.

**Hundreds of people visited the Communities...**The vast majority (75% approx.) of Towns and Villages gave away 200-300 Stickers to people / families playing the game. Some of the larger communities did reach above or below 400 stickers, and a few of the largest communities did reach above or below 500 stickers given away!

**How did you hear about the game?**

- 2 - Newspaper
- 5 - Radio
- 7 - Local Stores/Attractions
- 7 - Played in previous Year
- 7 - Word of Mouth
- 7 - Other
- 8 - Internet Search
- 15 - Advertisement
- 21 - Sticker stations
- 21 - Friend/Family
- 71 - Social Media
- 177 - Go East Travel Guide

**Where did people come from?**

Edmonton Area - 248  
 Calgary & South AB - 12

In and around our region:  
 Northeast Communities - 43  
 East Communities - 29  
 Southeast Communities - 22

BC - 1  
 ON - 4

*Data from people who entered.*



Featured Blog articles, photos and videos were promoted on Go East, Partner and other media websites and through e-newsletter.



**Go Southeast on the Roadtrip Adventure Game – A Complete Guide to Sticker Stations & Places to Go! #goroadtrips2021**

July 15, 2021  
 #2021 ROADTRIP ADVENTURE: #BEDFORD COUNTY #CARBON #CARBON COUNTY #MARTINEAU #MARTINEAU COUNTY #SANDRINEVILLE #SANDRINEVILLE COUNTY #SOUTH-EAST #SOUTH-EAST COUNTY #TERRACE #TERRACE COUNTY #TERRACEVILLE #TERRACEVILLE COUNTY

**Go East on the Roadtrip Adventure Game – A Complete Guide to Sticker Stations & Places to Go! #goroadtrips2021**

July 12, 2021  
 #2021 ROADTRIP ADVENTURE: #ANDREW #ANDREW COUNTY #CARBONVILLE #CARBONVILLE COUNTY #CLARENCE #CLARENCE COUNTY #DUNDAS #DUNDAS COUNTY #DUNDASVILLE #DUNDASVILLE COUNTY #HARGREAVE #HARGREAVE COUNTY #HARGREAVEVILLE #HARGREAVEVILLE COUNTY #HARRISONVILLE #HARRISONVILLE COUNTY #HARRISONVILLE #HARRISONVILLE COUNTY #HARRISONVILLE #HARRISONVILLE COUNTY #HARRISONVILLE #HARRISONVILLE COUNTY #HARRISONVILLE #HARRISONVILLE COUNTY

**Go Northeast on the Roadtrip Adventure Game – A Complete Guide to Sticker Stations & Places to Go! #goroadtrips2021**

July 9, 2021  
 #2021 ROADTRIP ADVENTURE: #BONNYVILLE #BONNYVILLE COUNTY #CARBONVILLE #CARBONVILLE COUNTY #COLD LAKE #COLD LAKE COUNTY #DUNDAS #DUNDAS COUNTY #DUNDASVILLE #DUNDASVILLE COUNTY #HARGREAVE #HARGREAVE COUNTY #HARGREAVEVILLE #HARGREAVEVILLE COUNTY #HARRISONVILLE #HARRISONVILLE COUNTY #HARRISONVILLE #HARRISONVILLE COUNTY #HARRISONVILLE #HARRISONVILLE COUNTY #HARRISONVILLE #HARRISONVILLE COUNTY #HARRISONVILLE #HARRISONVILLE COUNTY

**Ad campaigns** included Facebook/Instagram Ads, Google, Youtube ads, local and regional radio stations, billboards and other digital media. The **Billboard advertising reached over 50,000 weekly in Edmonton.**



**In total, across Google and Facebook, on Roadtrip Game Advertiser content there have been:**  
**334,795 Google Impressions**  
**461,806 Facebook Impressions**  
**= 796,601 Interactions/Clicks total of 7529**

**Over 500 Posts and Ads on Social Media!**  
 Every Community was featured and promoted on Facebook & Instagram!



**Radio campaigns** ran each month on CFCW, Country 106 and 8 local radio stations.



**ROI- Return on Investment to Partners...**  
 Total Project value is calculated at over \$30,000 to coordinate, organize, advertise and implement the 2021 Game project. Includes Partner and Grant funds received.

**42 communities participated in 2021,** (as compared to 16 in 2020.) Hundreds of stickers were handed out to travellers between June and August 2021 in all our Communities, (as compared to dozens in 2020.) **All sizes of Communities and all areas of Northeast, East and Southeast benefited from Increased Roadtrips from Visitors.**

**Over \$100,000 in spending is currently estimated from the Roadtrip Adventure Game into our region-** a 3 to 1 gain in ROI for our region (as compared to 2020 this is a minimum 5X increase).

**Over \$5000 in Prize Contributions is expected to return a minimum of another \$5000 in ROI to the region.**

We are grateful to all our partners who generously contributed over \$5000 in prizes from their communities. These prizes will also bring back all the winners to our local businesses and attractions to redeem and visit once again - further supporting the region.

**It's a proven success and proves that Go East of Edmonton works to grow tourism and bring travellers to every part of our region!**

**Be sure your community participates in 2022!**

**Contact: Kevin Kisilevich 780-632-6191 or kevin.goeast@gmail.com**



**ROADTRIP  
ADVENTURE  
GAME!**



## Community & Sticker Station Testimonials

*Only a few of the many comments received to date...*

### **Vermilion VIC –**

*...this year we (tripled our visitors) blew it out of the charts. And I would like to contribute a portion of our success to GO EAST!!! We had so many people come through from Edmonton and beyond just*

*to complete your game. So what you are doing is working and we love you for it. Please keep doing it and upping your game to attract visitors. Consider us in for next year! And THANK YOU for all that you do!*

### **Lac La Biche VIC (and Chamber of Commerce) –**

*The Roadtrip Game is the best promotion we have ever been a part of!*

**St. Paul VIC –** *The game is great! We had lots of visitors. We hope it runs again next year!*

**Mannville - Confectionary 881 –** *Very happy with the game, it went very well. Very impressed with the amount of people it brought to town. Hope it will be on again next year and we would love to be the sticker station again.*

**Forestburg - Golf Course –** *Looking forward to next year! Things went so smooth.*

**Kitscoty - Farmstead Market –** *We are very happy with the game!*

**Daysland - Golf Course –** *Looking forward to next year!*

**Strathcona Wilderness Centre –** *It's been a very successful campaign this summer and SWC staff are keen to participate next year. People use both digital and hard copies, so we hope that guide continues. Congratulations on a successful summer campaign in 2021!*

**Viking Golf Course –** *The game was very good overall. It brought in a lot of people. Keep up the good work you are doing to promote all of the communities. We had a lot of fun being the sticker station. It has been a great way to give people something to do during Covid that kept everyone safe still.*

**Vegreville VIC –** *We had lots of new visitors who had never been here and were visiting because of the Game.*

*The sticker game is a great way to encourage road trips in and around our community. Visitors love it and employees who worked the sticker station enjoy it too. It is an opportunity to bring people to our community who may have not known we were here. We got to connect with visitors, share the town's backstory, and encourage them to visit our local businesses.*

*Many of our Roadtrip players were families on road trips or looking for ideas for daytrips. Lots of people talked about having been cooped up during COVID restrictions and couldn't wait to get out and explore the areas they could.*

*The Go East magazine was the most popular brochure taken from the Visitor Centre, because it had the Roadtrip Game, a map and information on where to travel.*

*Visitors loved all the ways to win, and people found it easy to participate.*

*It was hugely successful for the Town of Vegreville and we look forward to seeing what new twist you add in 2022!*

**Over 200 more Social Media Testimonials and Comments can be found at #goroadtrips2021 !!!**

*(Facebook - 19, Twitter – 12, Instagram - 170)*

**See the 2021 Game pages at [www.GoEastGuide.ca](http://www.GoEastGuide.ca)**

# Hundreds of Testimonials and more coming in!!!

## Roadtrip Game Winners Testimonials:

**Maureen Krenz – Edmonton** - *“Since travel was restricted due to varying Covid numbers, exploring local was a great option and it made me feel like I still had holidays! Most of the time, we pass by some of these smaller towns en route to a destination. This experience allowed me to take the time to stop and admire what each area had to showcase and offer. These Go Explore East road trips really taught me to appreciate all of the great things Alberta has to offer. You don’t have to go far to enjoy summer. I recommend people slow down, stop and smell the roses and spend time with your family & friends.”*

**Ava Bendick Whitticase – Fort Saskatchewan** - *“We played the game because of Covid and the restrictions on travel. It was something we could still do together for fun. It was very fun and would love to do it again!”*

**Tracey Courtepatte – Fort Saskatchewan** - *The vendors I have encountered have been wonderful. I am enjoying the game and love doing the drive to all the communities. I had no clue that there were so many little Hamlets, Villages, Towns, M.D.'s and county's. I am really impressed. I was extremely impressed with the gluten free stores that sold food and flour. Also the little “shops” with great items you wouldn't see anywhere else. I would absolutely do this game again. I pick up the “Go East of Edmonton” book every year. I actually planned out day trips the year before Covid hit for my family to do. But Covid came and everything stopped.”*

**Stacey Leaman – Sherwood Park** - *“It was free and a great way to get out with the family to explore other places while making memories.”*

**Sophie Regnier – Sturgeon County** - *“I loved the zipline in Cold Lake and camping there. My brother loved the zipline in Glendon at the park.”*

**Pam Regnier – Sturgeon County** - *“We needed a way to take a break from homeschooling due to Covid and this was a great option for that. We bought a tent trailer and started planning!”*

**See the 2021 details at [www.GoRoadtripGame.ca](http://www.GoRoadtripGame.ca)**



## Game Player Testimonials from emails:

**Louise Carter, Edmonton** - *Fabulous, Have had great fun collecting all the stickers!*

**Julie Martin, Edmonton** - *It was so much fun, we can't wait to do it again next year. We hope your doing it again!*

**Jenny Takenaka, Beaumont** - *I would like to thank you for this wonderful activity for our family to enjoy. The kids are loving being able to collect the stickers and we are getting to experience places that we would have never thought to stop at.*

**Linda Ronsko, Edmonton** - *Thank you so much for a wonderful way to see parts of Alberta we would not have another reason to visit. We all really enjoyed the experience.*


**Denise Dueck, Thorhild** - *This is a wonderful game for this summer! Kudos to you and your team!*

## Our most heartfelt Testimonial:

**Matthew Levicki – Lamont** - *The Go East of Edmonton road trip adventure was a truly memorable experience for my family. My wife Maryia (Levicki) Talkachova has been through things that no one could imagine...receiving treatments for stage II Hodgkin's Lymphoma and having a newborn daughter this past May...we feel thankful for your game as it has resulted in countless moments of joy driving highways across the east of Edmonton in our great province.*

*My wife has been very active on Instagram posting many photos on the @rural\_alberta page and hash tagging goeastofedmonton. She has been so excited about getting comments and likes on her photos as we went along.*

*Once we started during the last week of July, we treated the adventure game like it was the most important thing in our lives, like we had to accomplish it and get every sticker. My wife has shown incredible strength and it feels good to share our adventure story with Go East of Edmonton. The road trips gave us hope and courage through nothing but the fear and angst we feel every day. Thank you.*

 Karin Gonzalez Hamon is 😊 feeling happy with Stephen Hamon. July 14 · 🌐

#DiscoverAlberta  
 #goroadtrips2021  
 #goeastofedmonton  
 GO EAST of Edmonton Daytrips & Getaways  
 Town of Sedgewick... See more




You and 2 others · 3 Comments


Like Comment Share

 Wayne-Barbara Strong  
 Are you on a "visit places in Alberta" trip? Is this through the tourist bureau? ??

Like Reply · 19w

 Karin Gonzalez Hamon  
 this is for GO EAST of Edmonton Daytrips & Getaways

Like Reply · 19w

 Wayne-Barbara Strong  
 Thank you--looks like a great source!

Like Reply · 19w

# GAME TESTIMONIALS

TELUS 5:43 PM 53%

Comment

Replies to Trevor's comment on Karin Gonzalez Hamon's post

View Post



**Trevor W Hamon**  
 hi Karin, what's with all the stickers? is this a Travel Alberta promotion? Great idea whatever it is

1h Like Reply 1



**Karin Gonzalez Hamon**  
[Trevor W Hamon](#) [GO EAST of Edmonton Daytrips & Getaways](#)

1h Like Reply



**Trevor W Hamon**  
 darn, I was hoping it was something Alberta wide. 😞

52m Like Reply

# WALL OF FAME

SHOWCASES WINNERS AND PARTICIPANTS

[WWW.GOROADTRIPGAME.CA](http://WWW.GOROADTRIPGAME.CA)



Stopped into Fiona's Coffee and Gifts in downtown ...

♥ 23    💬 0



Went on a road trip today!! Next one will be bette ...

♥ 18    💬 1



Stop number 2 on the giants tour of Alberta... thi ...

♥ 40    💬 2



IG: @hanzoisaham Go East of Edmonton road trip tod ...

♥ 31    💬 0



## 2021 WINNERS

# NORTHEAST PRIZE WINNER

**Sophia Regnier,**  
Sturgeon County



**Why did you play the Roadtrip Game?**

"We needed something to do for a break from homeschooling so we bought a tent trailer and started planning roadtrips."

**What was your most memorable moment playing the Game?**

"Favourite part of the trip was Cold Lake camping and the zipline. Also the zipline at the park in Glendon."

"The Game was a great way to help plan some trips around the area."

The Northeast Prize is a Prize Package valued at \$600 of local Prizes and Gifts from Businesses and Attractions, in our Partner Communities including Gift Certificates, Gifts Cards, Souvenirs and more!



# INNOVATIVE TOURISM SUCCESS DURING COVID

- **Roadtrip Savings Passport**
- Covid Recovery #2
- **Winter Pass: Oct to March**
- 90+ Businesses provide offers 10% to 50% off
- Focus on Eat, Drink Shop!
- **Free and No Commissions!**
- **Spring- Summer Pass**
- Up to 150 Businesses
- Needs Funding or Fees



Festivals & EVENTS

Things to DO

Drink, EAT, SHOP



Places to STAY

Itineraries ROADTRIPS

Trip Ideas STORIES

# Shop, Save & Win with the Savings Pass!



## Go on a Roadtrip Adventure.

Sign up for FREE!

Eat, Drink, Shop and Save. Get Roadtrip Rewards.



**Roadtrip Savings Pass**

- Mobile exclusive
- Instantly delivered via text and email, no apps to download
- Go on a Roadtrip Adventure and get Roadtrip Rewards.
- Visit small towns and support local businesses
- Deals and discounts at your fingertips
- Explore the Best of the Go East of Edmonton Tourism Region

[Sign Up](#)

## Redeem and Win these Grand prize draws!

Each season, a lucky traveller will win a Prize package that will include gift certificates from our local businesses and other great giveaways! Each time you redeem on your phone (make a purchase) you earn one entry into the Grand prize draws.

The more places you redeem you earn more entries and more chances to win.

### The 2021 Grand Prize Package - Valued at over \$400

All entries from October 2021 through December 31 will be entered for this 2021 Grand Prize package. This package includes these gift certificates:

*\$100 Burnt Rock Adventure co. -Vermilion, \$50 Farmstead Market - Kitscoty, \$50 Serben Farms Store - Smoky Lake, \$50 Jennie's Diner & Bakery - Bonnyville. Plus \$50 Vegreville Chamber Bucks and \$50 Camrose Downtown Dollars -valid at numerous businesses. Prize also includes a mobile phone accessory pack of cords, speaker and a charging station- courtesy of Strathcona County.*

### How this Pass Works



**Sign Up**

This passport is the perfect mobile guide for your next roadtrip adventure! Simply click the "Sign Up" button and fill out your information to receive your mobile-exclusive passport full of deals and discounts to redeem during your visit. This program is 100% free.



**Get Your Pass**

After you sign-up, your passport will be instantly delivered to your phone via text and email and is ready to use immediately! There is no app to download. If you want one-tap access to your passport, you have the option of saving it to your phone's home screen.



**Redeem**

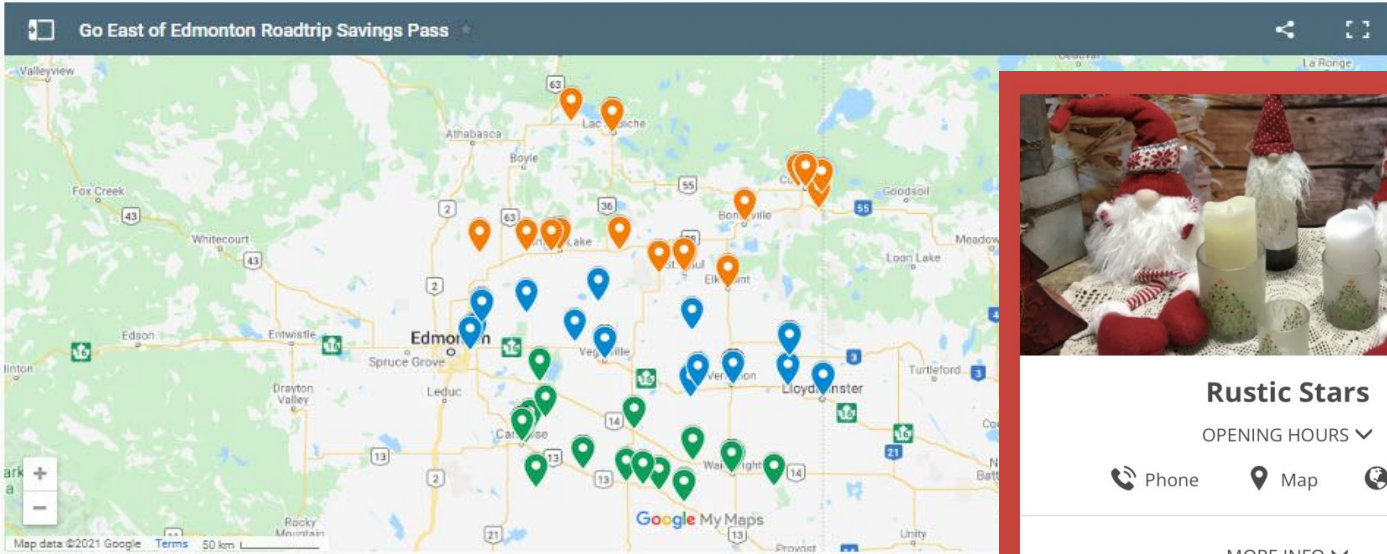
When visiting a participating business, simply present your phone to a staff member to redeem your passport's offerings.



NORTHEAST OF EDMONTON DEALS

EAST OF EDMONTON DEALS

SOUTHEAST OF EDMONTON DEALS



**Rustic Stars**

OPENING HOURS ▾

Phone Map Website

MORE INFO ▾

**Check-In**

Check-In

**10% Off Home Decor And Christmas Items**

Redeem

Northeast of Edmonton



Anglers Bait Tackle & More

[View Website](#)

We are a small local bait and tackle shop specializing in T. C. Moto Custom lures. We also do boat tours and have ice fishing shacks to rent as well as overnight shacks.

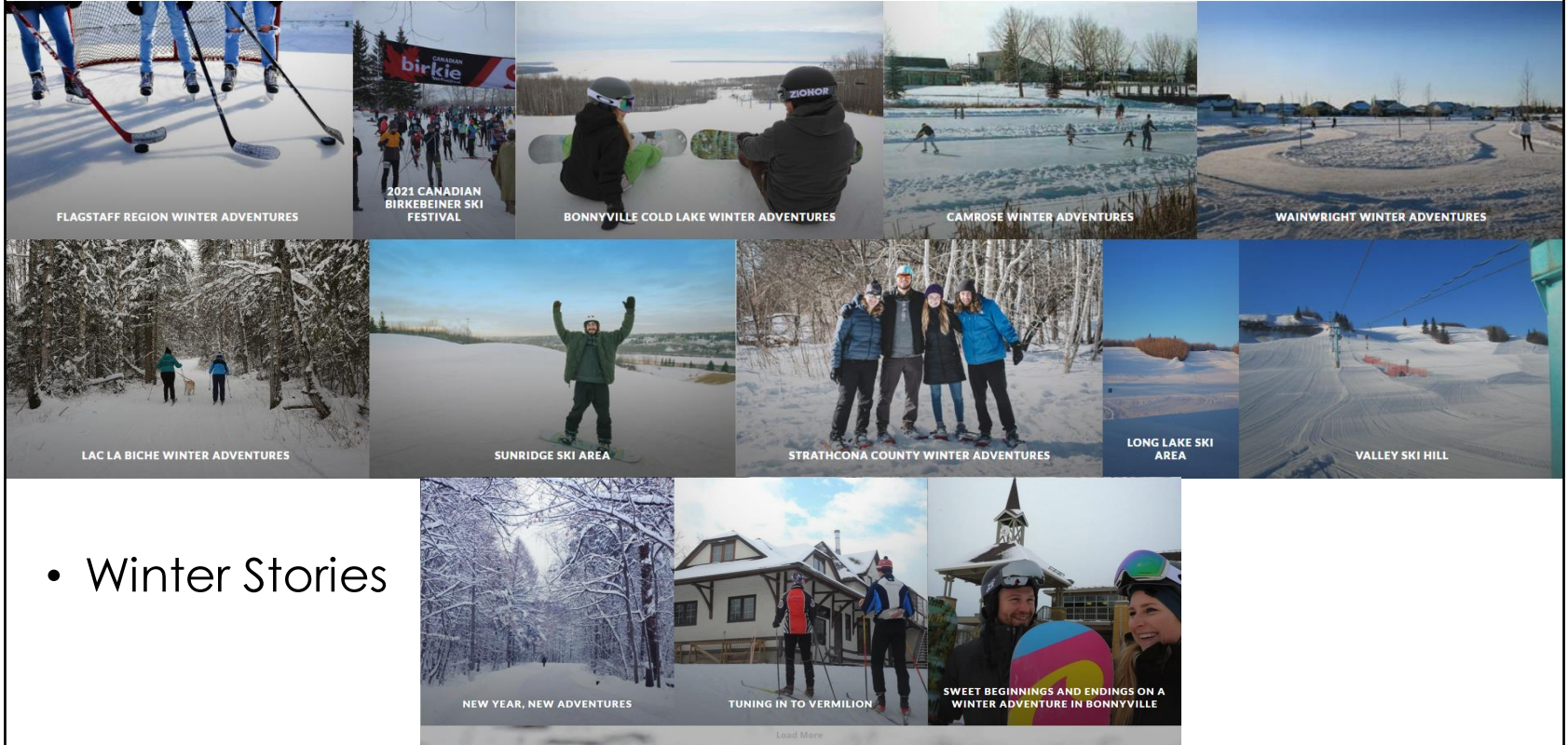
What's Included

- 10% Off Everything In Store

# SUBMIT YOUR WINTER ADVENTURES NOW!

[WWW.GOEASTOFEDMONTON.COM/THINGS-TO-DO/WINTER/](http://WWW.GOEASTOFEDMONTON.COM/THINGS-TO-DO/WINTER/)

## Must Do Winter Experiences



- Winter Stories

# #GOEASTCARES GRANT PROGRAM EXTENDED INTO-2022

- **Content development and creation - Videos and itineraries**
- 3 Community Hub content developments
- Bonnyville-Cold Lake
- Vegreville and area
- Tourism Camrose area
- Roadtrip Adventures
- Indigenous Trails development
- Attractions and Outdoor Activities- Camp, Golf, Trails
- The CARES is a \$60,000 project that is a part 2 continuation of our successful Roadtrips strategy, developing videos and itineraries which will continue thru 2022. Another update will come in the new year.
- **Community- Tourism operator Videos and itineraries**
- Eat, Drink, Shop

# WHAT WE RECOMMEND FOR 2022

- **2022 will be one of the most important years to promote tourism.** With International borders reopened but not yet as safe to travel, the next year is a huge opportunity. **People will still be travelling local – but the competition in Alberta will be fierce to capture as much tourism as possible!**
- **Your Support is essential to help us to capitalize on potential growth in revenues for our local businesses and attractions.**
- **Continue Promoting Safe and Responsible Tourism...**
- **Promote Outdoor Activities, Attractions and Businesses that will be operating in 2022.**
- **Decide how and what events you will run with AHS guidelines clearly laid out for visitors. Submit your events as soon as the date is confirmed.**
- **Tag Us @ goeastofedmonton on Facebook** or use our hashtags on Instagram, Twitter **#goeastofedmonton** when posting on social media.
- **Email us Monthly with updates** so we can promote you on the **Go East website and social media, radio programs and more.**
- **Invite us to participate and share our knowledge in your Strategic Tourism Planning and/or Tourism committees, etc.**

# DEADLINES UPCOMING 2021-2022

- **Current Travel Guide Renewal Deadlines**
- Book Ad Space by **December 20, 2021**.
- Copy, Photos + Editorial + listings updates needed by **January 15**.
- Event Dates can be submitted anytime but needed on or before **February 28**.
- **2022 Travel Guide Released for April** - If Covid delays – then by May
- **Roadtrip Game Deadlines**
- To renew Participation **December 20, 2021**.
- Partners will be contacted on the next steps.
- **Digital Marketing Campaign Deadlines**
- To confirm Participation **February 28**.
- **Website, Monthly E-News, Weekly Radio, Facebook Deadlines**
- Submit at least one week prior to event or activity

# UPCOMING MEETINGS & EVENTS...

- January through March- **Roadtrip Adventure Game and Roadtrip Savings Passport** Planning Meetings
- **Marketing and Digital Campaign** Committee Meetings- ongoing through 2022
- Upcoming Tradeshows TBA
- April/May date TBA... **Go East RTO – Spring Meeting**
- Oct/Nov date TBA... **Fall Tourism Meeting**
- **February- 2022 Edmonton RV SHOW-** Promoting all areas for Camping, Adventures and Activities.



# MILESTONES REACHED... AND THE HIGHEST SERVICE LEVEL FOR TOURISM!

- We are continually exceeding any results ever achieved for tourism in the region...or in Rural Alberta!
- **Your Community is receiving an ROI – Return on Investment of 3x or more for your investment with Go East RTO.**
- Integrated Roadtrip Marketing program is proven superior to put the region on the Map...
- Far from peaked, our Potential growth is strong...
- We are a Valuable, Successful Economic Impact...
- **We appreciate your Support as we deal with ongoing challenges such as Covid & need more Funding, Staffing, to be more sustainable.**

# NEED MORE INFO...

- **We Invite you to:** Partner and Grow with us in Marketing, Development and Supporting the Communities, Businesses and NPO's in your area.
- [info@goeastofedmonton.com](mailto:info@goeastofedmonton.com)
- [Danielle.goeast@gmail.com](mailto:Danielle.goeast@gmail.com) 780-603-9606
- [Kevin.goeast@gmail.com](mailto:Kevin.goeast@gmail.com) 780-632-6191

It's Time to...

**go east**  
of Edmonton.com



**ATTRACTIONS • CAMPING • EVENTS • ROADTRIPS**



# WHATS NEXT...

- **Please join us for some candid eye opening news and views!**
- **Tourism Operators Panel Discussion**
- Learn about some challenges and successes due to Covid 19 from some Communities and Businesses who volunteered to speak.
- Learn about Updates from around the region. Join in with valuable Input.
- How do Businesses and Event organizers adapt and learn what some of them are doing.
- **Thanks to everyone who Joined us today.**
- **Watch for more News and Meeting Notices in 2022!**



**Annual General Meeting Minutes  
Tuesday, November 30, 2021  
Virtual – Online Zoom**

**Board of Directors**

Present: Jennifer Filip (Chair), Yvonne Brown (Treasurer), Kara Brown (Director), Kevin Kisilevich (Director), Jerrold Lemko (Director), Jana Rosychuk (Director)

**Others Present**

Danielle Charette (Office Administrator & Meeting Secretary, not a voting member)  
Other non-voting Go East team members: Jolene Kisilevich, Kristen Gusnowski, Rebecca Isbister. All other participants on last page of this document

**Proceedings:**

**Call to Order**

Jennifer Filip called the meeting to order at 10:02 a.m.

**Welcome**

Jennifer Filip welcomed all attendees. She asked for a motion to approve the report as presented.

**Adoption of the Agenda**

Jennifer Filip asked if there were any additions to the agenda. There were no additions or revisions to the agenda.

*Motion: Kara Brown moved that the agenda be accepted as presented. Seconded by Larry Tiedemann. Carried.*

**Approval of January 25, 2021 Annual General Meeting Minutes**

Jennifer Filip asked if there were any comments or revisions to the minutes of the January 25, 2021 Annual General Meeting. She asked for a motion to approve the minutes from the January 25, 2021 Annual General Meeting.

*Motion: Jerrold Lemko moved that the minutes of the January 25, 2021 Annual General Meeting be approved as presented. Seconded by Jennifer Johnson. Carried.*

**Chairperson's Report**

Jennifer Filip presented the Chairperson's report. She asked for a motion to approve the report as presented.

*Motion: Travis Schiewe moved that the report be accepted as presented. Seconded by Jana Rusychuk. Carried.*

## **Year End Financial Reports**

The Balance Sheet, Statement of Income, and Retained Earnings for the year ended November 30, 2020 from Cripps & Associates Accountants was submitted by Donna Jenson and presented by Danielle Charette. She supplied a summary of the items listed on the reports as submitted in the meeting package.

*Motion: Cheryle Eikeland moved that the Financial Reports be approved as submitted.  
Seconded by Shantell Bielesch. Carried.*

## **2020 Membership List**

The 2020 Membership Listing for the year ended November 30, 2020 was submitted by Donna Jenson for information.

## **Introduction of the Executive and Board Members**

Jennifer Filip introduced board members as listed in the AGM package to those in attendance.

## **Elections – Description of Positions & Nominees**

Jennifer Filip provided a description of the positions available as outlined in the list provided in the meeting package.

Jerrold Lemko asked for nominations for director positions on the board (x3). Jerrold Lemko moved to cease nomination. All in favor. Carried.

Jerrold Lemko asked for nominations for Chair. Yvonne Brown nominated Jennifer Filip to continue as Chair. Jerrold Lemko asked if there were any other nominations from the floor (x3). Jerrold Lemko moved to cease nomination. All in favor. Carried

Jennifer Filip asked for nominations for Vice-Chair. Kevin Kisilevich nominated Jerrold Lemko as Vice-Chair. Seconded by Jana Rosychuk. Jennifer Filip asked if there were any other nominations from the floor (x3). Jennifer Filip moved to cease nomination. All in favor. Carried.

Jennifer Filip asked if there were any nominations for Treasurer. Kara Brown nominated Yvonne Brown as Treasurer. Seconded by Jerrold Lemko. Yvonne Brown accepted to let her name stand as Treasurer. Jennifer Filip asked if there were any other nominations from the floor (x3). Jennifer Filip moved to cease nomination. All in favor. Carried.

Jennifer Filip asked if there were any nominations for Meeting Secretary. Kara Brown nominated Danielle Charette as Meeting Secretary. Seconded by Shantell Bielesch. All in favor. Carried.

Jennifer asked for a motion to nominate Kara Brown for Board of Director. Yvonne Brown nominated Kara Brown. Seconded by Jana Rosychuk. All in favor. Carried.

Jennifer Filip asked for nominations for Managing Directors. Kara Brown nominated Kevin Kisilevich as Managing Director. Seconded by Cheryle Eikeland. All in favor. Carried.

Jennifer Filip asked a motion to nominate Alexa Prodaniuk for Board of Directors position. Kevin Kisilevich nominated Alexa Prodaniuk. Seconded by Kara Brown. All in favor. Carried.

Jennifer Filip asked a motion to nominate Jana Rosychuk for Board of Directors position. Jerrold Lemko nominated Jana Rosychuk. Seconded by Kevin Kisilevich. All in favor. Carried.

## **2020-21 Marketing and Tourism Development Projects & Activities**

Kevin Kisilevich, Go East of Edmonton Marketing & Development/Director Go East RTO, provided a verbal presentation with slides on the 2020 through to 2021 Marketing and Tourism Development Projects and Activities. Questions and discussion followed.

Jennifer Filip thanked Kevin Kisilevich for his presentation.

## **Adjournment**

Jennifer Filip adjourned the meeting at 11:30 a.m.

Tourism Partners Roundtable followed the meeting adjournment.

## **November 30, 2021 AGM Attendees**

1. Michelle Wright – Smoky Lake Region
2. Trudy Smith – Chipman
3. Jennifer Johnson – Innisfree
4. Jocelyne Lanovaz – Mannville
5. Ian MacEachern – Sedgewick
6. Eiblis Doherty – Strathcona County
7. Della Hughes – Edgerton
8. Cheryle Eikeland – Marwayne
9. Douglas Catt – Lamont
10. Kevin Kinzer – Killam
11. Nolan Lewis – Sedgewick
12. Carley Herbert – Wainwright
13. Alex Fuller – Lac La Biche
14. Regan Coyne – Elk Island National Park
15. Paige Berkholtz – Hay Lakes
16. Rachel Farr – Vegreville Ag Society
17. Anya Langkow – Vegreville
18. Raelene Coffey – Wetaskiwin
19. Diane Jenkinson – Bonnyville
20. Travis Schiewe – Holden
21. Kevin Pare – Lac La Biche
22. John Mondal – Lac La Biche
23. Shaina George – Flagstaff County
24. Linda Peereboom – Provost & District Museum
25. Darcy Skarsen – Bonnyville
26. Al Harvey – Lamont
27. Alexa Prodaniuk – MD of Bonnyville
28. Larry Tiedemann – Tofield
29. Shantell Bielesch – Mannville
30. Leslie Cusack – Vermillion River
31. Leroy Kunyk – Vilna
32. Lorie Czuroski – Glendon
33. Rachael Dragun – Athabasca
34. Kelsie Norton – Beaver Hills Biosphere Reserve Association
35. Arthur Lewandowski – Fort Saskatchewan
36. Colette Borgun – Lac La Biche
37. Village of Mannville
38. Arnold Ronaniuk – Two Hills
39. Tammy Thompson – Vilna
40. Charlyn Moore – Lac La Biche
41. Donna Rudolf – Myrnam

Sunday, December 19, 2021 at 14:34:19 Mountain Standard Time

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**Subject:** Weekly Report  
**Date:** Sunday, December 19, 2021 at 2:33:31 PM Mountain Standard Time  
**From:** James MacDonald  
**Attachments:** image001.png

**Date: December 17, 2021**

If you have questions, concerns, compliments please direct them to the Executive Board representative for your zone. Their information is at the bottom of this report.

**Due to the holidays, this will be the final weekly report of the year. A warm welcome to our many new board members. I am looking forward to an exciting new year.**

**BOARD**

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- [Draft Minutes](#) of the November 27, 2021 general board meeting are available and a summary of that meeting is [available here](#).
- Our next general board meeting has changed to **Friday March 4<sup>th</sup> (10:00am)**.
- Vicky and I visited the Town of [Tofield](#), Counties of [St. Paul](#) and [Two Hills](#), Villages of [Innisfree](#), [Edgerton](#), and [Waskatenau](#) this week.
- In case you missed it, a full list of board members, alternates, and committee assignments, [see here](#).
- If you are new you'll want to review our [board orientation package](#).
- We had 7 new board members attend our second PLSB orientation session on December 16<sup>th</sup>

**OPERATIONS**

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- We had a new furnace installed in our north garage this week. Just in time for the bitter cold.
- We collected one of our delivery vans back from St. Paul Dodge after some warranty work. We are glad we have the mini-van as a backup when these types of repairs are necessary.
- We are working through our payroll transition to ADP. The staff will receive their first paycheck through the new service today.

**LIBRARIES**

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- Major changes to our Microsoft Office 365 licences were [announced this week](#). It is critical that libraries book a time with TSI to make necessary changes to their licenses.
- We have a new system for booking our kits, blocks, and STEAM Kits. Instructions for libraries on how to make bookings are in [our knowledge base](#).
- Don't forget, Hoopla FLEX launches on Dec 20<sup>th</sup>. This will add significant digital content to our collections. For further details see [this announcement](#) from Jessie. AND [Hoopla Binge pass](#) just launched, check it out!
- We just heard from Overdrive and the province is now covering a major portion of our magazine subscription through them. Magazines do not count against a patron's checkout limit. Also, new Canadian content will be added, including: Toronto Life, FASHION, Ottawa, Quill &

- Quire, Maclean's, Chatelaine, Châtelaine, Hello! Canada, Today's Parent, and Canadian Business. As I understand it, they will be added to the collection before the end of the year. Merry Christmas. More to come on this.
- Our Winter Reading Program is getting ready to take off in the new year. Libraries received an important message about it from Michelle on NLLspartners at the end of the week – check your inbox.



From all the staff at Northern Lights Library System I wish you a very Merry Christmas and a Happy New Year.

**EXECUTIVE COMMITTEE MEMBERS**

<b>NAME</b>	<b>ZONE</b>	<b>EMAIL</b>	<b>PHONE NUM</b>
Vicky Lefebvre	Zone 2 - Chair	<a href="mailto:gillesvicky74@gmail.com">gillesvicky74@gmail.com</a>	780-573-1926
Curtis Schoepp (ML)	Zone 1	<a href="mailto:curtisschoepp@gmail.com">curtisschoepp@gmail.com</a>	780-220-4897
Larry Tiedemann	Zone 1	<a href="mailto:casperti@telus.net">casperti@telus.net</a>	780-975-0508
Barb Smith (ML)	Zone 1	<a href="mailto:bsmith@boylealberta.com">bsmith@boylealberta.com</a>	780-213-0099
Maxine Fodness	Zone 2	<a href="mailto:mfodness@county.stpaul.ab.ca">mfodness@county.stpaul.ab.ca</a>	780-645-4778
Matthew McLennan	Zone 3	<a href="mailto:mmclennan@sturgeoncounty.ca">mmclennan@sturgeoncounty.ca</a>	780-974-4713

Dwayne Spicer	Zone 3	<a href="mailto:dspicer@redwater.ca">dspicer@redwater.ca</a>	780-942-3519
Jennifer Anheliger (ML)	Zone 3	<a href="mailto:jennifer.aneliger@morinville.ca">jennifer.aneliger@morinville.ca</a>	780-340-7296
Leslie Cusack	Zone 4	<a href="mailto:div7@county24.com">div7@county24.com</a>	780-787-0600
Josh Crick (ML)	Zone 2	<a href="mailto:jcrick@md.bonnyville.ab.ca">jcrick@md.bonnyville.ab.ca</a>	780-545-5961

ML = Member at Large

**Zones**

**Zone 1**

- Athabasca County
- S.V. of Bondiss
- S.V. of Sunset Beach
- S.V. of Island Lake
- S.V. of Island Lake South
- S.V. of Mewatha Beach
- S.V. of West Baptiste
- S.V. of Whispering Hills
- Smoky Lake County
- Thorhild County
- Town of Athabasca
- Town of Smoky Lake
- Village of Boyle
- Village of Vilna
- Village of Waskatenau

**Zone 2**

- City of Cold Lake
- County of St. Paul
- County of Two Hills
- Fishing Lake
- Frog Lake
- Lac La Biche County
- M.D. of Bonnyville
- S.V. of Pelican Narrows
- Town of Bonnyville
- Town of Elk Point
- Town of St. Paul
- Town of Two Hills
- Village of Myrnam

**Zone 3**

- Beaver County
- Lamont County
- Sturgeon County
- Town of Bon Accord
- Town of Bruderheim
- Town of Gibbons
- Town of Lamont
- Town of Morinville
- Town of Mundare
- Town of Redwater
- Town of Tofield
- Town of Viking
- Village of Andrew
- Village of Holden
- Village of Ryley

**Zone 4**

- County of Minburn
- County of Vermilion River
- M.D. of Wainwright
- Town of Vegreville
- Town of Vermilion
- Town of Wainwright
- Village of Chauvin
- Village of Edgerton
- Village of Innisfree
- Village of Irma
- Village of Kitscoty
- Village of Mannville
- Village of Marwayne
- Village of Paradise Valley



## VERMILION RIVER REGIONAL WASTE MANAGEMENT SERVICES COMMISSION – 2022 OPERATING BUDGET

		2022	2021	2020
<b>ADMINISTRATION EXPENDITURES</b>				
Directors	Expenses			
(per diems for	(Chge back to	Verm	3,000	
meetings)	Municipalities)	Dewberry	0	
		Cty	7,750	
		PV	3,000	
		Kits	2,750	
		Mar	2,500	
	Dir Expenses	Sub-total	19,000	19,000
	Fees		3,000	3,500
C.A.O.	Wages		37,625	37,625
	Expenses		9,000	10,000
	Benefits		10,000	10,000
	WCB		3,500	3,000
	Telephone		4,000	5,000
	Postage		500	700
	Supplies		4,000	5,000
	Advertising		3,000	3,000
	Audit		11,000	11,000
	Insurance		22,000	20,000
	Legal		0	0
	Misc		3,500	3,000
	Mmbrshps		0	0
	Shared Sub-Total		111,125	111,825
		(incl. Dir Exp above)	130,125	130,825
			-0.5%	-2.2%
				1.2%
<b>REVENUES</b>				
	Fr. Surplus		0	0
	Fr. Req.		130,125	130,825
				133,725
<b>TOTAL ADMIN REVENUES</b>		POPULATION (2018 Figures+Dew Change)		
Req.	County	8,267	58.3%	72,545
	Vermilion	4,150	29.3%	35,527
	Kitscoty	976	6.9%	10,400
	Marwayne	606	4.3%	7,250
	Dewberry	0	0.0%	0
	P.V.	179	1.3%	4,403
<b>TOTAL REQUISITIONS</b>		14,178	100.0%	130,125
				130,825
				133,725
<b>DISTRIBUTION BY POPULATION</b>				
	County	8,267	58.8%	72,545
	Vermilion	4,150	29.3%	35,527
	Kitscoty	976	6.9%	10,448
	Marwayne	606	4.3%	7,280

# AGENDA ITEM #10.1

				2022	2021	2020
	Dewberry	0	0.0%	0	0	4,200
	P.V.	179	1.3%	4,403	4,412	4,395
<b>TOTAL</b>		<b>14,178</b>	<b>100.5%</b>	<b>130,125</b>	<b>130,825</b>	<b>133,725</b>
<b>TRANSFER SITE EXPENDITURES</b>						
<b>PVTS</b>						
	Supervision			10,486	10,486	10,486
	Expenses	Utilities		700	700	700
		Phone		360	360	360
		Gravel		300	300	500
		Site		5,500	5,500	5,500
		Haul		1,500	2,000	2,000
		Misc.		315	315	315
		Freon		1,500	1,000	1,000
		Haz Waste		2,000	2,000	2,000
		Transfers		12,000	12,000	12,000
		Op Reserve		2,000	2,000	2,000
	Total Exp			26,175	26,175	26,375
<b>Sub-Total PVTS</b>				<b>36,661</b>	<b>36,661</b>	<b>36,861</b>
				0.0%	-0.4%	6.8%
<b>KTS</b>	Wages/Ben			21,945	21,945	21,945
	Expenses	Utilities		900	900	900
		Phone		360	360	360
		Gravel		5,500	5,500	5,500
		Site		8,000	8,000	8,000
		Haul		6,000	6,000	6,000
		Misc		1,500	1,500	1,500
		Freon		4,000	4,000	4,000
		Haz Waste		3,000	4,000	4,000
		Transfers		30,000	30,000	30,000
		Op Reserve		3,000	3,000	3,000
	Total Exp.			62,260	63,260	63,260
<b>Sub-Total KTS</b>				<b>84,205</b>	<b>85,205</b>	<b>85,205</b>
				-1.2%	0.0%	1.1%
<b>MTS</b>	Wages/Ben			11,647	11,647	11,475
	Expenses	Utilities		400	750	750
		Phone		360	360	360
		Gravel		2,000	2,000	2,000
		Site		4,500	5,500	5,500
		Haul		2,500	3,000	3,000
		Misc.		1,000	1,000	1,000
		Freon		2,500	3,000	3,000
		Haz Waste		2,500	2,500	2,000
		Transfers		16,000	14,000	14,000
		Op Reserve		2,000	2,000	2,000
	Total Exp.			<b>33,760</b>	<b>34,110</b>	<b>33,610</b>

# AGENDA ITEM #10.1

				2022	2021	2020
<b>Sub-Total MTS</b>				45,407	45,757	45,085
				-0.8%	0.4%	-11.7%
<b>DTS</b>	Supervision			10,660	10,660	10,502
	Expenses	Utilities		700	700	700
		Phone		360	360	360
		Gravel		1,000	2,000	2,000
		Site		4,500	5,500	5,500
		Haul		2,000	3,000	3,000
		Misc.		1,000	1,000	1,000
		Freon		2,500	2,500	2,500
		Haz Waste		1,000	2,000	2,000
		Transfers		16,000	14,000	13,000
		Op Reserve		2,000	2,000	2,000
	Total Exp.			31,060	33,060	32,060
<b>Sub-Total DTS</b>				41,720	43,720	42,720
				-4.6%	2.3%	2.8%
<b>TLTS</b>	Wages/Ben			6,200	6,178	6,178
	Expenses	Utilities		450	450	450
		Phone		460	360	360
		Gravel		1,000	1,000	2,000
		Site		4,000	5,500	7,000
		Haul		1,000	1,000	1,000
		Misc.		500	500	500
		Freon		600	800	800
		Transfers		4,000	4,000	4,000
		Op Reserve		500	500	500
	Total Exp.			12,510	14,110	16,610
<b>Sub-Total TLTS</b>				18,710	20,288	22,788
				-7.8%	-11.0%	7.5%
<b>PrTS</b>	Wages/Ben			10,000	9,700	6,425
	Expenses	Utilities		600	500	500
		Phone		360	360	360
		Gravel		1,000	1,000	1,000
		Site		5,500	6,500	5,500
		Haul		1,500	2,500	2,500
		Misc.		400	400	400
		Freon		800	1,000	1,000
		Transfers		9,000	8,000	8,000
		Op Reserve		500	500	500
	Total Exp.			19,660	20,760	19,760
<b>Sub-Total PrTS</b>				29,660	30,460	26,185
				-2.6%	16.3%	15.1%
<b>ECTS</b>	Wages			6,178	6,178	6,178
	Expenses	Utilities		500	500	500
		Phone		360	360	360
		Misc		300	300	500

# AGENDA ITEM #10.1

				2022	2021	2020
		Transfers		1,500	1,300	1,500
	Total Exp			8,838	8,638	9,038
<b>Sub-Total ECTS</b>				2.3%	-4.4%	1.0%
<b>VTS</b>	Contract			242,453	236,540	230,900
	Expenses	Gas		3,000	3,000	2,000
		Elec.		3,500	3,000	5,000
		Phone		4,000	4,500	5,500
		Water & Sewer		1,000	2,000	2,000
		Main. (Bldgs & Site)		12,000	12,000	12,000
		Gravel & Grading		3,500	3,500	3,500
		Misc.		1,500	2,000	2,000
		Supp		1,000	1,500	1,500
		Freon		15,000	12,000	12,000
		Haz Waste/Paint		4,000	4,000	4,000
		Oil		500	1,000	1,000
		Operational Reserve		5,000	5,000	5,000
	Total Exp.			54,000	53,500	55,500
<b>Sub-Total VTS</b>				296,453	290,040	286,400
				2.2%	1.3%	2.4%
<b>TOTAL TR STN. EXP.</b>				561,654	560,597	554,222
				0.2%	1.2%	1.6%
<b>Total Satellite Site Exp</b>				265,201	270,557	267,822
<b>VTS BY TONNAGE ESTIMATE</b>						
	Vermilion			2,400 mT	2,400 mT	2,400 mT
	Contractors			500 mT	500 mT	500 mT
	County			3,700 mT	3,700 mT	3,700 mT
		County		53.9%	53.9%	48.3%
		(6,600 mT) Kitscoty		3.5%	3.5%	3.5%
		Marwayne		2.5%	2.5%	2.5%
		Dewberry		0.0%	0.0%	1.0%
		P.V.		0.8%	0.8%	0.8%
	Other Tsfr Stn.	By Agree.	Cty/PV	75/25	75/25	75/25
			Cty/Kits	75/25	75/25	75/25
			Cty/Mar	66.6/33.4	66.6/33.4	66.6/33.4
			Cty/Dew	0	0	66.6/33.4
	<b>2022 BUDGET</b>			<b>2021 BUDGET</b>		
<b>Requisition</b>	<b>VTS</b>	<b>SAT TSFR SITES</b>	<b>TOTAL</b>	<b>VTS</b>	<b>SAT TSFR SITES</b>	<b>TOTAL</b>
<b>County</b>	145,558	219,819	365,367	141,540	224,865	366,405
<b>Town</b>	107,909	0	107,909	105,575	0	105,575
<b>Contractors</b>	22,827	0	22,827	23,203	0	23,203
<b>Kitscoty</b>	10,376	21,051	31,427	10,151	21,301	31,453

# AGENDA ITEM #10.1

				2022	2021	2020
<b>Marwayne</b>	7,411	15,166	22,577	7,251	15,225	22,476
<b>Dewberry</b>	0	0	0	0	0	0
<b>P.V.</b>	2,372	9,165	11,537	2,320	9,165	11,485
<b>TOTALS</b>	296,453	265,201	561,644	290,040	270,557	560,597
<b>Residential Pick-up</b>						
	Blackfoot			15,000	15,000	15,000
	Clandonald			6,000	6,000	6,000
	Islay			8,300	8,500	8,500
	Kitscoty			31,000	30,000	31,000
	Marwayne			21,500	21,000	21,000
	Dewberry			10,000	10,000	10,000
<b>Total Residential</b>				91,800	90,500	91,500
				1%	-1.0%	0.0%
<b>Requisitions (Distribution by user municipality)</b>						
	County			39,300	39,500	29,500
	Kitscoty			31,000	30,000	31,000
	Marwayne			21,500	21,000	21,000
	Dewberry			0	0	10,000
<b>Total Requisitions</b>				91,800	90,500	91,500
<b>Recycling</b>						
	Transfers			26,500	23,000	24,500
	Advertising			0	0	0
<b>Total</b>				26,500	23,000	24,500
<b>Requisition</b>						
		Village	Cty/PV			
	County		100%	19,500	17,500	16,000
	Kitscoty	25.0%	75%	3,000	3,000	3,000
	Marwayne	33.3%	67%	2,000	2,000	2,500
	Dewberry	0.0%	0%	0	0	2,500
	P.V.	25.0%	75%	2,000	500	500
<b>Total Requisitions</b>				26,500	23,000	24,500
					-6.1%	8.2%
<b>Landfilling/Transportation (Distributed by Tonnage Estimate)</b>						
	Town of Verm				2,400 mT	2,400 mT
	Contractors				500 mT	500 mT
	County & Vill.				3,700 mT	3,700 mT
	(County and Village shared by population)			6,000 mT	6,600 mT	6,600 mT
<b>Transportation</b>				225,680	225,680	227,636
<b>Landfilling</b>				177,320	177,320	179,584
<b>Grand Total</b>				403,000	403,000	407,220

# AGENDA ITEM #10.1

				2022	2021	2020
<b>TTL Cty &amp; Tstr Sites</b>			CTY & TFR S	224,068	224,068	227,636
<b>Requisition</b>	County *	55.9%	84.2%	188,665	188,665	186,206
	Vermilion	36.4%		146,692	146,692	148,228
	Contractors	7.7%		32,240	32,240	31,356
	Kitscoty *		8.1%	18,150	18,150	18,439
	Marwayne *		5.8%	12,996	12,996	13,203
	Dewberry *		0.0%	0	0	5,462
	P.V. *		1.9%	4,257	4,257	4,325
<b>Total Requisitions</b>	* Cty & Tstr Sites	100.0%	100.0%	403,000	402,999	407,220
				0.0%	-1.0%	0.4%
<b>Capital Buildings Reserve</b>						
Expenditure						
<b>Total</b>				65,000	65,000	65,000
				0.0%	0.0%	0.0%
Depreciation (based on population)						
(See Attached Depreciation Sheet)						
Bldgs \$1,000,000 over 40 yrs (by Population)						
<b>Requisition</b>						
	County	58.3%		38,285	38,285	37,440
	Vermilion	29.3%		18,785	18,785	18,785
	Kitscoty	6.9%		4,420	4,420	4,420
	Marwayne	4.3%		2,730	2,730	2,730
	Dewberry	0.0%		0	0	845
	P.V.	1.3%		780	780	780
<b>Total Requisitions</b>		100.1%		65,000	65,000	65,000
<b>GRAND TOTAL EXPENDITURES</b>				<b>1,278,079</b>	<b>1,272,922</b>	<b>1,276,167</b>
				0.4%	-0.1%	1.7%
<b>REVENUE</b>	(Requisitions for Administration, Services and Reserve)					
<b>County of Vermilion River</b>						
	Administration			72,545	72,954	71,946
	Transfer Stations			365,367	366,405	346,325
	Residential Waste			39,300	39,500	29,500
	Recycling			19,500	17,500	16,000
	Ldfl/Trans			188,665	188,665	186,206
	Capital Reserve			38,285	38,285	37,440
<b>Sub Total</b>				<b>723,663</b>	<b>723,309</b>	<b>687,417</b>
				0.0%	5.2%	3.0%
<b>Town of Vermilion</b>						
	Administration			35,527	35,732	35,851
	Transfer Station			107,909	105,575	104,250
	Ldfl/Tran			146,692	146,692	148,228
	Capital Reserve			18,785	18,785	18,785

# AGENDA ITEM #10.1

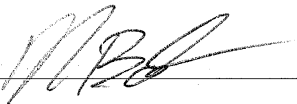
				2022	2021	2020
<b>Sub Total</b>				<b>308,913</b>	<b>306,784</b>	<b>307,114</b>
				0.7%	-0.1%	-0.9%
<b>Contractors</b>						
	Admin			0	0	0
	Transfer Station			22,827	23,203	22,053
	Ldfl/Trans			32,250	32,240	30,783
<b>Sub Total</b>				<b>55,077</b>	<b>55,443</b>	<b>52,836</b>
				-0.7%	4.9%	2.8%
<b>Village of Kitscoty</b>						
	Administration			10,400	10,447	10,108
	Transfer Stations			31,427	31,453	31,325
	Residential Waste			31,000	30,000	31,000
	Recycling			3,000	3,000	3,000
	Ldfl/Trans			18,150	18,150	18,439
	Capital Reserve			4,420	4,420	4,420
<b>Sub Total</b>				<b>98,396</b>	<b>97,470</b>	<b>98,292</b>
				1.0%	-0.8%	0.9%
<b>Village of Marwayne</b>						
	Administration			7,250	7,280	7,224
	Transfer Stations			22,577	22,476	22,218
	Residential Waste			21,500	21,000	21,000
	Recycling			2,000	2,000	2,500
	Ldfl/Trans			12,996	12,996	13,203
	Capital Reserve			2,730	2,730	2,730
<b>Sub Total</b>				<b>69,053</b>	<b>68,482</b>	<b>68,875</b>
				0.8%	-0.6%	-0.7%
<b>Village of Paradise Valley</b>						
	Administration			4,403	4,412	4,395
	Transfer Station			11,537	11,486	11,492
	Recycling			2,000	500	500
	Ldfl/Trans			4,257	4,257	4,325
	Capital Reserve			780	780	780
<b>Sub Total</b>				<b>22,977</b>	<b>21,435</b>	<b>21,492</b>
					-0.2%	3.5%
<b>GRAND TOTAL REVENUES</b>				<b>1,278,079</b>	<b>1,272,922</b>	<b>1,276,167</b>
				0.4%	-0.1%	1.7%

APPROVED:

DATE:

Dec 18/21

CHAIR



CHIEF ADMINISTRATIVE OFFICER





## CHIEF ADMINISTRATIVE OFFICER MEETING DATE: DECEMBER 13<sup>TH</sup>, 2021

### SAFE & CARING COMMUNITY

- **Snow Removal**
  - Public Works staff have been hard at work conducting snow removal on streets and personal driveway requests as time permits.
- **Sustainability Plan**
  - Open house is scheduled from 3pm to 7pm at the community hall on January 25<sup>th</sup>, 2022.
  - Restriction exemptions program in effect. Survey is available on Facebook and was mailed with all utility bills.

### PURSUING OPERATIONAL & ORGANIZATIONAL EXCELLENCE

- **WCB Annual Return**
  - Filed on January 5<sup>th</sup>, 2022. Increase to our premium from \$1
- **Strategic Planning**
  - First session is scheduled during our Council meeting on January 24<sup>th</sup> with V3 Group of Companies.
- **Sale of S10 Railway**
  - All legal documents have been executed for the sale of S10 railway avenue, including the discharge of caveats.
  - The Wheat Law Office is processing the discharge and final administrative work to transfer the title of the property.
- **MAP Review**
  - The establishment of a regional SDAB and ARB is the last outstanding item for our MAP review to conclude.
  - The CAO's for Marwayne, Paradise Valley, Kitscoty, Lloydminster and Mannville met in December to discuss next steps.
  - The agreements should be finalized within approximately 6 months time and then subsequently approved and adopted by each respective Council.
- **Tax Recovery**
  - 1 property is scheduled for tax recovery in 2022 while the others that had outstanding arrears all remitted the required payments by December 31<sup>st</sup>, 2022.



- **Water Treatment Plan Upgrades**
  - Sparky Industries contacted Bi Systems to advise that there were materials he forgot to include in the original quote he provided. As a result, there will be an increase of \$6000 to the project budget.

**VILLAGE OF MARWAYNE**

**Council Revenue & Expense Report**  
**Report**

For Period Ending 31-Dec-2021



GL5410

Date : Jan 07, 2022

Page : 1  
Time : 1:51 pm

	BUDGET	CURRENT	YTD VARIANCE
<b>GENERAL OPERATING FUND</b>			
<b>OPERATIONAL</b>			
GENERAL GOVERNMENT	(53,575.00)	(154,348.63)	100,773.63
PROTECTIVE SERVICES	(1,150.00)	(13,101.57)	11,951.57
PROTECTIVE SERVICES	43,883.00	197,518.27	(153,635.27)
LEGISLATIVE SERVICES	25,850.00	19,172.35	6,677.65
ADMINISTRATION	228,011.00	227,245.66	765.34
PUBLIC WORKS	(650.00)	(132.31)	(517.69)
PUBLIC WORKS	260,677.00	245,443.21	15,233.79
WATER SUPPLY & DISTRIBUTION	(329,400.00)	(370,659.14)	41,259.14
WATER SUPPLY & DISTRIBUTION	372,898.00	323,929.41	48,968.59
WASTEWATER	(60,000.00)	(66,458.85)	6,458.85
WASTEWATER	75,914.00	34,489.28	41,424.72
ENVIRONMENTAL HEALTH	(70,000.00)	(74,833.00)	4,833.00
ENVIRONMENTAL HEALTH	100,811.00	70,266.08	30,544.92
COMMUNITY SERVICES	(28,400.00)	(41,498.00)	13,098.00
COMMUNITY SERVICES	61,363.00	30,796.11	30,566.89
RECREATION & CULTURE	(1,000.00)	(3,150.00)	2,150.00
RECREATION & CULTURE	51,469.00	50,963.36	505.64
<b>Total OPERATIONAL</b>	<b>676,701.00</b>	<b>475,642.23</b>	<b>201,058.77</b>
<b>CAPITAL</b>			
GRANT FUNDING (MSI & GTF)	(288,716.00)	0.00	(288,716.00)
MSI & GTF PROJECTS	135,000.00	60,121.18	74,878.82
OTHER PROJECTS	69,482.00	116,683.26	(47,201.26)
<b>Total CAPITAL</b>	<b>(84,234.00)</b>	<b>176,804.44</b>	<b>(261,038.44)</b>
<b>MUNICIPAL TAXATION</b>			
RESIDENTIAL & FARMLAND	(462,458.00)	(380,674.56)	(81,783.44)
COMMERCIAL & INDUSTRIAL	(59,478.00)	(50,369.75)	(9,108.25)
MACHINERY & EQUIPMENT	(1,508.00)	(3,247.65)	1,739.65
MINIMUM TAX	(31,796.00)	0.00	(31,796.00)
RECREATION DEBENTURE	(22,454.00)	(22,230.80)	(223.20)
SCHOOL REQUISITION (IN)	(111,366.00)	(111,304.83)	(61.17)
SCHOOL REQUISITION (OUT)	111,386.00	92,380.85	19,005.15
OTHER	(14,793.00)	(12,134.23)	(2,658.77)
<b>Total MUNICIPAL TAXATION</b>	<b>(592,467.00)</b>	<b>(487,580.97)</b>	<b>(104,886.03)</b>
<b>Total GENERAL OPERATING FUND</b>	<b>0.00</b>	<b>164,865.70</b>	<b>(164,865.70)</b>
<b>Total Surplus (-)/Deficit</b>	<b>0.00</b>	<b>164,865.70</b>	<b>(164,865.70)</b>

VILLAGE OF MARWAYNE

**Council Revenue & Expense Report  
Report**



GL5410

Date : Jan 07, 2022

Page : 2

Time : 1:51 pm

For Period Ending 31-Dec-2021

Report Options Accounts : All

Cost Center 1 : All

Cost Center 2 : All

Cost Center 3 : All

Unposted Included

Summarize Cost Centers Selected

Fund Level Selected

Group Level Selected

Sub Group Level Selected

Group Total Selected

Sub Group Total Selected

Print Surplus(-)/Deficit Selected

**VILLAGE OF MARWAYNE**  
**Cheque Register-Summary-Bank**



AP5090

Page : 1

Date : Dec 23, 2021

Time : 1:22 pm

Supplier : 10 To XYLCA  
 Cheque Dt. : 23-Dec-2021 To 23-Dec-2021  
 Bank : 01 - ATB To 99 - Penny Clearing

Seq : Cheque No. Status : All  
 Medium : M=Manual C=Computer E=EFT-PA

Cheque #	Cheque Date	Supplier	Supplier Name	Status	Batch	Medium	Amount
3938	23-Dec-2021	10001	Gas Utility CVR	Issued	119	C	1,233.73
3939	23-Dec-2021	10113	TELUS	Issued	119	C	179.60
3940	23-Dec-2021	ASC	AMSC Insurance Services Ltd	Issued	119	C	1,527.78
3941	23-Dec-2021	ASC3	Alberta Municipal Services Corporation	Issued	119	C	6,464.56
3942	23-Dec-2021	ASL	Airmaster Sales Ltd.	Issued	119	C	19.84
3943	23-Dec-2021	MCSNE	MCSNet-Lemalu Holdings Ltd.	Issued	119	C	73.40
3944	23-Dec-2021	MERBO	The Meridian Source	Issued	119	C	336.00
3945	23-Dec-2021	SHAHAR	Harrower, Shannon	Issued	119	C	62.54
3946	23-Dec-2021	TEXT2	Text2Car	Issued	119	C	8,967.00
3947	23-Dec-2021	VCOC	V3 Companies of Canada Ltd.	Issued	119	C	4,396.88
3948	23-Dec-2021	10032	Receiver General For Canada	Issued	120	C	7,736.24
3949	23-Dec-2021	AISL	AMSC Insurance Services Ltd	Issued	120	C	2,186.76

<b>Total Computer Paid :</b>	<b>33,184.33</b>	<b>Total EFT PAP :</b>	<b>0.00</b>	<b>Total Paid :</b>	<b>33,184.33</b>
<b>Total Manually Paid :</b>	<b>0.00</b>	<b>Total EFT File :</b>	<b>0.00</b>		

12 Total No. Of Cheque(s) ...

**VILLAGE OF MARWAYNE**  
**Bank Reconciliation Statement**



MARWAYNE

BR5020

Date : Jan 07, 2022

Page : 1

Time : 2:44 pm

Period : 12  
 Year : 2021

Statement Date : 31-Dec-2021  
 Sort By : Year and Period

For Bank : ATB

Reference #	Cheque Date	Src	Period	Year	Amount	Description
3645	26-Mar-2021	AP	3	2021	-112.88	CentralSquare Canada Software Inc.
3938	23-Dec-2021	AP	12	2021	-1233.73	Gas Utility CVR
3939	23-Dec-2021	AP	12	2021	-179.60	TELUS
3940	23-Dec-2021	AP	12	2021	-1527.78	AMSC Insurance Services Ltd
3942	23-Dec-2021	AP	12	2021	-19.84	Airmaster Sales Ltd.
3943	23-Dec-2021	AP	12	2021	-73.40	MCSNet-Lemalu Holdings Ltd.
3944	23-Dec-2021	AP	12	2021	-336.00	The Meridian Source
3947	23-Dec-2021	AP	12	2021	-4396.88	V3 Companies of Canada Ltd.
3948	23-Dec-2021	AP	12	2021	-7736.24	Receiver General For Canada
3949	23-Dec-2021	AP	12	2021	-2186.76	AMSC Insurance Services Ltd
13501	04-Jan-2022	CR	12	2021	1158.11	CR; DEPT:[VILLAGE OFFICE] D#[135].

<b>Bank Balance Statement</b>	<b>360701.66</b>	<b>as of 31-Dec-2021</b>
<b>Add outstanding deposits</b>	<b>1158.11</b>	<b>(Includes all debits)</b>
<b>Cancelled deposits</b>	<b>0.00</b>	
<b>Less outstanding withdrawals/charges</b>	<b>-17803.11</b>	<b>(Includes all credits)</b>
<b>Cancelled withdrawals/charges</b>	<b>0.00</b>	
<b>Calculated Bank Balance</b>	<b>344056.66</b>	
<b>GL Bank Account Balance</b>	<b>344056.66</b>	<b>as of Period : 12      Year : 2021</b>
<b>Difference</b>	<b>0.00</b>	

**VILLAGE OF MARWAYNE**  
**Billing Register Report Detailed**



UB4110      Page : 28  
 Date : Jan 05, 2022      Time : 10:58 am

**Report Options**

Customer Selection : All

Calculation Type : All

Batch Number

From : [2022010501]  
 To : [2022010501]

Include Billing Transaction From Transaction Maintenance : No  
 Srvc. End Date On/Before : 05-Jan-2022      Final Bills Only : No

Cat	Srvc	Service Description	Count	Total Discount	Total Units	Total Amt	Total Cons.	Avg. Cons.
01	ONOFF	Water On/Off	4		4.00	140.00		
01	WBULK	Bulk Water	12		12.00	1,371.45	145.80	12.15
01	WCOM	Commercial Water	23		23.00	2,022.70	238.00	10.35
01	WINS	Institutional Water	3		3.00	493.80	72.00	24.00
01	WLF	Water Line Fee	265		265.00			
01	WMUN	Municipal Properties	2		2.00		52.00	26.00
01	WPUB	Public Building Water	8		8.00	1,780.80	352.00	44.00
01	WRES	Residential Water	233		233.00	18,607.70	2,238.00	9.61
02	SCOM	Commercial Sewer	23		23.00	460.00		
02	SINS	Institutional Sewer	3		3.00	225.00		
02	SPUB	Public Building Sewer	8		8.00	160.00		
02	SRES	Residential Sewer	234		234.00	4,680.00		
03	GINS	Institutional Garbage	3		3.00	33.00		
03	GRES	Residential Garbage	233		233.00	6,174.50		
<b>Book 000 Totals :</b>			1054		1,054.00	36,148.95	3,097.80	
<b>Totals</b>			<b>1054</b>		<b>1,054.00</b>	<b>36,148.95</b>	<b>3,097.80</b>	



January 7, 2022

***DELIVERED VIA EMAIL***

Village of Marwayne  
Box 113 – 210 Second Avenue South  
Marwayne AB T0B 2X0

Attention: Mr. Chris Neureuter, Mayor

Dear Mr. Neureuter:

**Re: Engagement letter**

**The Objective and Scope of the Audit**

Metrix Group LLP are pleased to serve as auditor's for the Village of Marwayne for the fiscal year ending December 31, 2021. The purpose of this letter is to outline the terms of our engagement to audit the financial statements of the Village of Marwayne, which comprise the statement of financial position as at December 31, 2021, and the statements of operations and accumulated surplus, changes in net financial assets and cash flows for the year then ended and a summary of significant accounting policies and other explanatory information. Jeff Alliston, CPA, CA will be responsible for the services that Metrix Group LLP performs for the Village of Marwayne. He will, as considered necessary, call upon individuals with specialized knowledge at Metrix Group LLP to assist in the performance of our services.

We are pleased to confirm our acceptance and our understanding of the nature, scope and terms of this audit engagement and all services related thereto, by means of this letter (the "Engagement").

The objectives of our audit are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement (whether due to fraud or error) and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

**The Responsibilities of the Auditor**

We will conduct our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- a. Identify and assess the risks of material misstatement of the financial statements (whether due to fraud or error), design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control.
- b. Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. However, we will communicate to you in writing concerning any significant deficiencies in internal control relevant to the audit of the financial statements that we have identified during the audit.

Village of Marwayne  
January 7, 2022  
Page 2

- c. Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- d. Conclude on the appropriateness of management's use of the going-concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the entity to cease to continue as a going concern.
- e. Evaluate the overall presentation, structure and content of the financial statements (including the disclosures) and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

Because of the inherent limitations of an audit, together with the inherent limitations of internal control, there is an unavoidable risk that some material misstatements may not be detected, even though the audit is properly planned and performed in accordance with Canadian generally accepted auditing standards.

### **Form and Content of Audit Opinion**

Unless unanticipated difficulties are encountered, our report will be substantially in the following form:

To the Councillors of Village of Marwayne

#### *Opinion*

We have audited the financial statements of Village of Marwayne (the "Village"), which comprise the statement of financial position as at December 31, 2021, and the statements of operations and accumulated surplus, changes in net financial assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Village as at December 31, 2021 and its results of operations and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

#### *Basis for Opinion*

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditors' Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Village in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### *Responsibilities of Management and Those Charged with Governance for the Financial Statements*

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian public sector accounting standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Village's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Village or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Village's financial reporting process.



Village of Marwayne  
January 7, 2022  
Page 3

## *Auditors' Responsibilities for the Audit of the Financial Statements*

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Village's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Village's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Village to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

If we conclude that a modification to our opinion on the financial statements is necessary, we will discuss the reasons with you in advance.

## **The Responsibilities of Management**

Our audit will be conducted on the basis that management and, where appropriate, those charged with governance acknowledge and understand that they have responsibility:

- a. For the preparation and fair presentation of the financial statements in accordance with the Canadian public sector accounting standards;
- b. For the design and implementation of such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error; and
- c. To provide us with timely:
  - i. Access to all the information of which management is aware that is relevant to the preparation and fair presentation of the financial statements, such as records, documentation and other matters;
  - ii. Information about all known or suspected fraud, any allegations of fraud or suspected fraud and any known or probable instances of non-compliance with legislative or regulatory requirements;

Village of Marwayne  
January 7, 2022  
Page 4

- iii. Additional information that we may request from management for the purpose of the audit; and
- iv. Unrestricted access to persons within Village of Marwayne from whom we determine it necessary to obtain audit evidence.

As part of the audit process:

- a. We will make inquiries of management about the representations contained in the financial statements. At the conclusion of the audit, we will request from management and, where appropriate, those charged with governance written confirmation concerning those representations. If such representations are not provided in writing, management acknowledges and understands that we would be required to disclaim an audit opinion.
- b. We will communicate any misstatements identified during the audit other than those that are clearly trivial. We request that management correct all the misstatements communicated.

### **Confidentiality**

One of the underlying principles of the profession is a duty of confidentiality with respect to client affairs. Each practitioner must preserve the secrecy of all confidential information that becomes known during the practice of the profession. Accordingly, we will not provide any third party with confidential information concerning the affairs of Village of Marwayne unless:

- a. We have been specifically authorized with prior consent;
- b. We have been ordered or expressly required by law or by the *Alberta Code of Professional Conduct/Code of Ethics*; or
- c. The information requested is (or enters into) public domain.

### **Communications**

In performing our services, we will send messages and documents electronically. As such communications can be intercepted, misdirected, infected by a virus, or otherwise used or communicated by an unintended third party, we cannot guarantee or warrant that communications from us will be properly delivered only to the addressee. Therefore, we specifically disclaim, and you release us from any liability or responsibility whatsoever for interception or unintentional disclosure of communications transmitted by us in connection with the performance of this Engagement. In that regard, you agree that we shall have no liability for any loss or damage to any person or entity resulting from such communications, including any that are consequential, incidental, direct, indirect, punitive, exemplary or special damages (such as loss of data, revenues, or anticipated profits).

If you do not consent to our use of electronic communications, please notify us in writing.

### **Use of Information**

It is acknowledged that we will have access to all information about identified individuals ("personal information") in your custody that we require to complete our Engagement. Our services are provided on the basis that:

- a. You represent to us that management has obtained any required consents for our collection, use, disclosure, storage, transfer and process of personal information required under applicable privacy legislation and professional regulation; and
- b. We will hold all personal information in compliance with our Privacy Statement.

### **Use and Distribution of Our Report**

The examination of the financial statements and the issuance of our audit report are solely for the use of Village of Marwayne and those to whom our report is specifically addressed by us. We make no representations or warranties of any kind to any third party in respect of these financial statements or our audit report, and we accept no responsibility for their use by any third party or any liability to anyone other than Village of Marwayne.

For greater clarity, our audit will not be planned or conducted for any third party or for any specific transaction. Accordingly, items of possible interest to a third party may not be addressed and matters may exist that would be assessed differently by a third party, including, without limitation, in connection with a specific transaction. Our audit report should not be circulated (beyond Village of Marwayne) or relied upon by any third party for any purpose, without our prior written consent.

Village of Marwayne  
January 7, 2022  
Page 5

You agree that our name may be used only with our prior written consent and that any information to which we have attached a communication be issued with that communication, unless otherwise agreed to by us in writing.

### **Reproduction of Auditors' Report**

If reproduction or publication of our audit report (or reference to our report) is planned in an annual report or other document, including electronic filings or posting of the report on a website, a copy of the entire document should be submitted to us in sufficient time for our review and approval in writing before the publication or posting process begins.

Management is responsible for the accurate reproduction of the financial statements, the auditors' report and other related information contained in an annual report or other public document (electronic or paper-based). This includes any incorporation by reference to either full or summarized financial statements that we have audited.

We are not required to read the information contained in your website or to consider the consistency of other information on the electronic site with the original document.

### **Preparation of Schedules**

We understand that management will prepare certain schedules and locate specified documents for our use before our Engagement is planned to commence.

This assistance will facilitate our work and help to minimize our costs. Any failure to provide these working papers or documents on a timely basis may impede our services and require us to suspend our services or even withdraw from the Engagement.

### **Ownership**

The working papers, files, other materials, reports and work created, developed or performed by us during the course of the Engagement are the property of our Firm, constitute our confidential information and will be retained by us in accordance with our Firm's policies and procedures.

During the course of our work, we may provide, for your own use, certain software, spreadsheets and other intellectual property to assist with the provision of our services. Such software, spreadsheets and other intellectual property must not be copied, distributed or used for any other purpose. We also do not provide any warranties in relation to these items and will not be liable for any lost or corrupted data or other damage or loss suffered or incurred by you in connection with your use of them.

We retain the copyright and all intellectual property rights in any original materials provided to you.

### **File Inspections**

In accordance with professional regulations (and by our Firm policy), our client files may be periodically reviewed by practice inspectors and by other engagement file reviewers to ensure that we are adhering to our professional and Firm standards. File reviewers are required to maintain confidentiality of client information.

### **Accounting Advice**

Except as outlined in this letter, this Engagement does not contemplate the provision of specific accounting advice or opinions or the issuance of a written report on the application of accounting standards to specific transactions and to the facts and circumstances of the entity. Such services, if requested, would be provided under a separate engagement letter.

### **Indemnity**

Village of Marwayne hereby agrees to indemnify, defend (by counsel retained and instructed by us) and hold harmless our Firm (and its partners, agents and employees) from and against any and all losses, costs (including solicitors' fees), damages, expenses, claims, demands and liabilities arising out of (or in consequence of):

- a. The breach by Village of Marwayne, or its directors, officers, agents or employees, of any of the covenants or obligations of Village of Marwayne herein, including, without restricting the generality of the foregoing, the misuse of, or the unauthorized dissemination of, our engagement report or the financial statements in reference to which the engagement report is issued, or any other work product made available to you by our Firm.

Village of Marwayne  
January 7, 2022  
Page 6

- b. A misrepresentation by a member of your management or Council.

**Time Frames**

We will use all reasonable efforts to complete the Engagement as described in this letter within the agreed upon time frames.

However, we shall not be liable for failures or delays in performance that arise from causes beyond our reasonable control, including any delays in the performance by Village of Marwayne of its obligations.

**Estimated Fees**

We estimate that our fees for these services will be \$15,500 (per our proposal dated September 5, 2021) for the audit, plus direct out-of-pocket expenses and applicable GST. This fee estimate is based on:

- a. The anticipated cooperation from all your personnel in preparing the requested information on a timely basis;
- b. The ongoing assistance of personnel throughout the Engagement; and
- c. The assumption that unexpected circumstances will not be encountered.

If significant additional time is likely to be incurred, we will discuss the reasons with you and agree on a revised fee estimate before we incur the additional costs.

Fees will be rendered as work progresses and are payable on presentation.

**Billing**

Our fees and costs will be billed monthly and are payable upon receipt. Invoices unpaid 30 days past the billing date may be deemed delinquent and are subject to an interest charge of 1.00% per month or 12.00% (APR) per annum. We reserve the right to suspend our services or to withdraw from this Engagement in the event that any of our invoices are deemed delinquent. In the event that any collection action is required to collect unpaid balances due to us, you agree to reimburse us for our costs of collection, including lawyers' fees.

**Costs of Responding to Government or Legal Processes**

In the event we are required to respond to a subpoena, court order, government agency or other legal process for the production of documents and/or testimony relative to information we obtained and/or prepared during the course of this Engagement, you agree to compensate us at our normal hourly rates for the time we expend in connection with such response and to reimburse us for all of our out-of-pocket costs (including applicable GST) incurred.

**Termination**

Management acknowledges and understands that failure to fulfill its obligations as set out in this engagement letter will result, upon written notice, in the termination of the Engagement.

Either party may terminate this agreement for any reason upon providing written notice to the other party (*not less than 30 calendar days before the effective date of termination*). If early termination takes place, Village of Marwayne shall be responsible for all time and expenses incurred up to the termination date.

If we are unable to complete the audit or are unable to come to a conclusion on the financial statements, we may withdraw from the audit before issuing an auditors' report, or we may issue a denial of assurance on the financial statements. If this occurs, we will communicate the reasons and provide details.

**Not Liable For Any Failures or Delays Beyond Our Control**

We will use all reasonable efforts to complete the engagement as described in this letter within the agreed-upon time frames. However, we shall not be liable for failures or delays in performance that arise from causes beyond our control, including the untimely performance by your Village of its obligations.

Village of Marwayne  
January 7, 2022  
Page 7

**Metrix privacy**

The privacy and security of the personal information you provide is important to us. We strive to ensure the strictest compliance with all applicable provincial and federal standards of protection and disclosure of personal information by any and all of our employees, agents, divisions and/or affiliates. You may review our privacy policy at [www.metrixgroup.ca](http://www.metrixgroup.ca). We will not collect, use, or disclose any of your personal information without your knowledge and consent, or as may be required by law or our profession's Rules of Conduct.

By signing this engagement letter you agree that for the purposes of this engagement, Metrix Group LLP may collect, use, and disclose personal information in accordance with our privacy policy. You also agree that Metrix Group LLP may collect and use personal information from you for the purposes of providing other services or informing you of other opportunities from time to time. Personal information that is not relevant to the purposes of this engagement or any other matters will not be disclosed to anyone for any reason without your further prior consent.

**Metrix working papers**

Metrix Group LLP owns all working papers and files, other materials, reports and work created, developed or performed during the course of the engagement, including intellectual property used in the preparation thereof. We will provide management with a copy of all practitioner-prepared working papers necessary for the company's accounting records. Metrix Group LLP may develop software, including spreadsheets, documents, databases, and other electronic tools, to assist us with our assignment. As these tools were developed specifically for our purposes and without consideration of any purpose for which the company might use them, any such tools provided to the company, are made available on an "as is" basis only and should not be distributed to or shared with any third party.

**Conclusion**

This engagement letter includes the relevant terms that will govern the Engagement for which it has been prepared. The terms of this letter supersede any prior oral or written representations or commitments by or between the parties. Any material changes or additions to the terms set forth in this letter will only become effective if evidenced by a written amendment to this letter, signed by all of the parties.

The arrangements outlined in this letter will continue in effect from year to year unless changed by either party.

If you have any questions about the contents of this letter, please raise them with us. If the services outlined are in accordance with your requirements, and if the above terms are acceptable to you, please sign the attached copy of this letter in the space provided and return it to us.

We appreciate the opportunity of continuing to be of service to your Village.

Yours truly,

**METRIX GROUP LLP**

Chartered Professional Accountants

Acknowledged and agreed to on behalf of Village of Marwayne by:

\_\_\_\_\_  
Mr. Chris Neureuter, Mayor

\_\_\_\_\_  
Date signed



ALBERTA  
MUNICIPAL AFFAIRS

*Office of the Minister  
MLA, Calgary-Hays*

AR107366

December 15, 2021

Councillor Ashley Rainey  
Village of Marwayne  
PO Box 113  
Marwayne AB T0B 2X0

Dear Councillor Rainey:

I hope this letter finds you well.

First, my sincere congratulations on your election. This may, on some days, be both the best job and the worst job you will ever have. The trust that your constituents have placed in you should be taken with a heavy dose of reverence and respect for the important role you now have. I wish you the best of luck in accomplishing your mandate, and want you to know that my team and I are ready and able to help you and your fellow elected officials if you need advice, guidance, or simply a sounding board. Let me also say that after nearly 20 years of elected life, I feel incredibly fortunate and would not want to have been doing anything else.

Second, I hope that the Alberta Municipalities conference left you energized and ready to get to work. If we did not get a chance to run into each other then, please know that I look forward to an opportunity to hear directly from you, any advice or information you have to offer.

Lastly, I want to wish you and your family a very Merry Christmas and happy holidays. Now that the election is over, I hope you take time to rest, relax, and make sure you're ready to hit the ground running in the New Year.

Thank you for stepping up to perform public service. I am confident you will find serving Albertans a rewarding experience, and that you will change life for the better for your constituents.

Sincerely,

Ric McIver  
Minister

320 Legislature Building, 10800 - 97 Avenue, Edmonton, Alberta T5K 2B6 Canada Telephone 780-427-3744 Fax 780-422-9550

*Printed on recycled paper*

Classification: Protected A



ALBERTA  
MUNICIPAL AFFAIRS

*Office of the Minister  
MLA, Calgary-Hays*

AR107366

December 15, 2021

Councillor Morgan Wood  
Village of Marwayne  
PO Box 113  
Marwayne AB T0B 2X0

Dear Councillor Wood:

I hope this letter finds you well.

First, my sincere congratulations on your election. This may, on some days, be both the best job and the worst job you will ever have. The trust that your constituents have placed in you should be taken with a heavy dose of reverence and respect for the important role you now have. I wish you the best of luck in accomplishing your mandate, and want you to know that my team and I are ready and able to help you and your fellow elected officials if you need advice, guidance, or simply a sounding board. Let me also say that after nearly 20 years of elected life, I feel incredibly fortunate and would not want to have been doing anything else.

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Thank you for stepping up to perform public service. I am confident you will find serving Albertans a rewarding experience, and that you will change life for the better for your constituents.

Sincerely,

A handwritten signature in blue ink that reads "Ric McIver".

Ric McIver  
Minister

320 Legislature Building, 10800 - 97 Avenue, Edmonton, Alberta T5K 2B6 Canada Telephone 780-427-3744 Fax 780-422-9550

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ALBERTA  
MUNICIPAL AFFAIRS

*Office of the Minister  
MLA, Calgary-Hays*

AR107366

December 15, 2021

Councillor Roderick McDonald  
Village of Marwayne  
PO Box 113  
Marwayne AB T0B 2X0

Dear Councillor McDonald:

I hope this letter finds you well.

First, my sincere congratulations on your election. This may, on some days, be both the best job and the worst job you will ever have. The trust that your constituents have placed in you should be taken with a heavy dose of reverence and respect for the important role you now have. I wish you the best of luck in accomplishing your mandate, and want you to know that my team and I are ready and able to help you and your fellow elected officials if you need advice, guidance, or simply a sounding board. Let me also say that after nearly 20 years of elected life, I feel incredibly fortunate and would not want to have been doing anything else.

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Lastly, I want to wish you and your family a very Merry Christmas and happy holidays. Now that the election is over, I hope you take time to rest, relax, and make sure you're ready to hit the ground running in the New Year.

Thank you for stepping up to perform public service. I am confident you will find serving Albertans a rewarding experience, and that you will change life for the better for your constituents.

Sincerely,

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Ric McIver  
Minister

320 Legislature Building, 10800 - 97 Avenue, Edmonton, Alberta T5K 2B6 Canada Telephone 780-427-3744 Fax 780-422-9550

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ALBERTA  
MUNICIPAL AFFAIRS

*Office of the Minister  
MLA, Calgary-Hays*

AR107366

December 15, 2021

Councillor Cheryle Eikeland  
Village of Marwayne  
PO Box 113  
Marwayne AB T0B 2X0

Dear Councillor Eikeland:

I hope this letter finds you well.

First, my sincere congratulations on your election. This may, on some days, be both the best job and the worst job you will ever have. The trust that your constituents have placed in you should be taken with a heavy dose of reverence and respect for the important role you now have. I wish you the best of luck in accomplishing your mandate, and want you to know that my team and I are ready and able to help you and your fellow elected officials if you need advice, guidance, or simply a sounding board. Let me also say that after nearly 20 years of elected life, I feel incredibly fortunate and would not want to have been doing anything else.

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Lastly, I want to wish you and your family a very Merry Christmas and happy holidays. Now that the election is over, I hope you take time to rest, relax, and make sure you're ready to hit the ground running in the New Year.

Thank you for stepping up to perform public service. I am confident you will find serving Albertans a rewarding experience, and that you will change life for the better for your constituents.

Sincerely,

A handwritten signature in blue ink that reads "Ric McIver".

Ric McIver  
Minister