



Village of Marwayne

Agenda

Regular Village Council Meeting
Thursday, December 22, 2022 @ 7:00 PM
ATB Financial Boardroom

	Page
1 CALL TO ORDER	
2 ADDITIONS	
3 ADOPTION OF AGENDA	
3.1 December 22nd, 2023 Regular Council Meeting Agenda	
Be it resolved that the December 22nd, 2023 Regular Village Council Meeting Agenda be approved as presented.	
4 ADOPTION OF MINUTES	
4.1 November 21st, 2022 Regular Village Council Meeting Minutes	3 - 7
Be it resolved that the November 21st, 2022 Regular Village Council Meeting Minutes be approved as presented.	
5 DELEGATIONS/PUBLIC HEARING	
6 KEY STRATEGY: ADDRESSING SERVICE NEEDS	
6.1 Public Works Foreman Report	8
Be it resolved that the Public Works Foreman Report be received as information.	
6.2 Regional Water Operator Report	9
Be it resolved that the Regional Water Operator Report be received as information.	
7 KEY STRATEGY: SAFE & CARING COMMUNITY	
8 KEY STRATEGY: PLANNING FOR GROWTH & CHANGE	
9 KEY STRATEGY: PURSUING OPERATIONAL & ORGANIZATIONAL EXCELLENCE	
10 ADMINISTRATIVE REPORTS	
10.1 Councillor Reports	10 - 108
Be it resolved that the following Councillor Reports be received as information:	
• Vermilion River Regional Waste Management Services Commission Meeting Minutes and 2023 Budget	

- Northern Lights Library System Weekly Reports and 2023 Budget
- Marwayne Library Board Meeting Minutes and Financial Report
- Go East of Alberta Annual General Meeting Minutes and Recap
- Vermilion River Regional Alliance Meeting Minutes

10.2 Chief Administrative Officer Report 109 - 111

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

11 FINANCIAL

11.1 Cheque Distribution Report 112 - 113

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.

11.2 Bank Reconciliation Report 114

Be it resolved that the November 2022 Bank Reconciliation Report be received as information.

11.3 Monthly Utility Bill Report 115

Be it resolved that the November 2022 Monthly Utility Bill Report be received as information.

12 CORRESPONDENCE

12.1 Letters 116 - 122

Be it resolved that the correspondence listing be received as information.

13 CONFIDENTIAL

13.1 FOIP Section 17 (1) Personnel - CAO Performance Evaluation and Legal - Sale of Land

14 NEXT MEETING

14.1 January 16th, 2023

15 ADJOURNMENT



210 2nd Avenue South, Box 113
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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 November 21st, 2022
Commencing at 7:00 PM in the ATB Financial Boardroom

PRESENT

Mayor Chris Neureuter
Councillors Rod McDonald and Ashley Rainey
Chief Administrative Officer Shannon Harrower

1. CALL TO ORDER

Mayor C. Neureuter called the November 21st, 2022 Village of Marwayne Council Meeting to order at 6:59 p.m. with all members in attendance.

2. ADOPTION OF AGENDA

November 21st, 2022 Council Meeting Agenda

2022-11-01

Moved By Deputy Mayor R. McDonald

Be it resolved that the November 21st, 2022 Village Council Meeting Agenda be approved with the following addition as presented:

Letter from the Minister re: Library Funding

CARRIED

3. ADOPTION OF MINUTES

October 17th, 2022 Regular Council Meeting Minutes

2022-11-02

Moved By Councillor A. Rainey

Be it resolved that the October 17th, 2022 Village of Marwayne Council Meeting Minutes be approved as presented.

CARRIED

October 17th, 2022 Council Organizational Meeting Minutes

2022-11-03

Moved By Councillor A. Rainey

Be it resolved that the October 17th, 2022 Village of Marwayne Council Organizational Meeting Minutes be approved as presented.

CARRIED

4. DELEGATIONS

Garrett Faltermeier and Janet Craig-Fifthen

2022-11-04

Moved By Deputy Mayor R. McDonald

Be it resolved that the discussion with Garrett Faltermeier and Janet Craig-Fifthen be received as information.

CARRIED



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5. KEY STRATEGY: ADDRESSING SERVICE NEEDS

Public Works Foreman Report

2022-11-05

Moved By Deputy Mayor R. McDonald

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

CARRIED

Regional Water Operator Report

2022-11-06

Moved By Councillor A. Rainey

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

CARRIED

6. KEY STRATEGY: SAFE & CARING COMMUNITY

Speed Limit Change Survey Results

2022-11-07

Moved By Councillor A. Rainey

Be it resolved that the results from the speed limit survey be received as information.

CARRIED

Contribution towards the Marwayne Agricultural Society

2022-11-08

Moved By Deputy Mayor R. McDonald

Be it resolved that the Village of Marwayne provide a \$500.00 contribution towards the Marwayne Agricultural Society's Event featuring Dr. Jody Carrington on February 25th, 2023.

CARRIED

GigAir by MCSNet

2022-11-09

Moved By Councillor A. Rainey

Be it resolved that the GigAir promotional flyer be received as information.

CARRIED

7. KEY STRATEGY: PLANNING FOR GROWTH & CHANGE

Offer to Purchase Lots 19 & 20 on Centre Street

2022-11-10

Moved By Councillor A. Rainey

Be it resolved that the Village of Marwayne accept the offer to purchase Lots 19 & 20 on Centre Street at a cost of \$12,500.00.

CARRIED



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8. KEY STRATEGY: PURSUING OPERATIONAL & ORGANIZATIONAL EXCELLENCE

Amendment to the Fees and Charges Bylaw

2022-11-11

Moved By Councillor A. Rainey

Be it resolved that the Village of Marwayne give first reading to Bylaw No. 592-22, being an amendment to the Fees and Charges Bylaw No. 544-15.

CARRIED

2022-11-12

Moved By Deputy Mayor R. McDonald

Be it resolved that the Village of Marwayne give second reading to Bylaw No. 592-22, being an amendment to the Fees and Charges Bylaw No. 544-15.

CARRIED

2022-11-13

Moved By Councillor A. Rainey

Be it resolved that the Village of Marwayne introduce for third reading Bylaw No. 592-22, being an amendment to the Fees and Charges Bylaw No. 544-15.

CARRIED UNANIMOUSLY

2022-11-14

Moved By Deputy Mayor R. McDonald

Be it resolved that the Village of Marwayne give third and final reading to Bylaw No. 592-22, being an amendment to the Fees and Charges Bylaw No. 544-15.

CARRIED

9. ADMINISTRATIVE REPORTS

Councillor Reports

2022-11-15

Moved By Councillor A. Rainey

Be it resolved that the Councillor Reports be received as information.

CARRIED

10. FINANCIAL

Monthly Financial Report

2022-11-16

Moved By Councillor A. Rainey

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

CARRIED

2023 Interim Operational and Capital Budgets

2022-11-17

Moved By Councillor A. Rainey

Be it resolved that the 2023 Interim Operational and Capital Budgets be approved as presented.

CARRIED



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Cheque Distribution Report

2022-11-18

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 being less than \$5000 but within budget be received as information.

CARRIED

Bank Reconciliation Report

2022-11-19

Moved By Councillor A. Rainey

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

CARRIED

Monthly Utility Bill Report

2022-11-20

Moved By Deputy Mayor R. McDonald

Be it resolved that the October 2022 Utility Bill Report be received as information.

CARRIED

11. CORRESPONDENCE

Letters

2022-11-21

Moved By Deputy Mayor R. McDonald

Be it resolved that the correspondence listing be received as information.

CARRIED

12. CLOSED SESSION - CONFIDENTIAL

2022-11-22

Moved By Councillor A. Rainey

Be it resolved that the Village of Marwayne move to a closed session at 8:12 p.m. with all members in attendance.

CARRIED

FOIP Section 17 (1) – Advice from Officials – Utility Bylaw Exemption, Chief Administrative Officer Report, Personnel

2022-11-23

Moved By Councillor A. Rainey

Be it resolved that the Village of Marwayne revert to an open session at 8:59 p.m. with all members in attendance.



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12. CORRESPONDENCE

Next Meeting

2022-11-24

Moved By Deputy Mayor R. McDonald

Be it resolved that the next Regular Village Council Meeting scheduled for December 13th, 2022 be changed and held on Monday December 19th, 2022 at 7:00 p.m. in the ATB Financial Boardroom.

CARRIED

13. ADJOURNMENT

Being that the November 21st, 2022 Council Meeting agenda matters for the Village of Marwayne have concluded, the meeting adjourned at 9:05 p.m.

Approved this 19th day of December 2022.

Chris Neureuter, Mayor

Shannon Harrower, CAO



NOVEMBER PUBLIC WORKS FOREMAN REPORT

Task	Completed (Yes/No) & Date	Notes
Check & Grade Back Alleys	done	
Shovel Municipal Sidewalks (After Each Snow)	OK	
Get Christmas Lights/Snowman Ready & Call Contractor to put up in late November	done	
Make sure timer at Welcome Triangle is adjusted from time change	done	
Lagoon Inspection & Rotation	good	
Visual Street Sign Inspections & HWY 897 Signs (Noted in Writing in your Book)	ALL TIME.	
Make List of Things Needed for Next Year		
Hazard Assessment & Risk Management	OK	
Check Fire Extinguishers (1 Office, 3 Shop, Vehicles, 2 Water Treatment Plant, 1 Fire Hall, 1 Lift Station, 2 Well House & 1 Clinic)	NOV 10	
Complete Annual Water Tests/Check with Carry		
Check First Aid Kit for Sticker (Office, Shop, Vehicles and Water Treatment Plant)	good	

Submitted by: W.D.

Date: 15 Dec.



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Regional Operator report

November 2022

Common information:

Monthly reports up to date.

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

Marwayne operator training is going well, Kitscoty has begun some operator online training.

Some internet problems still happening.

Assisting Kitscoty with some projects and snow removal.

Regional operator was in Edmonton at Water Week Nov 7 to 9th. Local operators covered with no problems.

Regional operator tested positive for Covid on Nov. 15th restricted all contact with other staff until Nov. 21st

Regional operator took personal time and taught Loader course in Kitscoty Nov.22/23

Regional operator had Dr. appointment part of day on Nov. 23rd.

Outstanding items:

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

Marwayne lift station second pump has been inspected prices given for rebuild.

Kitscoty has begun server changes and internet upgrades.

One more CC to repair in Kitscoty with hydro vac after we remove portion of sidewalk.

One isolation valve repaired in Kitscoty.

Regional op has booked two days off Dec. 15 and 16, 2022

Regional op has scheduled annual vacation from Feb. 10 to 28th, 2023

Marwayne:

Data for October 2022 was electronically submitted on AEP site.

Shipped old pump back with Xylem for assessment, repair estimate \$4300, new replacement \$9600.

Consumption remains low, minimum nighttime consumption down to 10 lpm at times.

One service on 3rd Ave and one on 3rd street have leaks on home owner's side and are turned off right now.

A couple of problem valves need some attention. Main valves need exercising.

Operator training is going well. Could do daily rounds with little or no supervision.

Internet problems still occurring on an intermittent basis.

Lagoon discharge started October 24th completed Nov 2nd.

Still waiting for Frontier to schedule coming and servicing generator at Water plant,

Monitoring pump cycles when bulk water is used. Might be a problem for Bi-systems.

All valves exercised except two.

All hydrants winterized.

Dec 14 - 6:00 PM
Waste Mon.

**MINUTES OF THE MEETING OF THE VERMILION RIVER REGIONAL WASTE
MANAGEMENT SERVICES COMMISSION ON OCTOBER 24, 2022, AT THE
VERMILION TRANSFER SITE**

PRESENT:

Chair: M. Baker
Directors: K. Whitlock; R. McDonald; S. Hryciuk; K. Miciak; J. Rayment
CAO: S. Schwartz

ABSENT:

Vice-Chair: D. Bergquist
Director: G. Kuneff

The meeting was called to order at 6:00 P.M.

AGENDA:

Additions to Agenda:

Suggested Meeting Format Change: M. Baker - the Vermilion transfer site tender opening be moved to a closed session format.

MOVED by R. McDonald that the agenda be adopted with the above change.
Carried.

MINUTES OF THE MEETING OF SEPTEMBER 27, 2022:

MOVED by K. Whitlock that the minutes of the meeting of September 27, 2022, be adopted as presented.
Carried.

SEPTEMBER 2022 FINANCIAL REPORT:

S. Schwartz presented the September 2022 financial report and provided explanations as required. The September 2022 financial report showed a balance of **\$226,652.71** in the operating account. The capital reserve account increased to **\$641,706.82** due to an interest payment received. The operational reserve account remained unchanged at **\$233,062.07**. The closure/post closure account remained unchanged at **\$110,673.63**.

MOVED by R. McDonald that the September 2022 financial report be adopted as presented.
Carried.

SEPTEMBER 2022 MONTHLY REQUISITION REPORT:

S. Schwartz presented the September 2022 monthly requisition report for information.

SEPTEMBER 2022 ACCOUNTS FOR APPROVAL REPORT:

S. Schwartz presented the September 2022 cheques numbered 7205, 7263, and 7361 to 7381, and the debit memos and credit card charges for September 2022, and provided explanations as required.

MOVED by S. Hryciuk that the cheques numbered 7205, 7263, and 7361 to 7381, and the debit memos and credit card charges, be adopted as presented.
Carried.

Minutes of the Meeting of the VRRWMS on October 24, 2022

OCTOBER 2022 CHIEF ADMINISTRATIVE OFFICER REPORT:

S. Schwartz presented the October 2022 Chief Administrative Officer's report, and provided explanations as required.

MOVED by K. Miciak that the October 2022 Chief Administrative Officer's report be adopted as presented.

Carried.

BUSINESS ARISING FROM THE CHIEF ADMINISTRATIVE OFFICER'S REPORT:

There was some discussion regarding Craftex Builders quote for damage done to the north truck exit door on the north side of the waste building at the Vermilion transfer site. The quote for repairs with the specially ordered steel that is required was **\$23,360.00 plus GST**. S. Schwartz explained that Claystone Waste Disposal will be covering the cost of the repair as it was their driver that caused the damage.

MOVED by J. Rayment that the quote from Craftex Builders for repairing the door in the waste building at the Vermilion transfer site be accepted as presented.

Carried.

NEW BUSINESS:

None.

OLD BUSINESS:

None.

MOVED by S. Hryciuk that the Board move into closed session.

Carried.

MOVED by K. Miciak that the Board move out of closed session.

Carried.

MOVED by R. McDonald that the Vermilion River Regional Waste Management Services Commission award the contract for the comprehensive operation and management of the Vermilion transfer site to Upper Edge Oilfield Services, effective from January 1, 2023, to December 31, 2025.

Carried.

The next meeting will be held Tuesday, November 22, 2022, at 6:00 P.M. at the Vermilion transfer site.

The meeting adjourned at 7:06 P. M.

These minutes have been adopted in their entirety at the November 22, 2022, meeting.


Chair

Date

From: [James MacDonald](#)
To: [NLLS Board](#); [NLLS Libraries](#); [Staff-NLLS](#); [Library Board Chairs](#)
Subject: Weekly report 2022-12-2
Date: December 2, 2022 3:06:41 PM
Attachments: [image001.png](#)

Hello Board members, Library staff, and friends of Northern Lights Library System.

BOARD

- The draft minutes of the last Executive Meeting are [available here](#) and the draft minutes of the last Board meeting are [available here](#).
-  [The Board and Executive Meeting Highlights](#) may come in handy when reporting to your councils.
- Dates and times of our next Executive and Board meetings are now [on the website](#).
- [The 2023 budget](#) was approved by unanimous vote on November 25. The levy tab in the budget document shows the levy increase for each municipality. An email was sent to your CAOs today for each council, and all library board chairs.

NEXT WEEK

- On Tuesday we'll visit with the council of Buffalo Lake Métis Settlement (10am)
- The TRAC directors meet on Tuesday afternoon
- On Wednesday evening we'll visit with the Bruderheim council (7pm)
- On Friday the 9th I will attend The Alberta Library: Envisioning the Future Together event. This is the final event in their speaker series in celebration of their 25th year.

OPERATIONS

- [Here is a list of all the changes](#) to the bandwidth levels at our libraries. The work is now complete, and [everyone has a minimum 20MB connection](#). We appreciate PLSB seeing and meeting this need.
- We are putting the finishing touches on our 2022/23 Service Catalog this week. I anticipate digital copies going up next week.

LIBRARIES

- Have you seen the new knowledge base articles, [Technology Replacement Guidelines](#) & [Technology Purchase Guidelines](#)
- Winter Reading Program! WRP:
 - If you want a StoryWalk in January or February, you will want to sign up for it, as it's a high-demand time. We've got some great new winter-themed books for WRP! [Sign up here](#), if you haven't already.
 - The prizes for WRP have been confirmed and there are now social media marketing materials for them on Teams. Library managers and anyone on the NLLS Partners listserv should have an email in their inboxes showing them how to access the materials.
- Lot's of questions about this lately: [What do I have access to in my Microsoft Office Suite?](#) Check out the knowledgebase article on that – really a webinar that walks you through the big items.
- Check out the NLLS website for a new eResource category. Under [For Kids](#) you will find a collection of eResources that have early readers, families, and teachers in mind. Discover new FREE content and a gateway to the existing kid-friendly content you have come to love. Please note, we have NOT pushed this content out to your pages automatically, but if you WOULD like to have it added to your eResources page we are happy to do so. Please submit a helpdesk ticket and we will get you all hooked up.

EXECUTIVE COMMITTEE MEMBERS

NAME	ZONE	EMAIL	PHONE NUMBER
Vicky Lefebvre	Zone 2 - Chair	gillesvicky74@gmail.com	780-573-1926
Curtis Schoepp (ML)	Zone 1	curtisschoepp@gmail.com	780-220-4897
Larry Tiedemann	Zone 1	casperti@telus.net	780-975-0508
Barb Smith (ML)	Zone 1	bsmith@boylealberta.com	780-213-0099
Maxine Fodness	Zone 2	mfodness@county.stpaul.ab.ca	780-645-4778
Matthew McLennan	Zone 3	mmclennan@sturgeoncounty.ca	780-974-4713
Dwayne Spicer	Zone 3	dspicer@redwater.ca	780-942-3519
Jennifer Anheliger (ML)	Zone 3	jennifer.aneliger@morinville.ca	780-340-7296
Leslie Cusack	Zone 4	div7@county24.com	780-787-0600
Josh Crick (ML)	Zone 2	jcrick@md.bonnyville.ab.ca	780-545-5961

Representatives By Zone

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

If you have questions, concerns, compliments please direct them to the Executive Board representative for your zone.

James MacDonald MLIS, DAS

Executive Director | Northern Lights Library System
 E jmacdonald@nlls.ab.ca | www.nlls.ab.ca
 P 780.545.5072

Our workplace is situated on Treaty 6 territory, traditional lands of First Nations and Métis peoples.



From: James MacDonald
To: NLLS Board; NLLS Libraries; Library Board Chairs; Staff-NLLS
Subject: Weekly report 2022-12-9
Date: December 10, 2022 8:40:34 PM
Attachments: [image001.png](#)
[image002.png](#)

Hello Board members, Library staff, and friends of Northern Lights Library System.

BOARD

- We received a response from the minister to the joint letter sent by the seven systems. You can [read the response here](#). No grand announcements... yet.
- [The Chair's Challenge](#) to get your whole council their library card has been issued. A separate email is forthcoming but here is the overview. Do you have what it takes?
- [The Board and Executive Meeting Highlights](#) may come in handy when reporting to your councils.
- Dates and times of our next Executive and Board meetings, and draft minutes are now [on the website](#).
- The PLSB's series of board training webinars has concluded. You may be interested in the slides from their [system board training](#).

NEXT WEEK

- Monday will see Vicky and I meet with the systems' advocacy committee
- We'll be in Pelican Narrows on Monday as well.
- Tuesday we'll report to the town of Bonnyville
- Wednesday morning has us reporting to the town of Gibbons
- Thursday we'll be out to Myrnam for a meeting with their council

OPERATIONS

- The [2022/23 Service Catalogue](#) is now available electronically.
- Our part-time Operations Specialist position comes to an end on December 16th. Many of you have met Tara Campbell as she has been out on occasion to deliver your books. We've loved Tara's happy demeanor and appreciate her service over the past couple years as she has backfilled several positions.

LIBRARIES

- We have codified our procedures for answering our main phone line. We are striving to provide the best possible customer service we can. Have a look at [the procedure](#). You should expect this kind of thorough attention to your queries when you call. If you have questions or feedback, I am happy to receive it. In fact, this procedure was inspired by your feedback in our annual survey. The survey has closed and a report on the findings will be available early in 2023, along with the draw winner.
- Speaking of getting to your queries, did you see [the email from Tim](#) about our ticket software? How deeply frustrating. I understand the missing tickets are rare. Still, TSI is working diligently with the company to get to 100% reliability. Calling is a great option to ensure we get to you as quickly as possible. That procedure above requires we log a ticket for each call (even if we immediately close it).

EXECUTIVE COMMITTEE MEMBERS

NAME	ZONE	EMAIL	PHONE NUMBER
Vicky Lefebvre	Zone 2 - Chair	gillesvicky74@gmail.com	780-573-1926
Curtis Schoepp (ML)	Zone 1	curtisschoepp@gmail.com	780-220-4897
Larry Tiedemann	Zone 1	casperti@telus.net	780-975-0508

Barb Smith (ML)	Zone 1	bsmith@boylealberta.com	780-213-0099
Maxine Fodness	Zone 2	mfodness@county.stpaul.ab.ca	780-645-4778
Matthew McLennan	Zone 3	mmclennan@sturgeoncounty.ca	780-974-4713
Dwayne Spicer	Zone 3	dspicer@redwater.ca	780-942-3519
Jennifer Anheliger (ML)	Zone 3	jennifer.aneliger@morinville.ca	780-340-7296
Leslie Cusack	Zone 4	div7@county24.com	780-787-0600
Josh Crick (ML)	Zone 2	jcrick@md.bonnyville.ab.ca	780-545-5961

Representatives By Zone

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

If you have questions, concerns, compliments please direct them to the Executive Board representative for your zone.

James MacDonald MLIS, DAS

Executive Director | Northern Lights Library System
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 P 780.545.5072

Our workplace is situated on Treaty 6 territory, traditional lands of First Nations and Métis peoples.

VILLAGE OF MARWAYNE LIBRARY BOARD

MINUTES

December 13, 2022

Call to Order: 3:55 pm

Present: Eileen Hines, Arlene Parker, Raelle Kissick, Carmen Smart, Keri Debnam, Kym Person, Ashley Rainey, Lis Franklin

Missing: Sharon Hutchings, Kirsten Hnatow

Minutes of the last meeting were read. Eileen Hines moved that the minutes be accepted as read with no changes. Keri Debnam seconded. Motion carried.

Treasurer's Report:

Eileen Hines presented the Treasurer's Report considering Sharon Hutchings absence. A copy is attached to the Minutes. Ashley Rainey moved that the Treasurer's Report be accepted. Arlene Parker seconded. Motion Carried.

It was noted that the Village of Marwayne reimbursed the library in the amount of \$455.50 to make up the difference for the library's operating grant which had funds missing in October 2022.

Library Manager's Report:

Carmen Smart advised that the public computer that had been sent in for repairs and fixed, has broken again. Brandon Ziomek, Tech from NLLS reported that on further analysis, the problem is in the hard drive. There is one of three things to do:

1. Install a used hard drive but no guarantee that Windows will let us install it.
2. Order a new hard drive and install Windows on it when it arrives. The Solid State costs \$75.00 and the Black Performance costs \$56.00.
3. Brandon can cease work on the computer and send it back for disposal.

Carmen Smart advised the board to dispose of the tower and not spend any further money on it. Patrons are not using the public computers that we have so there is no point in spending money on a computer that collects dust.

Arlene Parker made a motion to dispose of the broken computer tower as we have two working public computers. Motion Carried.

-2-

Patrons outside of school came and spent money at the book fair. There was \$3,614.25 spent. The library was able to purchase \$1,691.77 worth of books and product. The school library donated all the teacher's Wish List items out of the proceeds.

Carmen Smart advised that the Winter Reading Program (WRP) is ramping up to launch in January. NLLS will be donating two Kobos and one Yoto Mini as prizes. Carmen Smart asked the library board to donate prizes as well, as chances are slim that Marwayne patrons will win the NLLS prizes. Ashley Rainey made a motion to purchase seven gift cards from Walking on Water in the amount \$25.00 each. These gift cards will be for a draw made for participants of the WRP from grades Kindergarten to Grade 6. Motion Carried

Keri Debnam made a motion to purchase six gift cards from Chapters in the amount of \$25.00 each. These gift cards will be for a draw made for participants of the WRP for Grades 7-12 and adults. Motion Carried.

Carmen Smart ordered a StoryWalk from NLLS. The story "Ten Ways to Hear Snow" will be arriving on January 20, 2023. NLLS has implemented a new policy that involves charging libraries \$50.00 for any StoryWalks that are returned damaged or with missing items. The board felt it was important to continue ordering the StoryWalks despite the new fee. Ashley Rainey made a motion to set up the StoryWalk at the park by the walking trail close to the community park. Motion Carried.

Carmen ordered the large Minecraft Computer Lab. It will be at the library from February 7th to February 21st.

Letters to Santa was a huge success. The community game out and 17 letters were written to Santa from children of all ages. Kirsten Hnatow and Keri Debnam replied to each letter to personalize it.

Carmen Smart advised the board that a copy of all the library policies have been forwarded to NLLS on December 12, 2022, as requested by NLLS.

Carmen Smart made a motion to weed all the non-fiction books. It has not been weeded in 15 years. Motion Carried.

Carmen Smart asked the board to purchase \$50.00 worth of comics for Free Comic Day on May 6th, 2023. The comics must be purchased by December 23, 2022. Carmen proposed that the comics be used for future prizes for WRP and SRP. It is a policy of NLLS that these particular comics be used solely for giveaways. Keri Debnam made a motion to purchase \$50.00 worth of comics. Motion Carried.

Carmen Smart reported that library Facebook usage is growing thanks to the village sharing our events on the What's Happening in Marwayne Facebook.

-3-

Lis Franklin

Lis Franklin asked that the name Moms & Tots be changed to Mommy & Me. Parents have been confused about what ages are allowed. The ages for Mommy & Me are 0-5.

Lis Franklin reported that the Mommy & Me group is going very well. The amount that come out are anywhere from 7 to 18 people. There has been great feedback from the community. We have gotten new patrons using the library out of the group.

Lis Franklin asked that we advertise to homeschoolers to use the library. Raelle Kissick and other board members felt the wording needed to state as follows: "Those who are not affiliated with the school, please feel free to use the library. " The board felt the wording needed to incorporate the whole community, not just one sector.

Eileen Hines made a motion for Ashley Rainey to become a board member of the Village of Marwayne Library Board as replacement council member for Cheryle Eikeland in light of Cheryle's death. Ashley Rainey's term on the board will expire in October 2025 to correspond with her term of service as Councillor for the Village of Marwayne. Kym Person seconded. Motion Carried.

Kym Person moved that the meeting be adjourned. Motion Carried.

Next meeting will be March, 2023.

Meeting adjourned at 5:05 pm

**MINUTES OF THE MEETING OF THE VERMILION RIVER REGIONAL WASTE
MANAGEMENT SERVICES COMMISSION ON NOVEMBER 23, 2022, AT THE
VERMILION TRANSFER SITE**

PRESENT:

Chair: M. Baker
Vice-Chair: D. Bergquist
Directors: R. McDonald; J. Rayment; S. Hyrciuk; G. Kuneff; K. Whitlock
Alternarte: D. Frank (Kitscoty)
CAO: S. Schwartz

ABSENT:

Director: K. Miciak

The meeting was called to order at 5:58 PM

AGENDA:

Additions to Agenda:

None.

MOVED by D. Bergquist that the agenda be adopted as presented.
Carried.

MINUTES OF THE MEETING OF October 25, 2002:

MOVED by R. McDonald that the minutes from the meeting of October 25,
2022, be adopted as presented.
Carried.

ORGANIZATIONAL MEETING:

i. Election of Chair:

MOVED by R. McDonald that nominations for the position of Chair open.
Carried.

Nominations for Chair:

S. Schwartz called for nominations for the position of Chair.
R. McDonal nominated M. Baker for the position of Chair.

S. Schwartz called for nominations for the position of Chair.
None.

S. Schwartz called for nominations for the position of Chair.
None.

MOVED by D. Bergquist that nominations for the position of Chair cease.
Carried.

M. Baker elected as Chair by acclamation.

ii. Election of Vice-Chair:

MOVED by R. McDonald that nominations for the position of Vice-Chair open.
Carried.

M. Baker called for nominations for the position of Vice-Chair.
R. McDonald nominated D. Bergquist for the position of Vice-Chair

Minutes of the Meeting of the VRRWMS on November 23, 2022

M. Baker called for nominations for the position of Vice-Chair.
None.

M. Baker called for nominations for the position of Vice-Chair.
None.

MOVED by S. Hryciuk that nominations for the position of Vice-Chair cease.

Carried.

D. Bergquist elected as Vice-Chair by acclamation.

iii. **Commission Signing Authority:**

MOVED by R. McDonald that the Commission signing authority remain as M. Baker, D. Bergquist, and S. Schwartz.

Carried.

iv. **Director Per Diem Rate:**

MOVED by D. Bergquist that the per diem rate remain at \$125.00 (up to four hours), and \$250.00 (for anything over four hours).

Carried.

v. **Director and Employee Mileage Rate:**

MOVED by S. Hryciuk that the mileage rate increase to 61cents per km.

Carried.

OCTOBER 2026 FINANCIAL REPORT:

S. Schwartz presented the October 2022 financial report and provided explanations as required. The October 2022 financial report showed a balance of **\$267,725.02** in the operating account. The capital reserve account remained unchanged at **\$641,706.82**. The operational reserve account remained unchanged at **\$233,062.07**. The closure/post-closure account remained unchanged at **\$110,673.63**.

There were questions about the various GIC rates, and a summary report of the GIC rates and maturity dates will be presented at the next meeting.

There were questions about the operating account balance and S. Schwartz explained that year-end invoices and expenses have not occurred as of yet, and the capital reserve GIC has not been created for 2022.

MOVED by K. Whitlock that the October 2022 financial report be accepted as presented.

Carried.

OCTOBER 2022 MONTHLY REQUISITION REPORT:

S. Schwartz presented the October 2022 monthly requisition report for information.

Minutes of the Meeting of the VRRWMSO on November 23, 2022

OCTOBER 2022 ACCOUNTS FOR APPROVAL REPORT:

S. Schwartz presented the October 2022 cheques numbered 7266, and 7393 to 7421, and the debit memos and credit card charges for October 2022, and provided explanations as required.

MOVED by G. Kuneff that the cheques numbered 7266, and 7393 to 7421, and the debit memos and credit card charges, be adopted as presented.

Carried.

FOR INFORMATION:

S. Schwartz presented a letter that she prepared for the Town of Vermilion regarding the disposal of biological waste at the transfer sites. The request was made by the Town of Vermilion due to the disposal of a large number of vials containing bovine blood, which had been disposed of by Lakeland College. There was some discussion about finalizing a procedure from Government of Alberta legislated regulations for the handling of biological waste at our transfer sites. This topic will be discussed further at the January 2023 meeting.

NOVEMBER 2022 CHIEF ADMINISTRATIVE OFFICER REPORT:

S. Schwartz presented the November 2022 Chief Administrative Officer's report, and provided explanations as required.

MOVED by R. McDonald that the November 2022 Chief Administrative Officer's report be accepted as presented.

Carried.

BUSINESS ARISING FROM THE CHIEF ADMINISTRATIVE OFFICER'S REPORT:

1. M. Baker explained to the Board that the Commission insurance brokers were asked whether or not tenant insurance should be a requirement of the Commission from the contractor who operates the Vermilion transfer site. The insurance brokers examined our tender document and it was their opinion that tenant insurance by the contractor is not required and need not be part of our contract. If the contractor chooses to purchase tenant insurance, that is the contractor's decision.
2. M. Baker also informed the Board that it was agreed that further training of contractor scale house staff was required on the clerical tasks, and the Board agreed to provide and fund some additional short-term training.

NEW BUSINESS:

1. 2023 Draft Operating Budget:

S. Schwartz presented the draft 2023 operating budget, as well an explanation sheet clarifying any significant increases. There was discussion about salary increases, and it was suggested that a 2.0% increase was acceptable.

MOVED by R. McDonald that the revised 2023 draft operating budget, including the 2% proposed salary increase be accepted as a draft.

Carried.

Minutes of the Meeting of the VRRWMSC on November 23, 2022

Note: The 2023 draft operating budget will be sent out immediately to the municipalities for their information.

2. 2023 Transfer Site Opening Hours Calendar:

S. Schwartz presented the 2023 transfer site opening hours calendar for information. She pointed out that July 1, 2023, and November 11, 2023, both fall on a Saturday. There are alternate opening days for the transfer sites for the week of July 1, 2023, but in November, both Tulliby Lake and Preston are only open on Saturdays for winter hours. It was agreed that the sites will be closed on these dates, and that no alternate opening dates are required for the transfer sites. The transfer site staff must inform their patrons of the closures, and the information will appear in the paper and on municipality websites and social media.

3. Transfer Site Supervisor Christmas Gift Cards:

MOVED by S. Hyciuk that each staff person should receive a \$75.00 gift card.

Carried.

4. Vermilion Transfer Site Contractor Rates:

S. Schwartz informed the Board that the contractor rate for household waste is currently \$85.00/mT for contractors in the region, and \$100.00/mT for out-of-region contractors. The cost for disposal of wood and lumber is \$25/mT for anything over 600 kgs. The above costs cover the costs for handling, transport and landfilling. It was suggested that the Board assess if these rates are sufficient to cover our costs and discuss this issue at the next meeting.

OLD BUSINESS:

1. 2022 Transfer Site Christmas Opening Hours:

As Christmas and New Year's Day fall on a Sunday this year, these dates do not impact the satellite transfer site opening hours. For those sites which are open on Saturday, December 24, 2022, and Saturday, December 31, 2022, the sites will close at 2:00 P.M. The affected transfer sites with Saturday hours that are later than 2:00 P.M. are the Vermilion, Kitscoty and Dewberry sites. The Vermilion transfer site will be closed on Monday, December 26, 2022, for Boxing Day.

2. Commission Transparency With Regards to Tender Information:

M. Baker informed the Board that he had spoken with the County of Vermilion River Chief Administrative Officer, as well as a lawyer about public transparency of information regarding Commission tenders. All Commission tenders are open to the public and any potential bids and any successful bids are subject to public scrutiny.

Minutes of the Meeting of the VRRWMS on November 23, 2022

The next meeting will be held on Wednesday, December 14, 2022. at 6:00 P.M. at the Vermilion transfer site.

The meeting adjourned at 7:08 P.M.

These minutes have been adopted in their entirety at the December 14, 2022, meeting.

Chair

Date

EXPLANATION NOTES FOR 2023 DRAFT OPERATING BUDGET


1. I held the line on most items where I could, but there were increases in some areas, and I have explained why.
2. The municipality population is the same as for 2022 on the Government website.
3. Insurance costs were up slightly, but not as much as I expected. The budget for 2022 was \$22,000. I have budgeted for actual costs and it is \$25,000.
4. Natural gas costs are up because of the carbon tax and I have upped those costs at the transfer sites to reflect actual costs in 2022.
5. I have upped the Paradise Valley site costs, as this appears to be the trend as we work on the site in order to make the site more serviceable.
6. Hazardous waste costs are rising with the new program that was implemented last year. I used 2022 figures to budget for 2023.
7. Some sites like Dewberry handled more freon appliances than previously.
8. Site costs are increasing in Dewberry, and that is a lot to do with the number of break-ins at that site.
9. The Vermilion figures include the new tendered contract figures that begins in 2023, as well as a slight increase to maintenance and site costs..
10. The transportation and landfilling costs from Claystone Waste Ltd have increased on the transportation side due to fuel surcharge and carbon tax increases. Transportation costs are up 15%. The base costs for transportation and landfilling remained the same, and will remain at that rate for nine (9) more years until the the end of the term of the contract. I have calculated the splits for these items using the tonnage so far in 2022, plus estimating for the remaining two months. Our budget metric tonnage has been holding fairly constant for a few years now with no significant increase.
11. Residential pickup and recycling figures are based on 2022 actuals.
12. The Board approved a 2.0% increase in salary costs for all staff.

This calculates out to a 4.9% increase in the overall budget.

From: [James MacDonald](#)
To: [Municipalities](#); [Library Board Chairs](#)
Subject: NLLS budget
Date: December 2, 2022 10:54:38 AM
Attachments: [image001.png](#)

Good day mayor, council, and library boards.

The Northern Lights Library System Board met on November 25th. The board unanimously approved the adoption of the 2023 budget which includes a 1.5% levy increase to municipalities and boards. This will move the levy from \$5.23 to \$5.31 or \$10.62 (combined). Thank you to those councils that have already communicated acceptance of this increase in lead up to the vote.

You can view the budget  [at this link](#). There is a tab titled "levy" which lists the previous year's levy amount and the new levy along with the difference between the two. This list is by municipality. Those municipalities with a library board would pay the equivalent \$5.31 as the municipality. We continue to use the 2016 Municipal Affairs population list in reflection of the province's use of that list to calculate grants.

The Northern Lights Board is diligently working to keep costs down while maintaining quality service. While costs naturally go up with inflation, we are committed to modest increases that can help you and us budget for the future in clarity. We wish to thank you all for your continued advocacy with the provincial government. While there has not been an increase in operating grants since 2015 we continue to value our partnership with the province. All seven regional library systems recently formed an advocacy committee comprised of system chairs and directors. A consistent and clear advocacy plan is taking shape and we look forward to sharing those plans as they become available.

Thank you again for your continued support of library services in your communities.

Vicky Lefebvre

Board Chair | Northern Lights Library System
E executivechair@nlls.ab.ca | www.nlls.ab.ca
P 780.573.1926

James MacDonald MLIS, DAS

Executive Director | Northern Lights Library System
E jmacdonald@nlls.ab.ca | www.nlls.ab.ca
P 780.545.5072

Our workplace is situated on Treaty 6 territory, traditional lands of First Nations and Métis peoples.

NLLS Meeting - November 25, 2022

Meeting called to order 10:02 am

Chair Report:

- Board Orientation for anyone new or any questions or concerns is available for everyone. (can send document if anyone would like to read it)
- The Executive board has asked the government for a per capita increase.
- They'd like to base the increase on a base amount so we're not affected by population decrease.
- The board asked that the government look at a 1.5% increase annually.

Road Show - NLLS has been going out and meeting both Councillors and Library Boards. They hope to continue doing this every 2 years.

Province has agreed to get the internet bandwidth up to 20 Megabytes (some are as low as 5mbites) This is costing the government an additional \$15,000. Any libraries under the 20 megabytes will be completed by the end of this month.

There is a policy that all board members must have a card. There is also a challenge to get all councillors and CAO's to get library cards.

They adopted the "Stronger Together Conference" ; they will work in partnership with Peaceland county, parkland county and yellowhead county instead of recreating the wheel.

Executive meetings are moved to every other month to cut down on costs.

They have created an Indigenous Advocacy Group - we now have Frog Lake and Fishing Lake added to our NLLS and hoping to add more.

Some libraries are getting a second van run

The Winter Reading program is "Adventure Awaits". It begins It runs Jan/February 2023

Summer Reading program theme has been finalized. (more information to come)

Power BI Dashboard is a new resource that collects the stats for librarians. It is 1 central place/print reports and saves each librarian countless hours from putting in their own data. NLLS is paying the first year. After that each library either pays the \$70/annually or opts to not run the program.

All policies passed unanimously

Budget

In order to work on getting back to a surplus we have gone from 3 vans to 2 vans. 2026/27 they will finally balance the books instead of relying on savings.

We have an IT guy in Manitoba. Questions were asked why not more local. They could not find someone in Alberta with the credentials this IT has.

The budget was passed unanimously.

Vegreville had the little library this summer at their information booth and it was a huge success and they will be adding 1 permanently.

Meeting adjourned: 12:00



NOVEMBER 2, 2022
AGM
GO EAST OF
EDMONTON
REGIONAL
TOURISM

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



Hello, everyone. We did have a record registration for this event, and so we are excited to say that we have 70 people who attended even though it snowed, and the roads were icy. It's the largest tourism meeting ever.



- About Us
- Importance of Tourism
- 10 Years Looking Back...
- Grants for Success
- Travel Guide Success
- An Amazing Website
- Event Promotions
- Social Media Growth
- Digital Campaigns
- Roadtrip Adventure Game
- Roadtrip Savings Passport
- Tourism Talk Radio
- Parades
- Other Promotions
- #goeastcares
- 2023 Upcoming
- Thank you...
- Contact us

The Go East Organization has reached ten years old, and you will learn about some history along the way, but mostly about a lot of successful projects.

There is a lot of content that we're happy to share with you today.



YOUR AWARD WINNING REGIONAL TOURISM ORGANIZATION



Over 50 Member
Communities



RTO/DMO model with Board
of Directors representing
Northeast, East and
Southeast.



Delivering an ROI over 3 to 1
or More to our Partners!

- **Did you know...Go East of Edmonton is the #1 promoter of Tourism Businesses, Travel and Roadtrips in the regions East of Edmonton.**
- **Every year we invest over \$100,000 to Advertise, Promote and Support NPO's, Communities, and Businesses in the region!**

We are your award-winning regional tourism organization. We are the number one promoter of road trips and other getaways in the region.

There are over 50 member communities that we do have. It is a regional tourism organization...but it is a destination marketing organization model. Communities are members of the organization.

By our account, we're delivering a return on investment of about 3 to 1, which is very significant as it is very challenging to do rural tourism. And we spend over \$100,000 every year in advertising to promote the region.



Kevin D. Kisilevich
Marketing & Development

Ph: 780-632-6191
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

- 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



Robin Brown
RTO Bookkeeper

Ph: 780-632-6191
robin.goeast@gmail.com

- Joined Go East of Edmonton in July 2022
- Applied Bookkeeping Certification, Northern Alberta Institute of Technology
- Payroll Compliance Practitioner, National Payroll Institute
- Accounting & Payroll Administrator, CDI College



Kristen Gusnowski
Communications & Special Projects

Direct Line: 780-275-0103
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 and 2022 Go East of Edmonton Roadtrip Adventure Game
- Assisted in the Management of the 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



Part-time Content Creation: Faye Forges
Campaign and content coordinator this summer. Faye has a strong background in graphic design, photography and video development. She created Reels to promote the Roadtrip Adventure Game. She is also creating new videos under development funded by our existing Cares Grant program.

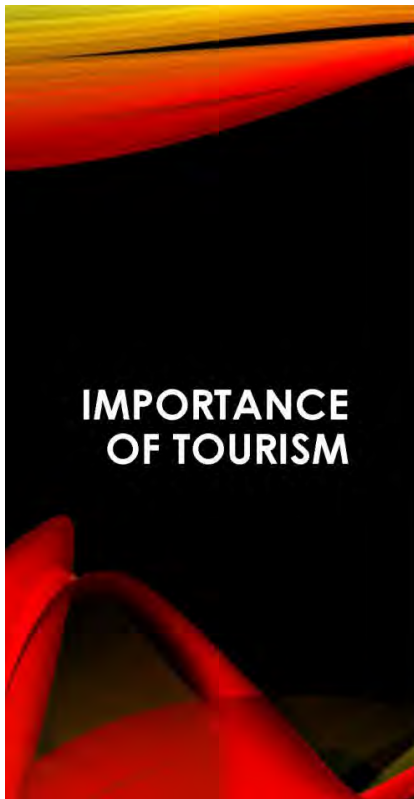
Part-time Content Creation: Rebecca Isbister
Year round, we employ part-time staff for communications, marketing, writing, social media and web design. We also work with digital marketing consultants: Strong Coffee Marketing for website and campaign development, plus others as needed.



We have a team that has grown over time.

I think that it would be fair to say that Jolene and Kevin have been doing tourism longer than anybody has been involved in tourism in this region.

Everybody puts in some extra time as we do what we do. We are managing a large number of people and a large number of projects, and we somehow make it go every year and grow.



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

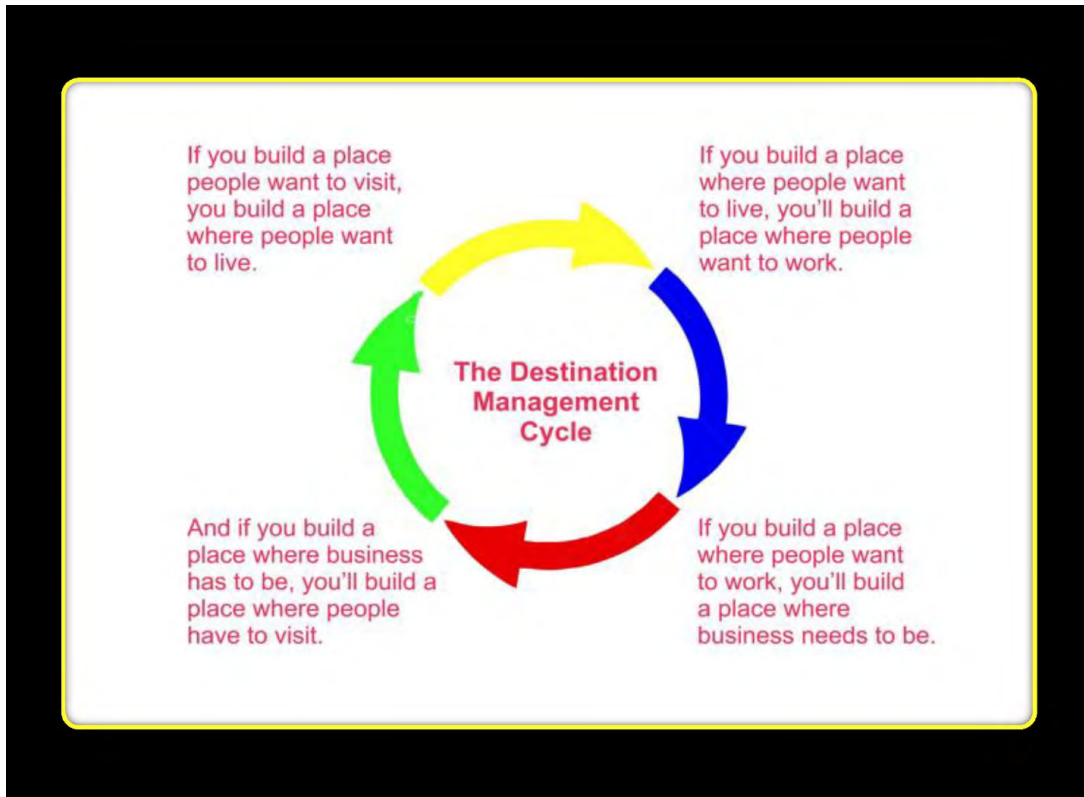
Its worth over 8 Billion to Alberta's Economy and over 100,000 Jobs!

It's important what we do here. We feel that's why we've done what we've done for this many years, the importance of tourism.

As we're coming off the COVID years and everything is opening up...there's an ongoing ripple effect for the economy. It's number one in economic recovery.

So this is a very good industry to help with economic development in your communities...because they have to visit first before they move there, start a business, or do any of those kinds of different things.

Old statistics were that it was worth \$8 billion to Alberta's economy...but the goal is that it grows from there.



If you build a place people want to visit, you build a place where they want to live. Build a place where they want to live, you build a place where they want to work. If you build a place where they want to work, you build a place that businesses need to be. And then, if you build a place a business has to be, you build a place where people want to visit, and it continues.

And it's all about tourism and it's all about economic development.



LOOKING BACK ON 10 YEARS OF SUCCESS...

- **Go East, Growing Opportunities, East Alberta Sustainable Tourism.**
 - Incorporated November 2012 based on demand from the Tourism Industry for an effective regional Destination Marketing Organization.
 - To be lead by an experienced Team...a combination of Industry businesses and Communities working together to grow tourism.
 - Collaborating with Gov't, Media and Consultants to support, develop, grow tourism.
- **A Vision we have lived up to...**
 - *GO EAST RTO is a registered non-profit corporation dedicated to be the driving force for innovative and collaborative tourism marketing and development that contributes to the sustainability, prosperity and quality of life for tourism operators and communities East of Edmonton (Northeast, East and Southeast) and across East Central Alberta.*
- **A Better call to action...**with awesome response from partners
 - Go, East and Edmonton are keywords in the name and in common to everyone.

The organization was incorporated in November 2012. This was started because of demand from the tourism industry looking for an effective regional destination marketing organization.

Ultimately, when it started, it became a better call to action. There was an awesome response from partners. People would say...everybody goes to the mountains, and everybody goes to B.C. Why can't they go east? Why can't they go to my town? We noticed it as we started to do parades. People cheer when they see the car coming through. It's very interesting. It's almost a movement. It is a better call to action.

**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.

The traffic just continues to increase, and now that things are opening up again, when somebody searches 'day trips around Edmonton', guess which website comes up in that? We do come up in that ranking with Explore Edmonton and all those others.

I mean, literally, twice as many people from B.C. went to our website this year, and half of them were from Vancouver.

The brand is the number one recognizable brand in our activities for tourism, and we do work every day to move up the numbers and keep the traffic flowing.

SUMMER DIGITAL CAMPAIGN SUCCESS...

Website Traffic 2019

- over 226,000 pageviews
- Online Guides
- over 150,000 pageviews
- Followers Social Media
- nearly 25,000

- Also Won the 2018 Growing Rural Tourism Marketing Award!

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. 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 Mestis Crossing, Kevin D. Kisilevich- Go East of Edmonton, Jim Newman- Lamont County, Brian Siddle- Strong Coffee Marketing, Diane Jenkinson- MD of Sonnyville, Brennan Bunko- Parks Canada & Elk Island National Park, Heather Johnson- Lamont County, Anya Langkow- Town of Vegreville, and Trevor Tessier- Strong Coffee Marketing.

In 2018, we won the Growing Rural Tourism Marketing Award.

The year after was a big win for us at the Alto Awards with Travel Alberta. Now, this is very difficult to get in when you realize that the year that we won, everybody who won was from Edmonton or Calgary or the mountains.

So, we were the only rural tourism to win an award that year for our digital marketing campaign. And back then....the traffic was half maybe what we are now.


ROADTRIP STRATEGY...A BIG SUCCESS!

[HTTPS://GOEASTOFEDMONTON.COM/VIDEOS/](https://goeastofedmonton.com/videos/)

SINCE 2020, **OVER 640,000 VIEWS...OVER 14,000 HOURS WATCH TIME**

Highway Roadtrip Videos


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



Go East of Edmonton | Highway... 13

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


HIGHWAY 13 - VIEW TRIP ARTICLE



Go East of Edmonton | Highway... 14

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


HIGHWAY 14 - VIEW TRIP ARTICLE



Go East of Edmonton | Highway... 15 & 45

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


HIGHWAY 15 & 45 - VIEW TRIP ARTICLE



Go East of Edmonton | Highway... 16

You'll love the costumed interpreters!

HIGHWAY 16 - VIEW TRIP ARTICLE



Go East of Edmonton | Highway... 28

Awesome Farm-to-Fork meats and homemade foods!

HIGHWAY 28 - VIEW TRIP ARTICLE

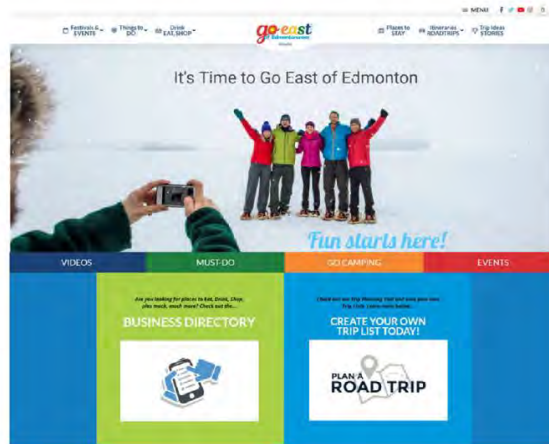
One of the things that we did over time is a road trip strategy that was funded by a CARES grant.

Those videos launched in 2020, which was obviously the perfect year because everybody was online with COVID. Since 2020, we had 640,000 views on the five main videos that cover northeast to southeast, and over 14,000 hours of watch time.

People are still looking at them today, even though they are a little bit older. The content is pretty much evergreen on those, so it still works today to tie in with our itineraries.

NEW WEBSITE LAUNCHED 2020 – A SURPRISING EXPLOSION OF TRAFFIC!

- **Traffic – Comparison YOY Jan 1 to Sept 30:**
- **2016** - 22,078 Sessions
- **2020** – 118,551 Sessions, plus Viral traffic of 280,000 sessions= 398,551
- **2022** – 235,907 Sessions
- Website was launched during Covid -19 in 2020.
- **Traffic has grown by over 1000%, or more than 10x since 2016!**



In 2020, we launched a new website, and it was an explosion.

By 2020, the regular traffic that year would have been close to 120,000. But what happened during that COVID year with the new website was, the camping guidelines came out and...we were the first ones to post the camping guidelines on our website.

So, it was very unique thing that happened during the COVID time, and we saw that it did make a boost.

By the time we hit 2022, ... we'd seen about a ten times or 1,000% growth since 2016 for website traffic. So again, we used the website very well, and it continues to grow today.



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**
 - **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**

When we talk about the COVID years...it was a challenging time for us. We saw around Alberta some tourism organizations didn't know what to do and really weren't active.

We were doing something every day. Every day there was something coming out. So, we were sharing with the partners, the businesses, about the different programs, whatever those might be.

We were doing anything we could to help the tourism partners and operators in the region.

2020 & 2021 TRAVEL GUIDE PROVED TO BE IMPORTANT TOOLS FOR COVID RECOVERY AND IMPACT



2020 was a challenge for us too. We show you here the 2020 Guide, which was a beautiful front picture of the Vermilion Fair, but all the events got canceled due to COVID.

The travel guide, luckily, was just getting printed. And so, we figured out that we could put it in a plastic wrap. The board came up with a letter in there to explain the guide and explain that the 2020 events would be canceled.

As we went into the next year's guide, obviously we went to a cover that was a total opposite: an empty beach. 'Uncrowded and Unforgettable' was our message on the front.

In those years too, we launched the Roadtrip Adventure Game, which is a great success.

10 YEARS OF INDUSTRY LEADING TRAVEL GUIDES...



Here we see ten years of industry leading travel guides with the Go East name. You also see a logo evolution to the present.

There's an acronym from that too, that GO EAST can stand for Growing Opportunities, East Alberta Sustainable Tourism.

So, it has an interesting acronym...and we're proud to be able to be effective and promote those three key areas...from northeast to east and southeast.



**OVER \$500,000 IN GRANTS RECEIVED
FOR TOURISM MARKETING AND
DEVELOPMENT SINCE 2013!**

- **\$99,000 or more received 2 years in a row**...In 2021 and 2022 received both funding and a Travel Alberta Marketing Grant for continued projects to grow tourism.
- The **COVID RECOVERY GRANT program** (up to \$20,000) that was granted to DMOs for Recovery for staffing, or other admin needs.
- The **Travel Alberta Cooperative Investment Marketing Grant** (up to \$90,000) was 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.
- **Over 20 Grants received Since 2013.**
- Grants from various provincial Govt departments include, Agriculture, Culture, Economic Development, & Travel Alberta.
- **Over \$1 Million Net Value in Tourism Marketing and Development!** (Grant totals with In-kind and other partner fees and contributions)
- **A 3 to 1+ ROI for Partners**

I sat down for a few minutes, looked at some old documents, and realized that we've had over 20 grants. The first grant came in 2013.

I want to thank Travel Alberta over the last couple of years because we had over \$200,000 in the last two years from Travel Alberta in grants. And they really boosted our marketing grants for summer, which has done a lot for us.

When you take the grant monies and membership fees and other fees, we have done over \$1 million net value in tourism, marketing, and development. We're looking at a 3 to 1 ROI for our partners, and we're pleased to be able to do so and to make it work better than any Tourism group has before.



We have the Numbers to get you the BEST results!

Current Annual Reach and Benefits - based on the results in 2022.

Leads to Partners

- **1000+** referrals from phone calls, emails and messaging
- **35,000+** click thrus from the Website to partners pages
- **200,000+** Facebook, Instagram, Twitter, E-News, 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).



Google Organic Search

The Go East of Edmonton website appeared over **7.4 Million** times (impressions) from google searches in the past year, resulting in over **140,000 clicks** to partners pages and content on GoEastofEdmonton.com

Travel Guide in Print & Online



It's the **#1 most popular** travel guide in the region and at Visitor Centres!



Regional Tourism Website



The **#1 highest traffic and most comprehensive tourism website** in the region.
Growth - over 100,000 Pageviews increase in 2022!

Year Round Ad Campaigns

- **Google, Facebook & Instagram Ads** - Reached over **11 Million** ad impressions annually!
- **Roadtrip Adventure Game** reached over **2.6 Million** impressions
- **Roadtrip Video Ads** reached over **642,000** views
- **Billboard Ads** seen **272,000** times all over the Edmonton area
- **Radio Ads** on **10 Stations** (Edmonton & East area)

Total Users

of Go East Website, Travel Guide, and Social Media

500,000+ people annually!!!

Print Guide

- **60,000** copies printed
- 160 pages in 2022
- 200,000+ readership
- 1 Million+ pageviews

Online Guide

- **200,000+** pageviews annually

Website

- **500,000+** pageviews
- 250,000+ sessions/visits
- 2000+ webpages of Content

Social Media & E-News



- **46,000+** combined followers
- Reaching **1.5 Million+** people annually

We call this the power of Go East of Edmonton marketing.

Ultimately, the yellow box is the one that we're pleased about. We've calculated out when we take the users of the travel guide, website, and social media, it's over 500,000 now - that's users, that's not just somebody who sees a piece of content.

We're well over a million people who see something posted online from all the people who share about Go East of Edmonton.

25TH GUIDE IS THE MOST OUTSTANDING TRAVEL GUIDE IN ALBERTA.

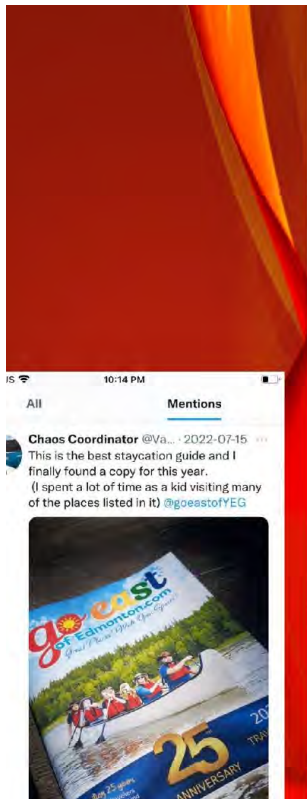
- Launched Friday May 13!**
- We made Friday the 13th a Lucky Day!**
- 61,000 copies printed! 160 pages!**
- Over 10,000 copies distributed every week for its first month!**
- Over 350 locations Edmonton area!**
- Over 100 locations Calgary area!**
- Over 500 locations Go East region!**
- Over 100 locations other Alberta/SK!**
- Total of over 1000 locations.**



*This is a great front cover!
 We haven't added it up, but if we had to add up the impressions of how many times somebody saw that cover - it's in billboard ads, it's in Facebook ads, it's on counters everywhere - it would be somewhere in the hundreds and hundreds of thousands have seen that image and seen Metis Crossing on the front cover.*

Once we started distributing, it was an explosion of 10,000 copies a week that went out. We've increased our locations and restocking twice as much as before. So, you're looking at over 1000 locations, mostly in Alberta that get that, and it continues to work for us all today. It is a great value for everyone.

ENDLESS TESTIMONIALS...



- **Community Futures St. Paul – Smoky Lake Region** - Hi Kevin – got our Go East Guides today and have to say that they look **as awesome as ever!**
- Please pass along to your team **how pleased we are with how you represent the region and how attractive this guide is in making people want to come and check out the many things to see and do.** Penny Fox, General Manager
- **Colette Borgun, Councillor Lac La Biche County** - "Thank you! **Especially love the 'Go East of Edmonton Travel Guide'** I know a lot of people who share the same sentiments as I do regarding the Guide!"
- **Reader, Connie** - "Thank you for one of the most complete travel guides available. **There is something for everyone** and you have captured it so well. **Love Alberta**"
- **Reader, Vivian from Vegreville** - "**Never stop doing the Go East Guide**, we used it all summer during Covid to go visit other communities, it was great!"
- **Budding Ideas, Killam** - "Did you know **tourists from other countries LOVE your magazine?** They use it to check out places in East Central Alberta to visit and then take it as a souvenir as it fits in a suitcase very easily."

There's many, many more, testimonials on our website that continue to come in and we're pleased to be able to make tourism grow in the region.

TRAVEL GUIDE – GREAT RESULTS GETTING MORE POPULAR EVERY YEAR!

- **#1 section on the Go East of Edmonton Website!**
- **#1 Way people found out about Roadtrip Adventures from 2022 Surveys!**
- #1 and only Regional Travel Guide at Visitor Centres all over the region!
- **#1 Magazine given out at Free Magazine racks across Edmonton!** Up to 2000+ copies per week were being picked up – a 100% increase over 2020.
- #1 Most Comprehensive Regional Guide to Tourism for 25 years!!
- **See more Testimonials at www.goeastofedmonton.com**
- Annually 200,000 views in the Online Guide
- 160 pages in 2022, largest ever guide...featuring the best of the Region.



A little bit more on the travel guide - when we survey, we find that it's number one in all kinds of ways.

That little snapshot of the map there shows you how we identify the region. Now we're breaking up all the highways into trips that we're promoting, and travellers love the maps and the guide.

And it's completely mobile and online as much as it's printed.

**BRANDED PAGES OF EDITORIAL
& PHOTO FEATURES + ADVERTISING.
A GREAT VALUE FOR BIG OR SMALL COMMUNITIES...**

Strathcona County

GO SEE & DO!

Hawke Prohibition

426 Kaska Road
Sherwood Park

950-945-8311
Visit our website for
tours and tastings
www.hawkeprohibition.com

70 Acre Brew Co.

70 Acre Brew Co. opened last year and have hit the ground running with their beer and many options. Stop by to check out what's on tap, and if it's not enough outside, you can enjoy their new patio. The top note sure to order a glass, they're proud worthy.

Along with the local brewery are several distilleries that have created exciting products to enjoy including the newest addition, **Grey Dog Distilling**. Grey Dog has a brand new product that is made by a family (made from beer spent). At **Elk Island Spirits Co.**, the Moose Milk is so good, it's the best in Canadian cream liquor.

For more suggestions of great places to go, follow the weekly blog full of things to do at www.strathcona.ca/newsletter.

Find more details on local businesses and adventures at www.strathcona.ca/newsletter

While this is an example of a Community feature, this is also an example of something interesting that we did with Strathcona County, where we worked with them, and we created the article on the right side, an Advertorial feature of local businesses, who did not have to pay anything to be promoted here.

You can see there's all kinds of ways you can promote the community through the display, advertising, advertorial, and other unique ways.

AN AMAZING WEBSITE!

- Over **7.4 Million Google Searches** in the last year. A one million increase!
- Over **140,000 clicks** into the Go East Website! Increase of 23%.
- Over **2000 pages** indexed with Google!
- Some **Communities searched over 100,000x** and some **businesses over 50,000** searches from Go East Website!
- Organic Website Visitation **Doubled** in 2021, and increases annually.



The website has really grown in popularity.

In Google Search, there were 7.4 million searches in the year for the Go East of Edmonton site. It's a million more than last year.

The organic search and some other searches brings 140,000 into the website alone, without any advertising.



ROADTRIPS BY REGION...

ORGANIZED > REGION > HIGHWAY > COMMUNITY

Our Regions - Our Communities
Adventure awaits at every corner around the region. Find special features on our Communities and what each area has to offer.

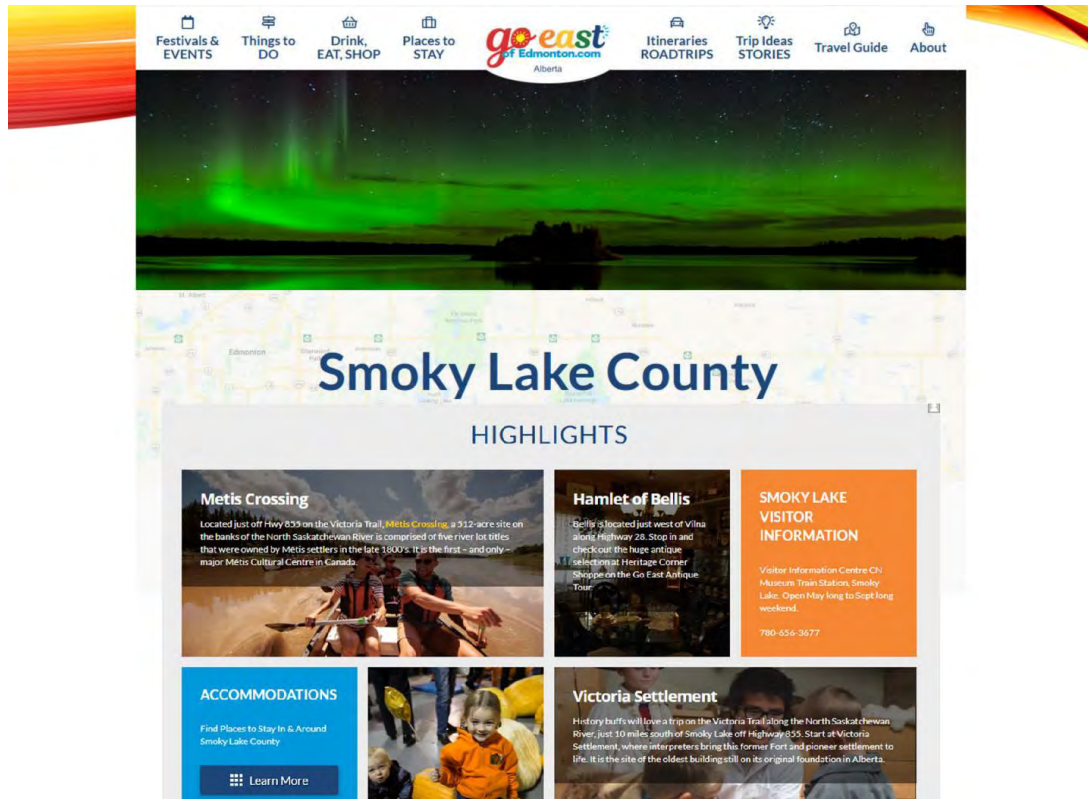
NORTH EAST
Go Northeast of Edmonton and experience Amazing Culture, Lakes and Trails! Highway 28 is your main route that leads to the Lakeland Region. Along the way be sure to explore Metis Crossing and the great history and scenery throughout the North Saskatchewan River Valley.

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 Settlements, 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.

The website is organized again that same way, from Northeast to Southeast - from region and by community.

It's an effective strategy to promote community landing pages for trip planning.



We have the most beautiful landing pages on a Web site for rural tourism in Alberta.

There's always a nice big photo. There's a highlights box that we can modify and change whatever we want to feature there or what a community would like to feature.

SMOKY LAKE COUNTY ATTRACTIONS & EVENTS

The **Smoky Lake Museum**, located on the north side of town, displays a number of interesting artifacts and historic photographs of the area. A large antique machinery collection and the restored Pakan ferry are also hosted here. Pakan was a Hudson's Bay Company Post opened in 1864, serving as a steam boat and ferry landing and a stopping point on the Victoria Trail. A full service RV Park, which overlooks the ravine, is situated between the museum and the agricultural complex.

Bring the family to the **Great White North Pumpkin Weigh-off and Fair**. Have your photo taken with giant pumpkins; enjoy the huge Farmers' Market, Art Show & Sale, kid's activities, the downtown Show 'n Shine, museum threshing bee, and the Giant Pumpkin Drop.

Plan on spending your August long weekend at the **Smoky Lake Stampede**.

Activities include a parade, kids' activities, dance, fireworks, and more.

Victoria Settlement hosts a Frontier Christmas - yes it's Christmas in July! For zany potato fun for all ages take in the Great Alberta Potato Derby. Sink your teeth into a baked potato, roast a hotdog and try a good old fashioned potato sack race and more!

Located just off Highway 855 on the Victoria Trail is **Métis Crossing**. It is a 512-acre site on the banks of the North Saskatchewan River. Explore one of Canada's Indigenous cultures in Métis settlers' homesteads with historical artifacts, experience the life of a voyageur on the North Saskatchewan River, and camp in their new Métis trappers' tents. The new **Métis Crossing Cultural Gathering Centre** showcases traditional Métis craftsmanship with modern energy efficiencies to be a true Place of Pride and a year-round attraction.

OUTDOORS

Smoky Lake Region is a great place to venture out on **Alberta's Iron Horse Trail**. This multi-use trail is perfect for year-round adventure. Enjoy hiking, biking, quadding or horseback riding. Bring out the snowmobile and the horse-drawn sleigh when the snow falls. Enjoy a round of golf at the beautiful Smoky Lake Golf Course and a home-cooked meal in the clubhouse. You can also stay at their full service RV Park. Take a break in local lake country to visit all that Smoky Lake has to offer.

North of Smoky Lake is the popular **Hanmore Lake** camping area that's comprised of two campgrounds. You can enjoy an assortment of watersports, a beach, and playground areas.

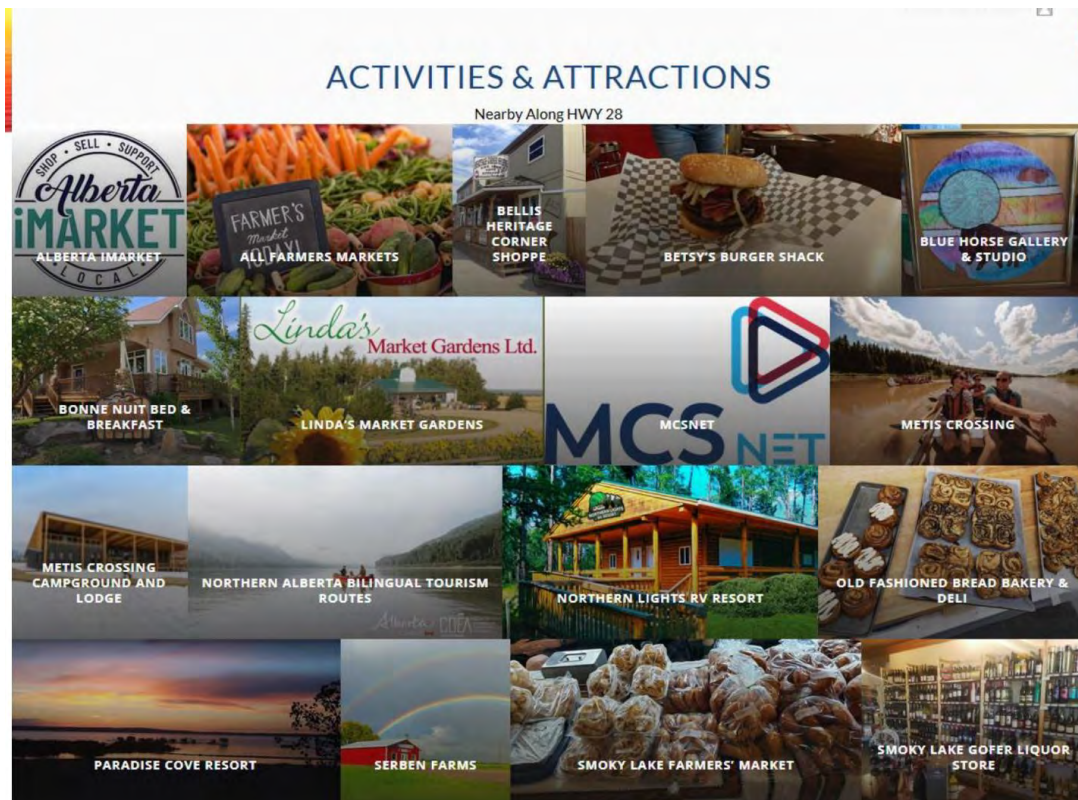


EAT, SHOP & STAY

Treat yourself to the famous Shack Attack Burger at Betsy's Burger Shack and stop by the **Old Fashioned Bread Bakery & Deli** for a selection of delicious, traditional Ukrainian baked goods. For the highest quality pork, chicken, lamb, eggs, vegetables, and honey vine **Swaben Farms** at their farm store to find all these, along with high quality local beef, artisan cheeses, soups, pickles, jams, Ukrainian foods and much more! Enjoy a meal at **Smoky Lake Inn** - where you'll also find the largest wine selection in northeastern Alberta - and stay the night where history and luxury converge. Also, check out the new **Super 8** along the highway for your stay in Smoky Lake and the new **Gofer Liquor** featuring a growler bar with 12 items on tap!



There is again an editorial that we use in the Travel Guide, and then we use it here to update the website - Outdoors, Eat, Shop, Stay, Attractions and Events.



At the bottom of every Community page ... the businesses who participate with us, or that are featured, are promoted here. So, while this is a nice little photo box, it's like a box ad to drive traffic to that business. You can click on that, and you can see their page, and you can go learn more and click thru.



Website

ANNUAL REACH

- 500,000+** Pageviews
- 260,000+** Sessions/Visits
- 200,000+** Online Travel Guide Pageviews
- 35,000+** Leads to Partners
- Regional Tourism Directory**
- 140,000+** Pageviews
- 1000+** Featured Webpages
- 1000+** Views on each Box Ad

You Get a Webpage which is a fully Featured Mini Website that includes:

- Links to your website and social media with map & contact info
- Pictures and/or Videos
- Why Go?, What's Unique?, Description of your business
- Add a Special Offer and get more results
- Box Ads and other links throughout the website drive traffic to your business page



Lakehouse Naturals Soap Company

Featured

Create All Natural Bath and Body products made fresh in-store. Handcrafted bars, bath bombs, salts or essential oils. you can be assured you are

[Read more...](#)

Lakehouse Naturals Soap Company



Featured Webpage

Details Photos

Create All Natural Bath and Body products made fresh in-store.

Whether you choose the handcrafted Bars, Bath bombs, salts or essential oils, you can be assured you are selecting products made from the finest, all natural ingredients available. Indulge and let Lakehouse Naturals take you away to a completely relaxing experience.

Shop online at <https://lakehousenaturals.ca/collections>

- Bath Bombs & Shower Steamers
- Bath Salts
- Handcrafted Soap Bars & Liquid Soap
- Diffusers
- Essential & Fragrance Oils
- Face & Body Care
- All natural bulk station
- Candles
- Sprays
- Gift Baskets
- Gift Cards

Lakehouse Naturals Soap Company is participating in the leading Passport Savings program!

[Click here to sign up for their deals and discounts!](#)

To save your Trip Lists, register on this site. Learn more about trip planning and how to register here.

Listing Map

Go East is the #1 highest traffic Regional Tourism Business Directory (Eat, Drink, Shop, Stay, Do)

Category: Camrose, Camrose County, Drink, Eat & Shop, Gifts, Health & Wellness, Highway 13, Shopping, and Southeast of Edmonton

Address: 4925 - 50 Street Camrose Alberta T4X 1R1 Canada

Phone: 780-673-7551

Website

Facebook

Instagram

Tags: Natural Products

The business webpages auto generate box ads throughout the site.

The regional business pages and Tourism Directory have over 140,000 views, thousands of views on some of those box ads that run across the website.

So, it is an effective way that we blend in the communities and businesses together throughout the website.



WEBSITE AUDIENCE GEOGRAPHIC BREAKDOWN

Total Sessions/Visits

- **256,699 Canada** (205K)
- 10,847 BC (5.6K)...Vancouver 5157
- 4186+ Saskatchewan (3.8K)
- 4911 Ontario (3.5K)
- 4515 Que, NS, MB
- **230,642+ Alberta** (189K+)
- **108,567 Edmonton Area** (94K)
- **(42.3% of CA)**
- **48,946+ Calgary Area** (30k)
- **(19% of CA)**
- **41,343 Go East Areas** (37K)
- **(16% of CA)**
- **3868 Ft Mac+Red Deer**
- **27,918 Other AB**

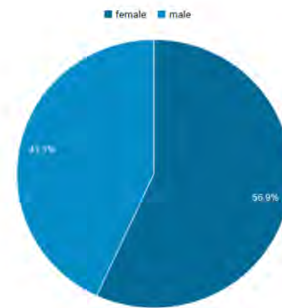
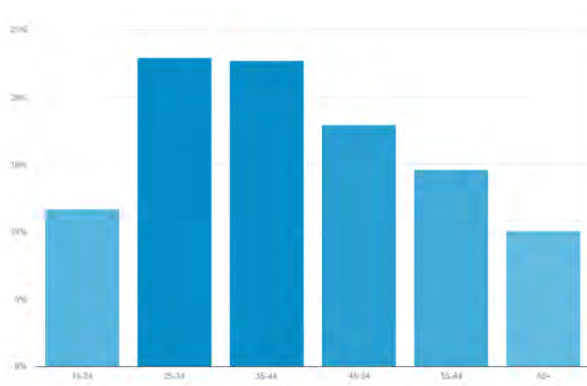
Growth + Impact

- **Top 15 locals who visit are from/near** Sherwood Park, Lloyd, Camrose, Vegreville, Fort Sask, Cold Lake, Bonnyville, Tofield, Wainwright, St Paul, Lac La Biche, Vermilion, Wetaskiwin, Athabasca, Provost.
- **Over 25% Growth Increase in Visitation**...and 100,000+ **Increase in Pageviews** in Summer (June to Sept)
- Quality of Audience is improving YOY
- **74% of users were by Mobile devices**
- **81% of Visitors were new in 2021= 219,117.**
- Overall - 49,945 visits were from returning visitors in 2021.
- **Worldwide – people from over 500 Communities visits the website !**

In Canada, there is actually over 256,000 visits and Alberta is 230,000.

Traffic is up from all areas. All areas of the region and Alberta use the site actively.

Its interesting that in 2022 BC traffic doubled. After Covid... travel is increasing. On the left side, under the Visits - the little bracket behind is actually last year's traffic.



AUDIENCE DEMOGRAPHICS OF WEBSITE AND ONLINE TRAVEL GUIDE

All Age Groups use Go East of Edmonton.

56.9% Females, 43.1% males as per Google Analytics

Top Interests of Visitors – Google Analytics

Food and Dining, Shopping, Entertainment, Outdoors, Travel, Accommodations, Wellness, Home and Garden

On the website, the quality of the audience is improving. They're staying on longer as well.

Mobile is very strong, and 80% were new, which is over 200,000 visits, but almost 50,000 are repeat.

So, every year the repeat visitors and the new users continue to grow. Gender is determined by google and based on interests of visitors.

People are interested in food, dining, shopping, entertainment, events, outdoors, travel, and accommodations. This is a really good audience for us to have coming to our site for tourism.



THE TOP PAGES READ ON WWW.GOEASTOFEDMONTON.COM

Top Content in 2022

1. Travel Guide & Online Guide
2. Events Calendar (100K+)
3. Camping, Accommodations
4. Businesses (Eat, Drink, Shop)
5. Itineraries/Roadtrips
6. Communities
7. Roadtrips Game & Savings Pass
8. Trip Ideas and Stories
9. Things to do/Golfing, Fishing, Outdoors
10. Things to Do/Attractions

Top Content in 2021

1. Travel Guide & Online Guide
2. Camping, Accommodations
3. Events Calendar
4. Attractions and Business Directory
5. Trip Ideas and Stories
6. Eat, Drink, Shop and Guide
7. Communities
8. Itineraries/Roadtrips
9. Roadtrip Adventure Game
10. Golfing, Fishing and Outdoors Guide

The travel guide still gets the most traffic.

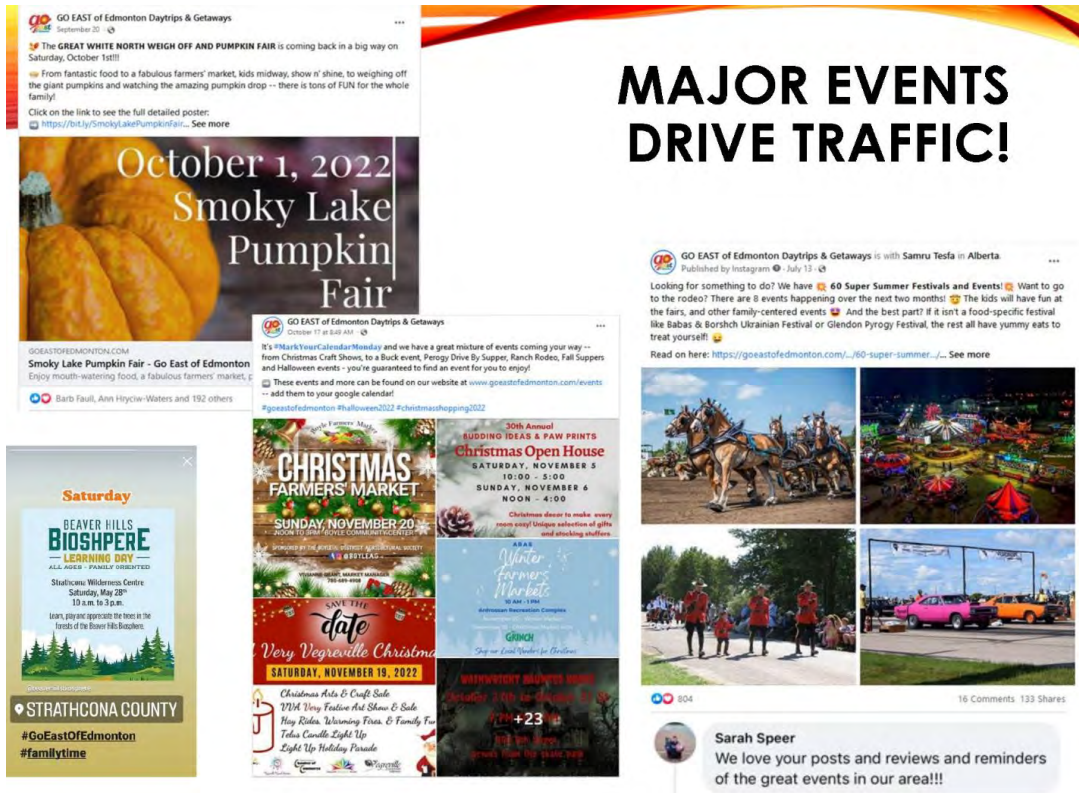
Events is now over 100,000 page views. If you have an event, you need to send us those events all the time because the events traffic, it just exploded for this year.

GET YOUR EVENTS IN THE CALENDARS!

SUBMIT FOR 2023 GUIDE CALENDAR.

The consumers love the events calendars online and in the guide.

We will be looking at putting the calendar again in the travel guide for major events going forward in 2023.



Events are back and it's really been a big boost. Promoted through social media daily.

We've got a picture of examples of Vegreville Fair, Bonnyville Drag Race, and a number of other places. And of course, Pumpkin Fair that just happened, that was very successful.



HELP US TO HELP YOU!

Event Promotions!



Email us your Events for the Calendar!



DIY- Submit your events on our Website.



Send us your photos and event posters!



Events are promoted weekly on Web & Social, and Campaigns



RADIO PROMOTIONS every week promote events and businesses!

Social Media Promo!

- Email us monthly with your sales, events, promotions!
- Contact us to discuss any special promotions
- Get more shares if you Tag Us @goeastofedmonton
- **Every day we do what other media doesn't – we promote our partners sales, and events from across the region!**
- **TOURISM DIRECTORY** needs your updated photos and content!

Again, no lack of events that we promote on social media, radio, and the website.

Continue to engage with us at any time on these ways to promote your community.



SOCIAL MEDIA GROWS TO OVER 45,000 FOLLOWERS!

OVER 100,000 PEOPLE REACHED MONTHLY.

- **10,000 more followers** annually year after year!
- In summer Facebook+Instagram reach at **over 500,000 per month** and over 40,000 engagements.
- **Over 1.5 Million people reached and over 200,000 Engagements annually!**
- Each **E-News** Monthly promotion reaches over 8500 people.

FACTS ABOUT THE RESULTS YOU CAN GET WITH US!

- Our partners who track results say that when Go East Facebook shares or posts about their business...**they always see an increase of people reached and helped sell more product.**
- From Insights we can help you reach anywhere from **2x to 5x more people.**

Another 10,000 followers joined this year.

That's over 45,000 followers now. It means we're reaching over 100,000 people a month. It just keeps on growing.

We will reach over 50,000 followers on social media in 2023!



Reaching over **1 Million** Annually
32,800+ Followers
 @goeastofedmonton
 #goeastofedmonton
(as of Oct 28/22)

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
- Reels and more!



#TastyTuesday



#WhereToStayWednesday



#TrendyThursday



What's on this Weekend?

We do 'Mark your Calendar Monday' with a bunch of upcoming events, and we also do 'What's on this Weekend'.

Every week we promote local businesses also.

Those are very popular posts.



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

- We can work one on one with your Community promoting your assets through Digital Marketing.
- Our experience, expertise and proven results guarantee a successful campaign year after year!
- 2022 Results are almost double 2021 in Ad impressions.
- Custom, flexible, lower cost per click than your own channels - as low as 1 cent per click.
- We are here to help you.

Year Round Ad Campaigns

- Google, Facebook & Instagram Ads - Reached over **11 Million** ad impressions annually!
- Roadtrip Adventure Game reached over **2.6 Million** impressions
 - Roadtrip Video Ads reached over **642,000** views
- Billboard Ads seen **272,000** times all over the Edmonton area
 - Radio Ads on **10 Stations** (Edmonton & East area)

Summer Digital Ad Campaigns



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



We are seeing huge results in terms of ad impressions - people that are seeing Go East of Edmonton promoted everywhere.

The Roadtrip Game itself was in the millions of impressions.

SUMMER AD CAMPAIGNS DRIVE TRAFFIC TO PARTNERS

Adventures...



Attractions...



*Some examples of summer Ad posts...
The Adventure Park from the M.D. of Bonnyville was very popular - this post ended up reaching over 60,000 people in a very short period of time.*

Attractions articles and posts also are popular.



Our Google Ads drive traffic to the different sections of the website, where the businesses or the attractions are, and make sure that people are finding their way to what attracts them to the region.

WORKING WITH INFLUENCERS

Play Outside Guide
6h · 🌐

You still have a few days to take part in a Signature Experience at [Métis Crossing](#)! Learn about Metis culture and history on the site of original river lots. 1.5 hours from Edmonton.

[GO EAST of Edmonton Daytrips & Getaways](#)
[#goeastofedmonton](#) [#smokylake](#) [#metis Crossing](#)

playoutsideguide.com
Make Memories at Métis Crossing and Lac La Biche County - Play Outside Guide



We've worked with influencers for years now. An example of this, Karen with Play Outside Guide has done articles from around the region in all kinds of communities - Camrose, Wainwright, Vegreville, Strathcona County, Lac La Biche, Smoky Lake and Metis Crossing, Bonnyville, and Cold Lake.

This is an example where she has her own website, her own social media. She promotes everything that she saw. She also sends us a copy of that for our website, and we promote that also.

ATHABASCA PILOT PROMOTION ...TRIP IDEAS - STORIES

Our Tourism Knowledge + Influencer -
BVP approach = **More Effective**
Results. 77,000+ Reach, 2000+ PV



How We Loved "Local" in the Beautiful River Town of Athabasca

SEPTEMBER 22, 2022 /
2022 ROADTRIP ADVENTURES | ATHABASCA COUNTY | DRINK, EAT & SHOP | FALL ADVENTURES | HIGHWAY 2 |
HIGHWAY 25 | LOCAL FOOD | NORTHEAST OF EDMONTON | SUMMER ADVENTURES

... Travel with Kevin and Jolene on a Go Northeast Alberta Roadtrip Adventure!

The first time you arrive, it's a little unexpected and a pleasant surprise as you drive toward downtown on Highway 55. The beautiful sweeping view of the Athabasca River and the downtown Athabasca scene makes us feel like we are far away or somewhere special, as if we are back in Idaho where the beautiful river towns are a sight to behold. You won't see many towns like this in Alberta. The scenery and beauty of this unique river town will captivate you right here in Northeast Alberta, just under 2 hours from Edmonton.

Spend some time by the Riverfront Park where there are an abundance of activities including picnic areas, a spray park, playgrounds, fitness equipment. Or, grab an ice cream off a food truck or a local eatery and walk the trails. You can see the large stage where the River Rats Music Festival takes place and expect to see some wedding parties taking beautiful pictures.



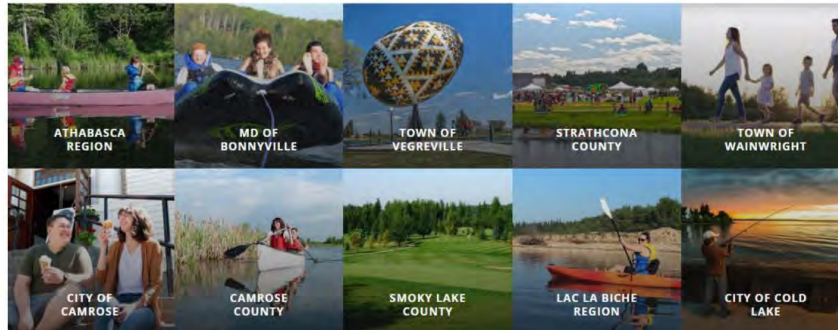
This is an interesting example of...helping a community through some of our digital marketing work. We are also strong influencers.

This is one of the most successful individual pieces that we did in terms of an article and Facebook advertising there in the community.

It's a very positive way that we can work with communities as well.

OUR THANKS TO FEATURED COMMUNITIES IN CAMPAIGNS

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



We do want to thank featured communities, the larger communities. Some of these put in additional funding - it helps us cover costs that are not covered under Travel Alberta and some other activities.

SUMMER DIGITAL BILLBOARD CAMPAIGN

- An Incredible REACH- A Rotation of Images on Pattison.
- **272,000 plays** (124% of Paid) for a total vehicle circulation of **5,5 million !**
- Rotating Edmonton locations- Yellowhead Fwy, Sherwood Park Fwy, Southside and Westend.



It's a digital billboard that we rotate and change.

Millions of vehicles drove by these billboards, and it did play 272,000 times in Edmonton.

They gave us more Ad placements than we paid for.

So, it is a positive way for that destination awareness needed in the summer promotions.

INNOVATIVE TOURISM DEVELOPMENT DURING COVID

Roadtrip Adventure Game!

- A One-of-a-Kind promotion.
- Started for Covid Recovery
- A success story...

STICKER STATION



We came up with a great idea for a roadtrip project.

What we did was ended up with a little trial in 2020. The partners all felt it was successful from those 16 communities.

We really expanded in 2021 to over 40 communities. This past year was 47 communities.

We converted the ideas from McDonald's Monopoly into the Roadtrip Adventure Game.

You go into a town, you go to the sticker station, you get the sticker, you put it on the game board, and then you enter for prizes.



2022 Project and Marketing Report

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

A Proven Success!

Nearly 7000 Stickers were given away between all of the Partner Communities... which is over 7000 visits from travellers.

All sizes of Communities and all areas of Northeast, East and Southeast benefited from Increased Roadtrips from Visitors.

47 communities participated in 2022, (as compared to 42 in 2021.)
The average is over 100 stickers per community. This is hundreds of people and/or families who visited the communities just to play the game (not including other travellers who visited).

Over \$100,000 ROI - Return on Investment to Partners...

Total Project value is calculated at over \$30,000 to coordinate, organize, advertise and implement the 2022 Game project. Includes Partner and Grant funds received.

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.

Over \$6000 in Prize Contributions is expected to return a minimum of another \$6000 in ROI to the region.

We are grateful to all our partners who generously contributed over \$6000 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.

Marketing Success using the Travel Guide...

In 2021 and 2022, the Game was inserted into 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.

How did you hear about the game? Where did people come from?

34% Go East of Edmonton Travel Guide	63% Edmonton, Sherwood Park & Area
32% Played Before	5% Calgary, Red Deer, other AB
14% Social Media and/or Internet	32% In and around our region:
7% Local Business / Attraction or other	Northeast, East, Southeast Communities
7% Friend and/or Family	<i>Data from people who entered.</i>
6% Advertisements / Signs	
<i>Data from people who entered.</i>	

2022 Resulted in 576 ENTRIES

Over 100 Entries from each Region of Gameboards - Northeast, East, Southeast (people who visited 15 or more Communities)

Over 40 Entries who visited 21 or more communities (multiple regions)

Ultimate Roadtrippers: once again we have confirmed 24 people have submitted all 3 Gameboards - that's visiting all **47 Communities this Summer!**

The winners are all posted on our website at www.GoRoadtripGame.ca

Special Thanks to our Corporate Sponsors



We had 576 entries versus about 900 last year. (Lower due to high gas prices.)

Every region of those three key regions still had over 100 gameboards filled out and still had...24 people or families who went to every community this summer. So, in a three-month period, they went to 47 communities, which is amazing!

OUR SUCCESS Totals for the Past 2 Years (2021-2022)

Over \$400,000 of ROI Spending Generated on Eat, Shop, Stay, Events, & Activities across all Regions!

Nearly 20,000 Stickers given away = 20,000 Visits (check-ins) across the region!

- Over 1000 people signed up on Go East Website to get Game updates, tips and more
- Over 1500 entries for prizes
- Prizes awarded to over 120 Winners
- Over \$10,000 in prizes given away!
- Over 1000 posts/pictures/videos on Social Media
- Over 3500 downloads of Gameboards and Station pages
- Over 32,000 Pageviews on the Game webpage on GoEastofEdmonton.com
- Pop-up Banner ad on Go East Website seen by over 194,000 people
- Digital Ads results of 3.41 Million Impressions
- Digital Billboards specifically about the Game, seen over 100,000 times
- **Vast majority of players said they loved it and would play again!**



FOR 2023 –

New Creative Ideas will be added to the game to get people to stay longer, spend more \$ in the region. A planning committee will work through the winter season and announce these plans to the partners.

Why YOUR COMMUNITY should Participate in 2023:

Your Community is Guaranteed to receive visitors by participating in this unique and innovative tourism promotion! **This project ensures more grant funding to Go East of Edmonton!** Your participation is important. Over the past two years you helped us get the maximum amount of Grants from Travel Alberta!

This project is trackable so we can measure the results and ROI. Year after year we achieve 3 to 1 or more ROI to our communities.

All communities had people visit from the game, with purchases at stores, restaurants and accommodations. **Many were new and never visited these communities before now!**

If your community has a Roadside Attraction, or other popular attraction or business – **people will love to come visit, and collect your sticker as a souvenir while playing the Game!**

The Roadtrip Game is exceptional - no project has ever had so much amazing enthusiastic results from visitors!
[See Testimonials page.](#)

See the 2022 Winners at www.GoRoadtripGame.ca. There were over 100 Winners including our Top Prizes and Bonus Prize Winners. Word of mouth Advertising from the Winners will help grow the 2023 Game!

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!

TO PARTICIPATE please notify us by email. Invoicing will be in 2023.
Kevin Kisilevich 780-632-6191 or kevin.goeast@gmail.com

It was very, very exciting to see the growth on this and how we were able to take something unique to make our traffic grow during COVID while other areas around the region, around Alberta, were less traffic than us.

How We Promoted Communities and the Game in 2022

Website

www.GoEastofEdmonton.com
 Recorded nearly **15,000 pageviews** of Game pages. There were nearly **1600 Downloads** of Gameboards and Sticker station pages from the website and over **114,000 impressions** on the Game Pop-up banner.

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



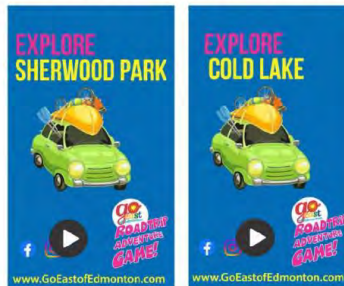
Go Southeast on the Roadtrip Adventure Game – Your Guide to Sticker Stations & Much More! #goroadtrips2022

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Social Media

There have been over **500 Posts and Ads on Social Media!** Every Community was featured and promoted on Facebook & Instagram!

NEW - 47 Video Reels were created to promote participating Communities!



All Reels can be edited and used again!

See posts, photos and more at
 #goroadtrips2022 and
 #goeastofedmonton

Ad Campaigns

Digital Ad Results - we reached **2.61 Million Impressions** from Google and Meta Roadtrip Game Advertisated content! (3X more than 2021)



Pattison Billboard advertising was seen over 50,000 times in Edmonton.



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



Over 100,000 people were reached through Advertising campaigns!

It is interesting to note, the number one way that they found out was the travel guide, and the number two way was they played before, and then social media.

This is part of the report we're sending communities, and it's examples of those new reels that we did. We can edit those, we can reuse those, we can make them generic. We're really building up on that content side.

Amazing Testimonials Year after Year!

Roadtrip Game Winners Testimonials:

Danielle Killam, Edmonton – "I am on the road quite a bit for work, and this was a **great way to add some fun** and breaks into my work day."

Sandra Pardy, Sherwood Park - "We played the road trip game as a chance for the 2 granddaughters to spend extra time with mom. She is single and works out of town. **We had lots of fun**, lots of junk food, several laughs, and ran the gas tank way too low several times."

Porscha Tomlinson, St. Paul - "Something to do in the summer- gets us out of the house! It was a challenge to collect as many as we could. My favorite thing was seeing all the monuments and attractions! **Trying local food and specialties too!**"

Rylard Steinke, Edmonton – "We had fun playing and it was **interesting to see new places**. My favorite thing was Dobbin's candy store in Wainwright."

Kasmine Dyck, Lloydminster: "We had the best summer with #goroadtrips2022."

Crystal Skelton, Sherwood Park - "We had so much fun doing this! We never played before. **I've never been to most of the east side of Alberta. Thank you so much for the fun memories!**"



Sticker Station Testimonials:

Mannville Confectionery 881 - "We are **looking forward to next year**. People seemed to know what they were doing more this year and it went smooth."

Wainwright Dobbin's - "It went really well and was a lot of fun!"

Buckskin's Emporium - "Had a really good turn out."

Strathcona Wilderness Centre - "Went very well and we had a lot of people come."

Fort Saskatchewan Dow Centennial Centre - "Had a great turn out and it went very well."

Marwayne Kat Tracks - "It was fun to see new people come in to play the game."

Vermilion Visitor Centre - "Lots of people came in for both stickers and guides. It went really well!"

Vegreville Visitor Centre - "We were the first sticker for many of our guests. We definitely introduced a large volume of our guests to Go East right up till closing. We have been encouraging guests to watch for this **awesome game** again next year."

Game Player Testimonials

@marcyoakes: Let the #goroadtrips2022 fun begin! **What an awesome idea** we are so excited to take my angel Aidan who has autism on these summer adventures!! He loves road-trips and we are all born Albertan's! I'm excited to see more of our local beauty and cool places!

Janelle Byma- "We **absolutely loved going exploring this summer!**"

Lisa Shires- "We had so much fun going around. **Never been to half of these places so it was fun!!**"

Jim Moran- "I would like also to commend Go East for your work on this program. We always hear positive merchant comments about you when we mention we saw their respective ads in your booklet."

Campers: "We decided to go camping in Innisfree. We decided to drive around to Vegreville and saw a sticker station sign by the egg and figured we would check it out. When we entered the visitors center, we were greeted by a very excited group of ladies who were claiming we were the first people to ask for a sticker. We won a huge free swag bag and left with a good feeling about east of Edmonton. **We have been camping east all summer instead of the mountains and have been more than pleased.**"

Henry Salomons- "We had a great time with this contest. **We bought something in every place we got a sticker. We are planning a bigger trip next year.**"

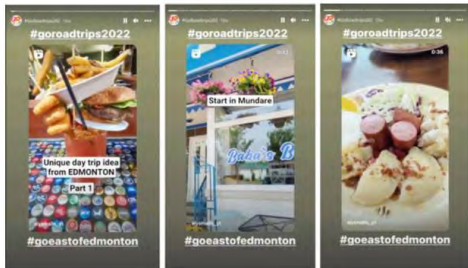
We haven't done the full survey yet of our people who played, but we estimated over the past two years \$400,000 ROI spending into all the communities, and it's over 20,000 stickers in two years time, so the numbers are just huge for this project.

The testimonials are incredible from that.

One thing that we do know is it's an important project to continue.



GAME LOVERS



#goroadtrips2022 #goeastofedmonton

Some game lovers here - there's a TikTok. There is people making their own reels, there's people posting, and ...they're not just posting about going to Vegreville or Cold Lake. The Village of Myrnam is popular... so it's great to see that there's the little places they go to as much as the big places, and they are happy to go everywhere.

WALL OF FAME

SHOWCASES WINNERS AND PARTICIPANTS
WWW.GOROADTRIPGAME.CA

- **Ultimate Prize Winner** - Danielle Killam, Edmonton
- **Blackjack Prize Winner** - Sandra Parady, Sherwood Park
- **Northeast Prize Winner** - Porscha Tomlinson, St. Paul
- **East Prize Winner** - Kasmine Dyck, Lloydminster
- **Southeast Prize Winner** - Ryland Steinke, Edmonton



2022 WINNERS
NORTHEAST PRIZE WINNER

Porscha Tomlinson
 St. Paul, AB



Why did you play the Roadtrip Game?
 Something to do in the summer-gets us out of the house! It was a challenge to collect as many stickers as we could.

What was your most memorable moment or favourite thing from the game? My favourite thing was seeing all the monuments and attractions! Trying local food and specialties too!

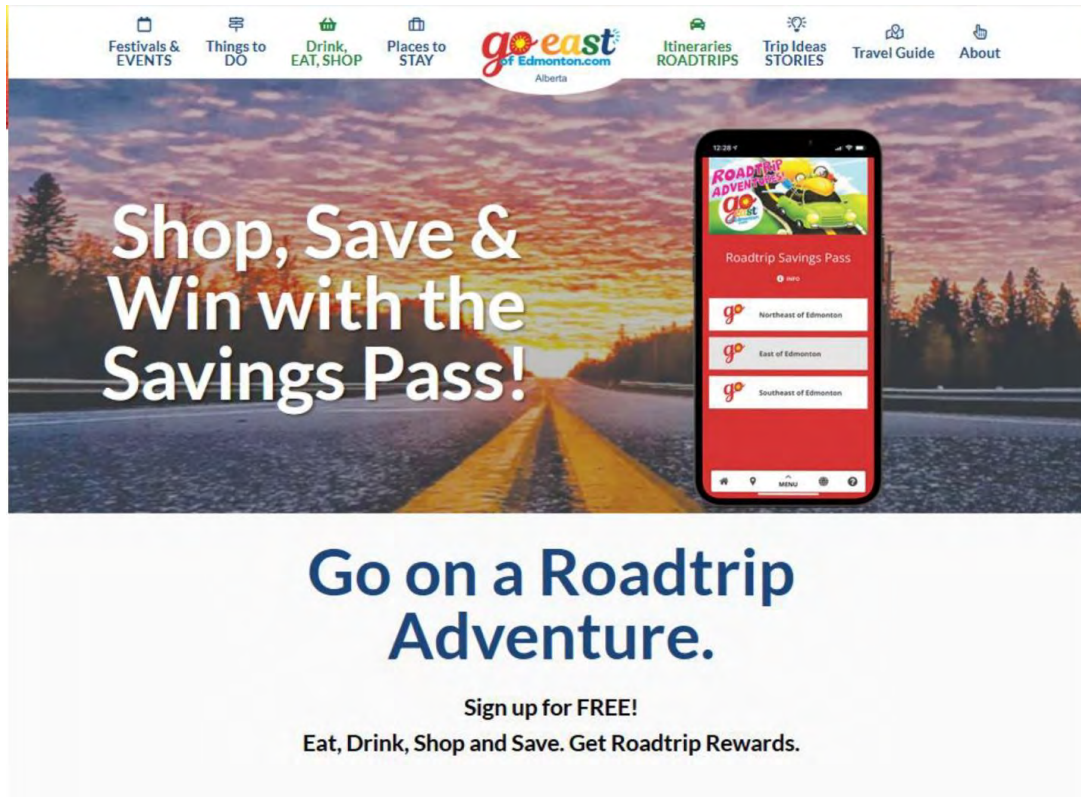
The Northeast Prize is a travel package valued at \$500 of local Prizes and Gifts from Businesses and Attractions in our premier communities including Gift Certificates, Gift Cards, Souvenirs and more!

Participant Wall of Fame



We do have a Wall of Fame - it shows you all the winners.

Now children are able to participate. We have the parents sign off on it. So, this girl who was our northeast area winner from St. Paul, she's very excited, holding up the sign and her basket of prizes that she got from the community partners.



The image shows a screenshot of the 'go east of Edmonton' website and its mobile app. The website header includes navigation links: Festivals & EVENTS, Things to DO, Drink, EAT, SHOP, Places to STAY, go east of Edmonton.com Alberta, Itineraries ROADTRIPS, Trip Ideas STORIES, Travel Guide, and About. The main banner features a scenic road at sunset with the text 'Shop, Save & Win with the Savings Pass!'. A smartphone displays the app interface, which includes a 'Roadtrip Savings Pass' section with three categories: Northeast of Edmonton, East of Edmonton, and Southeast of Edmonton. Below the banner, the text reads: 'Go on a Roadtrip Adventure. Sign up for FREE! Eat, Drink, Shop and Save. Get Roadtrip Rewards.'

A project that we did this year and it really started for COVID recovery, was the Savings Pass. And so, this was like an app that works on the phone, and we did receive funding for this as well.

The screenshot displays a website interface for 'Go East of Edmonton Roadtrip Savings Pass'. At the top, there are three navigation tabs: 'NORTHEAST OF EDMONTON DEALS' (orange), 'EAST OF EDMONTON DEALS' (blue), and 'SOUTHEAST OF EDMONTON DEALS' (green). Below these is a map of the Edmonton region with numerous colored pins indicating deal locations. A red-bordered inset shows a detailed view of a business listing for 'Rustic Stars'. The listing includes the business name, 'OPENING HOURS', contact options for 'Phone', 'Map', and 'Website', and a 'MORE INFO' section. A 'Check-In' button is visible, and below it, a promotional offer is displayed: '10% Off Home Decor And Christmas Items' with a 'Redeem' button. Below the map, the 'Northeast of Edmonton' section features a photo of 'Anglers Bait Tackle & More' and a brief description of their services, including fishing lures and overnight shacks. A 'What's Included' section lists '10% Off Everything In Store'.

There's deals here from businesses all over the region.

There's an example of what it would look like when you go inside, and you could just show them at the till, or press the button, and there's the 10% coupon.

INNOVATIVE TOURISM SUCCESS DURING COVID

Roadtrip Savings Passport

- Covid & Inflation Recovery
- 90+ Businesses provide offers 10% to 50% off
- October 2021 – Oct 2022
- **Free and No Commissions**

Results:

- Over 1300 check ins or redemptions at businesses
- Over \$25,000 in spending estimated



And this picture just happens to be Crystal, who played our game and was using the Savings Pass. She checked in 150 times at local businesses around the region with that app.

There's a number of people who checked in over 50 times at local businesses.

Another successful way to help businesses.

MORE WAYS WE PROMOTE THE REGION!

Annual Photo Contest shows off the region!

#goroadtrips2022

See them at photo-contests on the website.



Weekly Radio Talk Show Friday 8:15 am www.Country106.ca

- **Milestone Reached Over #300 Shows in January 2022!** (Since April 2016)
- 10+ Minutes of Regional Tourism Talk and Promotion.
- Promotes Events, Attractions and Businesses Weekly.



There's a photo contest. It's in play right now, and the deadline for that photo contest is November 30th.

*How we got on the radio every week...
In April 2016...there was a new local radio station coming out. And so, we just reached out to the manager at that time and he said...would we want to come and do a tourism talk? And it has been going since then. We have done over 300 shows on Country 106.ca.*



BRANDED CAR FOR PARADES...

(WON 1ST PLACE IN 2021 VEGREVILLE FAIR PARADE)

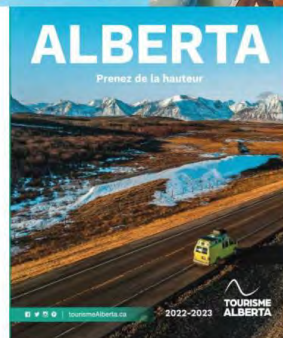


We did a couple of parades this year. We'll be looking at what more we can do in the future.

It is popular at times, and this is a shot from the Vegreville Fair, where we actually won first last year.

CDEA- COLLABORATION

BILINGUAL ROUTES + TOURISME ALBERTA



Another collaboration that we do is we share some advertising with the CDEA, the Tourisme Alberta, is the French Bilingual guide to Alberta, and our ad in French basically is promoting...that we are Alberta's road trip adventures.

SPECIAL CAMPAIGNS VEGREVILLE CORN MAZE

- **7 Facebook Ads =**
- **221,000 Reach**
- 17,052 Engagements
- 585 Shares
- 809 Link clicks
- 259 Comments
- Plus Radio, Video, Billboards
- **Visitors confirmed Go East was one of the top ways why they attended.**



While we promoted all the corn mazes this year in the region, this is something extra where Vegreville provided some extra budget, and we did some dedicated advertising for that.

This is an example of a special campaign that we can do.

What you'll see is we saw a huge response to that - from seven Facebook ads, a 221,000 reach.

A number of visitors did confirm that we were one of the main ways that it brought people in.

#GOEASTCARES GRANT PROGRAM EXTENDED THRU 2022

Content development and creation - Videos and itineraries

- 3 Community Hub content developments
- Bonnyville-Cold Lake
- Vegreville and area
- Tourism Camrose area
- Enhance Roadtrips and Community Landing pages
- Indigenous Experiences Development
- Attractions and Outdoor Activities- Trails

- The CARES is a \$60,000 project continuation of our successful Roadtrips strategy, developing videos and itineraries.
- Community- Tourism operator Videos
- Eat, Drink, Shop



We want to just mention that our CARES grant program is continuing. We have a number of videos that the footage was shot and is being developed.

We're developing Indigenous experiences and some other attractions.

Again those top three community hubs put in some matching dollars for us to work with, to do some work in these areas.

NEW CONTENT IN 2023

ENHANCING ROADTRIPS...

Indigenous Experiences...
Itinerary, Video



Must Do Parks and Trails...
Itineraries, Directory



Some of the new content coming up - a whole section on parks and trails. You could look at a trail of what's at Elk Island National Park and see all the trails there, and then go to Sir Winston Churchill Provincial Park, and see all the trails there.

The great thing about our website is that when we have these assets there that people can look at, they can also plan their trip completely on the website.

2023 UPCOMING...

- **Travel Alberta Tourism Development zone work to be announced.**
- **Submit Christmas Events and Winter Adventures to us!**
- **December through March- Roadtrip Adventure Game and Go East Marketing Planning Meetings.**
- **2022 saw heavy competition for tourism dollars. 2023 will be a very competitive year for tourism advertising.**
- **February- 2023 Edmonton RV SHOW-** Promoting all areas for Camping, Adventures and Activities.



We're excited about the Travel Alberta development zone work that will take place.

We do know that they have noticed us over these many years. It's hard not to notice the work we've been doing with Go East of Edmonton, and it has really positioned our region for some of this development growth.



JOIN US FOR **DIGITAL MARKETING DAYS...**

- **With a lack of Conferences and learning opportunities...**
- **Do you remember the Rural Tourism Conference?**
- Partnering, Packaging...
- Digital Marketing...
- Social media...
- **How to take advantage of the Successful Go East Roadtrip Marketing and grow tourism in your business and community!**
- **Proposed Dates in Feb and March 2023...**
- **Supporting the Tourism growth for Businesses and Communities.**
- Advance Courses and a Conference day.
- Tentatively based on Prairiescan –Tourism Relief Funding.
- Full details TBA.



We're continuing to be creative and positive, moving forward with our promotions and our collaborations.

We're putting together...the possibility of tourism related funding for a training series that starts late February and goes into March.

We'll have full details coming up.



**THANK YOU FOR BEING A
PART OF OUR SUCCESS!**

- **We are looking forward to the future...**and we are pleased to **Promote, Develop, Support** and help your Community, Businesses, and NPO's to have the greatest potential for **Tourism Growth** and Potential **Economic Development** annually.
- **Contact us:** info@goeastofedmonton.com
- Kevin.goeast@gmail.com 780-632-6191



ATTRACTIONS • CAMPING • EVENTS • ROADTRIPS

We want to continue working with everyone and we're pleased to promote and help support all the communities and all the local businesses that are here. Thanks to everyone.

December 13, 2022

Village of Marwayne Library Board TREASURERS REPORT

Sept 01 book balance		42875.72	
#478 S. Hutchings reimbursed	#481.87		
(home depot cushions & box)			
#749 Wages	402.77		
#750 Carmen reimbursed ink/books	439.71		
#751 wages	386.91		
#752 wages	266.03		
DEPOSIT October 12/22)		\$1606.05	<u>\$42,504.48</u>
			(book & BANK BAL)

(Deposit library fee \$10. Village Of marwayne 1078.70

2nd cheque " " " 455.40)

October 2022

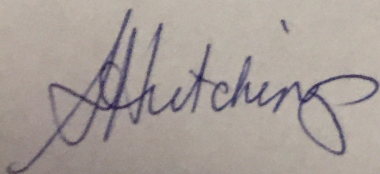
#753 Receiver General	\$204.18		
#754 Wages	317.15 o/s		
#755 wages	230.56		
#756 wages	386.91 o/s		<u>\$41,365.68 book bal</u>

NOVEMBER 2022

#757 wages	346.74		
#758 wages	386.91		
#759 wages	257.16		
#760 S. Hutchings	113.07	(Norton antivirus renewal/ paper/stamps board exp)	
#761 NLLS	14.49	(Thermal paper)	

November 30/22 Book Balance

\$40,247.31



Go East of Edmonton 10th Anniversary AGM - A Great Success with Record Attendance!

The Go East of Edmonton Regional Tourism Organization (Go East of Edmonton) held their 10th Anniversary Annual General Meeting on November 2, 2022, at Métis Crossing in Smoky Lake County, Alberta. Metis Crossing and Smoky Lake Region also assisted in sponsoring this event which was the largest ever tourism meeting in the region.

Even with the unexpected snow and icy road conditions, over 70 people of the 90 that registered for the event were in attendance. Attendees were provided a delicious full course Bison meal from Metis Crossing. Mayors, Councillors, Economic Development/ Tourism Staff plus Businesses and Non Profit Organizations were all in attendance.

The meeting was an opportunity for Go East to review their past years and plans for continuing success in the future.

Go East Chair, Jennifer Filip, led the meeting and stated, “We will continue to be supporting our members as we go forward. We will continue to develop strong partnerships with key media players and government organizations, and we will continue to build a strong network as we encourage tourism growth throughout the Go East region.”

Key Takeaways from this meeting included:

Go East of Edmonton is the most successful Tourism Organization (DMO) that has ever existed in the region. Proven successful in promoting the 3 key areas of Northeast, East and Southeast of Edmonton. Now reaching over 500,000 active users of its marketing, while over a million see advertising content about the region annually. After a decade of effective marketing and development, over 1 Million Dollars in Grants and contributions have been received to support the region delivering an ROI of 3 to 1 for its Tourism Partners.

The following resolutions were adopted at the meeting:

- Minutes of 2021 Annual General Meeting were approved and a Financial report was accepted as presented
- Election of board members - Jennifer Filip, Downtown Camrose (Chair), Jerrold Lemko, Town of Vegreville (Vice Chair), Kevin Kisilevich, (Managing Director), Alexa Prodaniuk, MD of Bonnyville (Director), Yvonne Brown, Tofield (Treasurer), Robin Brown (Recording Secretary), Lina Petkeviciene, Camrose County (Director), and John Anderson, Lac La Biche County (Director).

During the meeting, members were given a detailed presentation by Kevin Kisilevich about past, current, and future initiatives to expand the reach of tourism marketing in the region. Highlights included:

- Brief history with how and why the Go East Tourism organization was started
- Persevering through the pandemic
- The great success of the printed and online Travel Guide
- Collaboration with communities and Travel Alberta to produce content for tourism marketing
- Results of the highly successful Roadtrip Game Adventure
- Statistics about success and growth of the Website
- Substantial increases in reach for Social Media and all areas of marketing

Juanita Marois, CEO of Métis Crossing, also presented information about the facility and upcoming initiatives for the area, which include a solar field to be energized in 2023 that will power the facility and a vertical garden to provide food for the restaurant.

Chris Down, Area Manager – Destination Development, from Travel Alberta also gave a presentation to attendees. He outlined how Travel Alberta’s role has switched to destination development (instead of marketing), timelines for their initiatives, and tools that can be accessed to help develop tourism in the area.

Go East of Edmonton is looking forward to continuing these partnerships and continued growth expected for 2023.

Any questions or details about the presentations or Regional Destination Marketing can be directed to Kevin Kisilevich, kevin.goeast@gmail.com 780-632-6191. Follow us online at www.goeastofedmonton.com.



VERMILION RIVER REGIONAL WASTE MANAGEMENT SERVICES COMMISSION – DRAFT 2023 OPERATING

				2023	2022	2021
ADMINISTRATION EXPENDITURES						
Directors	Expenses					
(per diems for	(Chge back to	Verm	3,000			
meetings)	Municipalities)	Cty	7,750			
		PV	3,000			
		Kits	2,750			
		Mar	2,500			
	Dir Expenses	Sub-total	19,000	19,000	19,000	19,000
	Fees			3,000	3,000	3,500
C.A.O.	Wages			38,378	37,625	37,625
	Expenses			9,000	9,000	10,000
	Benefits			10,150	10,000	10,000
	WCB			3,500	3,500	3,000
	Telephone			4,000	4,000	5,000
	Postage			500	500	700
	Supplies			4,000	4,000	5,000
	Advertising			3,000	3,000	3,000
	Audit			11,000	11,000	11,000
	Insurance			25,000	22,000	20,000
	Legal			0	0	0
	Misc			3,500	3,500	3,000
	Mmbrshps			0	0	0
	Shared Sub-Total			115,028	111,125	111,825
TOTAL ADMIN EXPENSES		(incl. Dir Exp above)		134,028	130,125	130,825
				3.0%	-0.5%	-2.2%
REVENUES						
	Fr. Surplus			0	0	0
	Fr. Req.			134,028	130,825	133,725
TOTAL ADMIN REVENUES		POPULATION (2018 Figures+Dew Change)				
Req.	County	8,267	58.3%	74,821	72,545	72,954
	Vermilion	4,150	29.3%	36,670	35,527	35,732
	Kitscoty	976	6.9%	10,668	10,400	10,448
	Marwayne	606	4.3%	7,417	7,250	7,280
	P.V.	179	1.3%	4,452	4,404	4,412
TOTAL REQUISITIONS		14,178	100.0%	134,028	130,125	130,825
DISTRIBUTION BY POPULATION						
	County	8,267	58.8%	74,821	72,545	72,954
	Vermilion	4,150	29.3%	36,670	35,527	35,732
	Kitscoty	976	6.9%	10,668	10,400	10,448
	Marwayne	606	4.3%	7,417	7,250	7,280
	P.V.	179	1.3%	4,452	4,404	4,412

				2023	2022	2021
TOTAL		14,178	100.5%	134,028	130,125	130,825
TRANSFER SITE EXPENDITURES						
PVTS						
	Supervision			10,696	10,486	10,486
	Expenses	Utilities		700	700	700
		Phone		360	360	360
		Gravel		300	300	300
		Site		6,000	5,500	5,500
		Haul		1,500	1,500	2,000
		Misc.		300	315	315
		Freon		1,000	1,500	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			26,160	26,175	26,175
Sub-Total PVTS				36,856	36,661	36,661
				0.5%	0.0%	-0.4%
KTS						
	Wages/Ben			22,385	21,945	21,945
	Expenses	Utilities		700	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	3,000	4,000
		Transfers		30,000	30,000	30,000
		Op Reserve		3,000	3,000	3,000
	Total Exp.			62,060	62,260	63,260
Sub-Total KTS				84,445	84,205	85,205
				0.3%	-1.2%	0.0%
MTS						
	Wages/Ben			11,880	11,647	11,647
	Expenses	Utilities		700	400	750
		Phone		360	360	360
		Gravel		2,000	2,000	2,000
		Site		3,500	4,500	5,500
		Haul		2,000	2,500	3,000
		Misc.		1,500	1,000	1,000
		Freon		2,500	2,500	3,000
		Haz Waste		3,000	2,500	2,500
		Transfers		16,000	16,000	14,000
		Op Reserve		2,000	2,000	2,000
	Total Exp.			33,560	33,760	34,110
Sub-Total MTS				45,440	45,407	45,757
				0.1%	-0.8%	0.4%

				2023	2022	2021
DTS	Supervision			10,875	10,660	10,660
	Expenses	Utilities		700	700	700
		Phone		360	360	360
		Gravel		1,000	1,000	2,000
		Site		5,000	4,500	5,500
		Haul		2,500	2,000	3,000
		Misc.		1,000	1,000	1,000
		Freon		2,500	2,500	2,500
		Haz Waste		2,500	1,000	2,000
		Transfers		16,000	16,000	14,000
		Op Reserve		2,000	2,000	2,000
	Total Exp.			33,560	31,060	33,060
Sub-Total DTS				44,435	41,720	42,720
				6.5%	-4.6%	2.3%
TLTS	Wages/Ben			6,324	6,200	6,178
	Expenses	Utilities		450	450	450
		Phone		360	360	360
		Gravel		1,000	1,000	1,000
		Site		5,000	4,000	5,500
		Haul		1,000	1,000	1,000
		Misc.		500	500	500
		Freon		800	600	800
		Transfers		4,000	4,000	4,000
		Op Reserve		500	500	500
	Total Exp.			13,610	12,410	14,110
Sub-Total TLTS				19,934	18,610	20,288
				7.1%	-7.8%	-11.0%
PrTS	Wages/Ben			10,200	10,000	9,700
	Expenses	Utilities		700	600	500
		Phone		360	360	360
		Gravel		1,000	1,000	1,000
		Site		5,500	5,500	6,500
		Haul		1,200	1,500	2,500
		Misc.		400	400	400
		Freon		600	800	1,000
		Transfers		9,000	9,000	8,000
		Op Reserve		500	500	500
	Total Exp.			19,260	19,660	20,760
Sub-Total PrTS				29,460	29,660	30,460
				-0.7%	-2.6%	16.3%
ECTS	Wages			6,300	6,178	6,178
	Expenses	Utilities		500	500	500
		Phone		360	360	360
		Misc		300	300	300
		Transfers		1,200	1,500	1,300
	Total Exp			8,660	8,838	8,638

				2023	2022	2021
Sub-Total ECTS				-2.0%	2.3%	-4.4%
VTS	Contract			267,750	242,453	236,540
	Expenses	Gas		3,000	3,000	3,000
		Elec.		3,500	3,500	3,000
		Phone		4,000	4,000	4,500
		Water & Sewer		1,200	1,000	2,000
		Main. (Bldgs & Site)		12,000	12,000	12,000
		Gravel & Grading		3,000	3,500	3,500
		Misc.		1,500	1,500	2,000
		Supp		1,000	1,000	1,500
		Freon		12,000	15,000	12,000
		Haz Waste		6,000	4,000	4,000
		Oil		500	500	1,000
		Operational Reserve		5,000	5,000	5,000
	Total Exp.			52,700	54,000	53,500
Sub-Total VTS				320,450	296,453	290,040
				8.1%	2.2%	1.3%
TOTAL TR STN. EXP.				589,680	561,654	560,597
				5.0%	0.2%	1.2%
Total Satellite Site Exp				269,230	265,201	270,557
				1.5%	-2.0%	1.0%
VTS BY TONNAGE ESTIMATE						
	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%	53.9%
		(6,600 mT)	Kitscoty	3.5%	3.5%	3.5%
			Marwayne	2.5%	2.5%	2.5%
			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
2022 BUDGET				2022 BUDGET		
Requisition	VTS	SAT TSFR SITES	TOTAL	VTS	SAT TSFR SITES	TOTAL
County	157,341	223,728	381,069	145,558	219,819	365,377
Town	116,644	0	116,644	107,909	0	107,909
Contractors	24,675	0	24,675	22,827	0	22,827
Kitscoty	11,216	21,111	32,327	10,376	21,051	31,427
Marwayne	8,011	15,177	23,188	7,411	15,166	22,577
P.V.	2,564	9,214	11,778	2,372	9,165	11,537
TOTALS	320,450	269,230	589,680	296,453	265,202	561,654

				2023	2022	2021
Residential Pick-up						
	Blackfoot			15,200	15,000	15,000
	Clandonald			6,000	6,000	6,000
	Islay			8,300	8,300	8,500
	Kitscoty			30,000	31,000	30,000
	Marwyane			21,000	21,500	21,000
	Dewberry			10,500	10,000	10,000
Total Residential				91,000	91,800	90,500
				-1%	1.0%	-1.0%
Requisitions	(Distribution by user municipality)					
	County			40,000	39,300	39,500
	Kitscoty			30,000	31,000	30,000
	Marwayne			21,000	21,500	21,000
Total Requisitions				91,000	91,800	90,500
Recycling						
	Transfers			26,500	26,500	23,000
	Advertising			0	0	0
Total				26,500	26,500	23,000
Requisition		Village	Cty/PV			
	County		100%	19,500	19,500	17,500
	Kitscoty	25.0%	75%	3,000	3,000	3,000
	Marwayne	33.3%	67%	2,000	2,000	2,000
	P.V.	25.0%	75%	2,000	2,000	500
Total Requisitions				26,500	26,500	23,000
					15.2%	-6.2%
Landfilling/Transportation		(Distributed by Tonnage Estimate)				
	Town of Verm			2,400 mT	2,400 mT	2,400 mT
	Contractors			500 mT	500 mT	500 mT
	County & Vill.			3,700 mT	3,700 mT	3,700 mT
	(County and Village shared by population)			6,600 mT	6,000 mT	6,600 mT
Transportation			15.1%	259,695	225,680	225,680
Landfilling			-1.1%	175,305	177,320	177,320
Grand Total			7.9%	435,000	403,000	403,000
TTL Cty & Tstr Sites			CTY & TFR S	252,300	224,068	224,068
Requisition	County *	58.0%	84.2%	212,437	188,666	188,666
	Vermilion	37.0%		160,950	146,692	146,692
	Contractors	5.0%		21,750	32,240	32,240
	Kitscoty *		8.1%	20,436	18,150	18,150

				2023	2022	2021
	Marwayne *		5.8%	14,633	12,996	12,996
	P.V. *		1.9%	4,794	4,257	4,257
Total Requisitions	* Cty & Tsfr Sites	100.0%	100.0%	435,000	403,000	403,002
				7.9%	0.0%	-1.0%
Capital Buildings Reserve						
Expenditure						
Total				65,000	65,000	65,000
				0.0%	0.0%	0.0%
<i>Depreciation (based on population)</i>						
<i>(See Attached Depreciation Sheet)</i>						
<i>Bldgs \$1,000,000 over 40 yrs (by Population)</i>						
Requisition						
	County	58.3%		38,285	38,285	38,285
	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
	P.V	1.3%		780	780	780
Total Requisitions		100.1%		65,000	65,000	65,000
GRAND TOTAL EXPENDITURES				1,341,208	1,278,079	1,272,922
				4.9%	0.4%	-0.1%
REVENUE	(Requisitions for Administration, Services and Reserve)					
County of Vermilion River						
	Administration			74,821	72,545	72,954
	Transfer Stations			381,069	365,367	366,405
	Residential Waste			40,000	39,300	39,500
	Recycling			19,500	19,500	17,500
	Ldfll/Trans			212,437	168,665	188,665
	Capital Reserve			38,285	38,285	38,285
Sub Total				766,112	723,663	723,309
				5.9%	0.0%	5.2%
Town of Vermilion						
	Administration			36,670	35,527	35,732
	Transfer Station			116,644	107,909	105,575
	Ldfll/Tran			160,950	146,692	146,692
	Capital Reserve			18,785	18,785	18,785
Sub Total				333,048	308,913	306,784
				7.8%	0.7%	-0.1%
Contractors						
	Admin			0	0	0
	Transfer Station			24,675	22,827	23,203
	Ldfll/Trans			21,750	32,250	32,240
Sub Total				46,425	55,077	55,443
				-15.7%	-0.7%	4.9%
Village of Kitscoty						

				2023	2022	2021
	Administration			10,668	10,400	10,447
	Transfer Stations			32,327	31,427	31,453
	Residential Waste			30,000	31,000	30,000
	Recycling			3,000	3,000	3,000
	Ldfll/Trans			20,436	18,150	18,150
	Capital Reserve			4,420	4,420	4,420
	Sub Total			100,852	98,397	97,470
				2.5%	1.0%	-0.8%
	Village of Marwayne					
	Administration			7,417	7,250	7,280
	Transfer Stations			23,188	22,577	22,476
	Residential Waste			21,000	21,500	21,000
	Recycling			2,000	2,000	2,000
	Ldfll/Trans			14,633	12,996	12,996
	Capital Reserve			2,730	2,730	2,730
	Sub Total			70,968	69,053	68,482
				2.8%	0.8%	-0.6%
	Village of Paradise Valley					
	Administration			4,452	4,403	4,412
	Transfer Station			11,778	11,537	11,486
	Recycling			2,000	2,000	500
	Ldfll/Trans			4,794	4,257	4,257
	Capital Reserve			780	780	780
	Sub Total			23,804	22,977	21,435
				3.5%	7.2%	-0.2%
	GRAND TOTAL REVENUES			1,341,208	1,278,079	1,272,922
				4.9%	0.4%	-0.1%

APPROVED:

DATE: _____

CHAIR

CHIEF ADMINISTRATIVE OFFICER



Regional Alliance Meeting
Thursday, November 24, 2022 at 5:30 p.m.
Lloydminster Operations Centre

PRESENT

Michael Diachuk, City of Lloydminster – Chair
Clinton Murray, County of Vermilion River
Greg Thronson, Town of Vermilion
George Runeff, County of Vermilion River
Rex Smith, Village of Mannville
Joy Bell, Village of Kitscoty

Glenn Fagnan, City of Lloydminster
Daryl Frank, Village of Kitscoty
Mary Arnold, Paradise Valley
Chris Neureuter – Village of Marwayne
Jim Warren, CAO Paradise Valley
Wendy Leaman, City of Lloydminster

SPECIAL GUEST

Jackie Tomayer, Lloydminster Agricultural Exhibition Association (LAEA)
Jackie provided a presentation to the group on the past and future of the LAEA and a digital copy will be distributed to the group.

Michael Diachuk called the meeting to order at 5:35 p.m.

INTRODUCTIONS

DELEGATION

Jackie provided a presentation to the group on the past and future of the LAEA.
Board members represent the County and Rural Municipalities in surrounding area.
What do we have as a region, what's important to our area and how do we build on it.
Revenue generated by Fair Days is approximately \$550,000. The numbers of attending fair didn't increase but the spending at the fair was up about 30%.
A digital copy of the presentation will be distributed to the group.

ADOPTION OF AGENDA

Moved by Clint Murray THAT the Agenda for November 24, 2022 Vermilion River Regional Alliance Committee Meeting be accepted as presented. **CARRIED**

ADOPTION OF PREVIOUS MINUTES

Moved by Daryl Frank THAT the Minutes from the September 15, 2022 be accepted as presented for information. **CARRIED**

OLD BUSINESS

Regional Golf Clubs Project – If a club is booked up with a tournament, this would allow members to attend another club for a discounted rate.

- Clint will check with Lea Park
- Michael will speak with Lloydminster Golf Course pro, Marty Wheaton and Joel Turcotte to see if they are interested
- Vermilion is interested in participating
- Will ask the pros to reach out to different golf courses in the area

Will defer this discussion to the April 2023 meeting

MEMBERSHIPS

- Town of Vermilion will be pulling out for the next year. Not getting support from his Council. His Council wanted to see a big project being worked on with an outcome. They don't agree with having to pay same as City and County at \$2,000.
- It was questioned what the value of this group is. Needing to work on a project that benefits the entire area.
- Village of Kitscoty concerned of the fee structure with having less residents
- Main cost currently are meals and postage
- A benefit of this group is to continue being part of this group to communicate with each other

VRRRA isn't a legal identity. Trying to identify our group and how we can collaborate. Tourism, health care, regional development, regional garbage were all suggestions. Lloydminster Economic Development is currently working with Invest Alberta on bringing industry to our area.

Wanting to work with SK neighbours also and Indigenous groups.

VRRRA has been around for about 20 years and mainly a place to share and communicate with each other. There's a benefit of knowing what other communities are doing.

Border City Connects is a transportation mode for residents to travel to Saskatoon/Edmonton – Glenn will send Wendy the link for Border Connects and will forward to the group.

Vermilion has Focus van and getting one more, work with Kitscoty/Marwayne. Border Connects promotes this also if they aren't able

Michael will contact Go East Edmonton and see if they would come to the next meeting to present.

ROUND TABLE

Village of Kitscoty – New CAO for past year and going well. Public Works staff are all new and doing well. Need to support CAO's ensuring that housing needs assessments are complete and providing these numbers to Alberta government.

County of Vermilion River – New CAO doing well. Working on Land Use bylaw. Fire & Rescue purchased tanker truck from Marwayne. RMA & FCSS Conference, Natural Gas Conference. Fuel budget rising due to snow and clearing roads. Senior snowplow program- want to keep this program so people are able stay on their farm \$50/season/senior or \$250 for others that aren't senior. County gets a grant for senior program. Natural gas farm very successful – top notch crew and have the ability to expand.

Town of Vermilion – Atco and hydrogen - communities are looking to implement this.

First police station in AB to be carbon green in 2028 – zero emissions – will cost more dollars and take longer to build. All funds in place, but mainly should be covered by federal funding. Broadband is up to 50% for residential and businesses are up to 70% requesting for this service.

Vermilion Lodge - the dollars for requisitions has increased ten times higher than last year. Always running a deficit. Government is off-loading centres – cheaper to service in their homes than to build facilities.

Do we send a letter to our MLA, since downloading to all municipalities. Invite MLA to a future meeting? NE Regional Mayors & Reeves, Indigenous Leaders Caucus – preparing a letter regarding the state of Hwy 28 to Fort McMurray while Mayor Aalbers is working on a letter regarding the state of Hwy 16.

Village of Paradise Valley – lagoon not going to flood; concern on timelines for ambulance service, recently an ambulance from Hardisty took 1 ½ hour to arrive to the call.

Village of Marwayne – walking trail, splash park ready to go next summer. Federal grant for this. Held a byelection and no one ran, so currently have 3 Councillors.

City of Lloydminster – knocked down museum; Doing Public transportation study; Successful craft fair; clearing snow; received 5 new pickups and waiting on other equipment; Number of businesses are steady; Noticeable difference on hotel vacancies; Lloydminster Event Centre being planned- had to pare back on costs, Mayor meeting with Ministers to get funding. Canadian Tire open now. Tax increase 4.8%. Approval for Liquor across border. ‘Sandwich gate’ – working on an agreement to cross border with food preparation ie Co-op gas stations; Downtown area restructuring plan starting next year. Economic Development program façade on buildings; Downtown Area Redevelopment Committee working on issues of empty buildings downtown, a lot of the owners are not residents of the City.

Village of Mannville – Hockey Day in Mannville with Humboldt survivor, very good speaker, December 3 is the Christmas extravaganza from 10:00 a.m. – 4:00 p.m., Windmill farm - about 18 up now and 3 more by end of month. Farmers get paid once commissioned, \$10,000 one-time payment per mill. Be aware of the small print.

Village of Paradise Valley - Fire Fighters Ball being held Jan 31; Rink is keeping fairly busy.

NEXT MEETING

Next meeting to be held Thursday, January 26, 2023 at 5:30 p.m. at the Lloydminster Operations Centre.

ADJOURNMENT

The meeting adjourned at 7:31 p.m.

**Northern Lights Library System Board
Regular Meeting
DRAFT**

Northern Lights Library System -Via Zoom
10:00 AM Friday, November 25, 2022

1. Call to order 10:02
2. Acknowledgement of Treaty 6 and Land of the Metis:
Northern Lights Library System respectfully acknowledges that the land on which we gather is Treaty 6 territory and a traditional meeting ground and home for many Indigenous Peoples, including Cree, Saulteaux, Niitsitapi (Blackfoot), Métis, and Nakota Sioux Peoples.
3. Quorum
50 Representatives/Alternates present – quorum achieved
Guests: Jodi Dalhgren – Wainwright Public Library
Staff: James MacDonald, Terri Hampson, Jessie Morris
[Nov 25 2022 attendance](#)
4. Adoption of Agenda
**M1: Rick Fountain moved to adopt the agenda as presented.
Carried**
5. Minutes of the [August 26th NLLS Board meeting](#)
**M2: Maxine Fodness moved to accept the August 26, 2022 minutes as presented.
Carried**

For Information

6. Chairperson's Report – (verbal) Vicky Lefebvre
 - a. [Board Orientation](#)
 - b. [Letter to Premier](#)
 - c. [Systems letter to Minister Schulz](#)**M3: Amy Cherniwchan moved to accept the Chairperson's report as presented.
Carried**
7. [Library Manager's Council \(LMC\) report](#) – Jodi Dahlgren
**M4: Wanda Cochrane moved to accept the Library Manager Council report as presented.
Carried**
8. Alberta Library Trustee Association (ALTA) report – Jennifer Anheliger
**M5: Jennifer Johnson moved to accept the ALTA report as presented.
Carried**
9. **Financial Report** – [Financial Report](#) including overspent budget lines.
Briefing Note: As of the end of October we have expended 91.5% of the 2022 budget. Revenue is up **\$83,739.86** over this time last year. We have now received levies from all library boards. Increases in revenue are largely attributable to sale of two vehicles, two library secondments (3rd secondment underway now), office rentals, and a rise in interest on investments.
M6: Barry Goertz moved to accept the Financial report as presented. Carried

For Decision

10. **Meeting absences**
Briefing Note: The Libraries Act, section 31(1) "A person is disqualified from remaining a member of a board if the person fails to attend, without being authorized by a resolution of the board to do so, 3 consecutive regular meetings of the board." Going forward we will monitor

absences and alert members who have missed 2 consecutive meetings. We have had two individuals hit the 3-meeting absence clause.

Town of Two Hills & Village of Andrew

They were both notified of the absence by email, and both responded promptly. Individual circumstances led to the absences. They both indicated a willingness to continue to serve.

M7: Josh Crick moved that the past absences of representatives from the town of Two Hills and the Village of Andrew be excused, and they continue to be allowed to serve.

CARRIED

11. Policies

Briefing Note:

Given the size of our board and the lengthy process of development and approval, policies are voted upon at the general board meetings as an omnibus motion. Board members may make a motion to remove 1 or more policies from the omnibus motion for individual vote. Policy changes will not be entertained at the general board meeting. Policies are either accepted or rejected by the general board. Rejected policies are returned to the Policy Committee for further review and work where appropriate.

The Executive Committee recommends the following new policy be adopted

1. [Executive Director Compensation](#) – outlines the principles and practices for negotiating the compensation of the Executive Director

The Executive Committee recommends the following updates to policies be adopted

1. [Staff Orientation](#) – grammatical and modernization changes
2. [Statutory and General Holidays](#) – grammar and clarification on winter break. Truth and Reconciliation Day to remain open in support of libraries that remain open for programming.
3. [Gym Facilities](#) – Extension of use (under waiver) to tenants and accompanied guests.
4. [Annual Agenda](#) – Formatting changes to enhance clarity
5. [Board Honoraria And Expenses](#) – aligning with recent addition of the new Travel policy
6. [Board Member Orientation And Professional Development](#) – grammatical changes
7. [Signing Authority](#) – clarification that all account expenditures require 2 signatures.
8. [Grants, Sponsorships and Donations](#) – Simplification of wording and combining with PLSB Grant Funding policy.
9. [Finance Fund Account](#) – slight changes to the amounts – this policy is updated annually

The Executive Committee recommends the following redundant policies be deleted.

1. [NLLS Cell Phone Policy](#) – superseded by [Internet and computer usage policy](#)
2. [Personal Cell Phone Or Devices Use](#) – superseded by [Internet and computer usage policy](#)
3. [Email Usage](#) – superseded by [Internet and computer usage policy](#)
4. [PLSB Grant Money](#) – combined with Grants, Sponsorships and Donations policy

M8: Lorraine Berry moved to remove the Executive Director Compensation policy from the omnibus package.

CARRIED

M9: Lorraine Berry moved to accept all the proposed policy changes (except for the Executive Director Evaluation policy) as an omnibus package.

CARRIED

M10: Lorraine Berry moved to accept the Executive Director Evaluation Policy.

CARRIED

12. Draft Budget 2023 – [Draft budget - Presentation](#)

Briefing Note: This budget was accepted in principle at the August 26th meeting. Some slight changes have been made based on motions of the board at that time (i.e. online versus in-person board meetings). An email was sent on September 12, 2022 to all library board chairs,

municipal councils, and this Board outlining the budget, the 1.5% increase, and the outcome of the August 26th Board meeting.

This budget presents a 4-year projection of system costs and proposes a modest 1.5% levy increase year over year. Despite the modest increase the projection relies on drawing from system savings (decreasing year over year) to align expenses with income while improving services.

M10: Larry Tiedemann moved to accept and adopt the 2023 annual Northern Lights Library System budget as presented.

CARRIED

13. Adjournment

M11: Josh Crick moved to adjourn the meeting.

CARRIED

From: James MacDonald
To: Staff-NLS; NLS Libraries; NLS Board; Library Board Chairs
Subject: Weekly report 2022-12-18
Date: December 18, 2022 8:03:30 PM
Attachments: jimage02.png
 jimage01.png

Hello Board members, Library staff, and friends of Northern Lights Library System.

This will be the last weekly report for 2022. A very Merry Christmas and Happy Holidays to all. Northern Lights and our members have had a tremendous year. A heartfelt thank you to the Board for their support this year. To our incredible staff, thank you. Your support of our members has made all the difference. To all the library staff on the front lines of community service, changing lives as you go, I salute you. Cheers to all the good coming in a new year.

BOARD

- [The Chair's Challenge](#) to get your whole council their library card has been issued. A separate email is forthcoming but here is the overview. Do you have what it takes?
- [The Board and Executive Meeting Highlights](#) may come in handy when reporting to your councils.
- Dates and times of our next Executive and Board meetings, and draft minutes are now [on the website](#). The Executive will be conducting their meetings at libraries in 2023. The current schedule has us at the following libraries the second Friday of every other month:
 - February 10th – Vermillion
 - April 14th – Lac La Biche
 - June 9th – Morinville
 - August 11th – Tofield
 - October 13th – Cold Lake
 - December 8th - TBD

NEXT WEEK

- On Monday Vicky and I meet with the County of St. Paul
- On Tuesday we meet with the Village of Paradise Valley and the Town of Wainwright
- The TRAC directors meet on Tuesday as well
- On Wednesday we meet with the Village of Edgerton
- I will not be in the office on Friday

OPERATIONS

- The [2022/23 Service Catalogue](#) is now available electronically.
- Northern Lights Library System will be closed from Saturday December 24th through Monday January 2nd. We will return to normal operations on Tuesday January 3rd, 2023.

LIBRARIES

- Excellent news from TSI this week that our issues with the helpdesk software are now resolved. The software company has whitelisted all emails from addresses that have our library domains. You may confidently send queries from your library address to ask@nls.ab.ca. From now on you will receive a system generated confirmation email letting you know the ticket was received.
- Ever wonder how we assign the tickets that come to ask@nls.ab.ca? Here is the [inside scoop](#).



EXECUTIVE COMMITTEE MEMBERS

NAME	ZONE	EMAIL	PHONE NUMBER
------	------	-------	--------------

Vicky Lefebvre	Zone 2 - Chair	gillesvicky74@gmail.com	780-573-1926
Curtis Schoepp (ML)	Zone 1	curtisschoepp@gmail.com	780-220-4897
Larry Tiedemann	Zone 1	casperti@telus.net	780-975-0508
Barb Smith (ML)	Zone 1	bsmith@boylealberta.com	780-213-0099
Maxine Fodness	Zone 2	mfodness@county.stpaul.ab.ca	780-645-4778
Matthew McLennan	Zone 3	mmclennan@sturgeoncounty.ca	780-974-4713
Dwayne Spicer	Zone 3	dspicer@redwater.ca	780-942-3519
Jennifer Anheliger (ML)	Zone 3	jennifer.aneliger@morinville.ca	780-340-7296
Leslie Cusack	Zone 4	div7@county24.com	780-787-0600
Josh Crick (ML)	Zone 2	jcrick@md.bonnyville.ab.ca	780-545-5961

Representatives By Zone

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 Vermillion 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

If you have questions, concerns, compliments please direct them to the Executive Board representative for your zone.

James MacDonald MLIS, DAS

Executive Director | Northern Lights Library System

E jmacdonald@nlls.ab.ca | www.nlls.ab.ca

P 780.545.5072

Our workplace is situated on Treaty 6 territory, traditional lands of First Nations and Métis peoples.



CHIEF ADMINISTRATIVE OFFICER REPORT

CLOSED SESSION

MEETING DATE: DECEMBER 22ND, 2022

- **Letters**
 - Letters were sent to residents advising if their tax account was in arrears and subject to tax recovery, if their account had a credit balance and if there 2022 taxes remained unpaid.
 - We reminded those who have account balances that a 6% penalty will apply on January 1st, 2023 should their account not be brought up to date.

- **By-Election**
 - No nominations were submitted for the two vacancies on Council on nomination day, nor in the five subsequent days thereafter, as per the MGA.
 - Therefore, no election was held on December 12th.

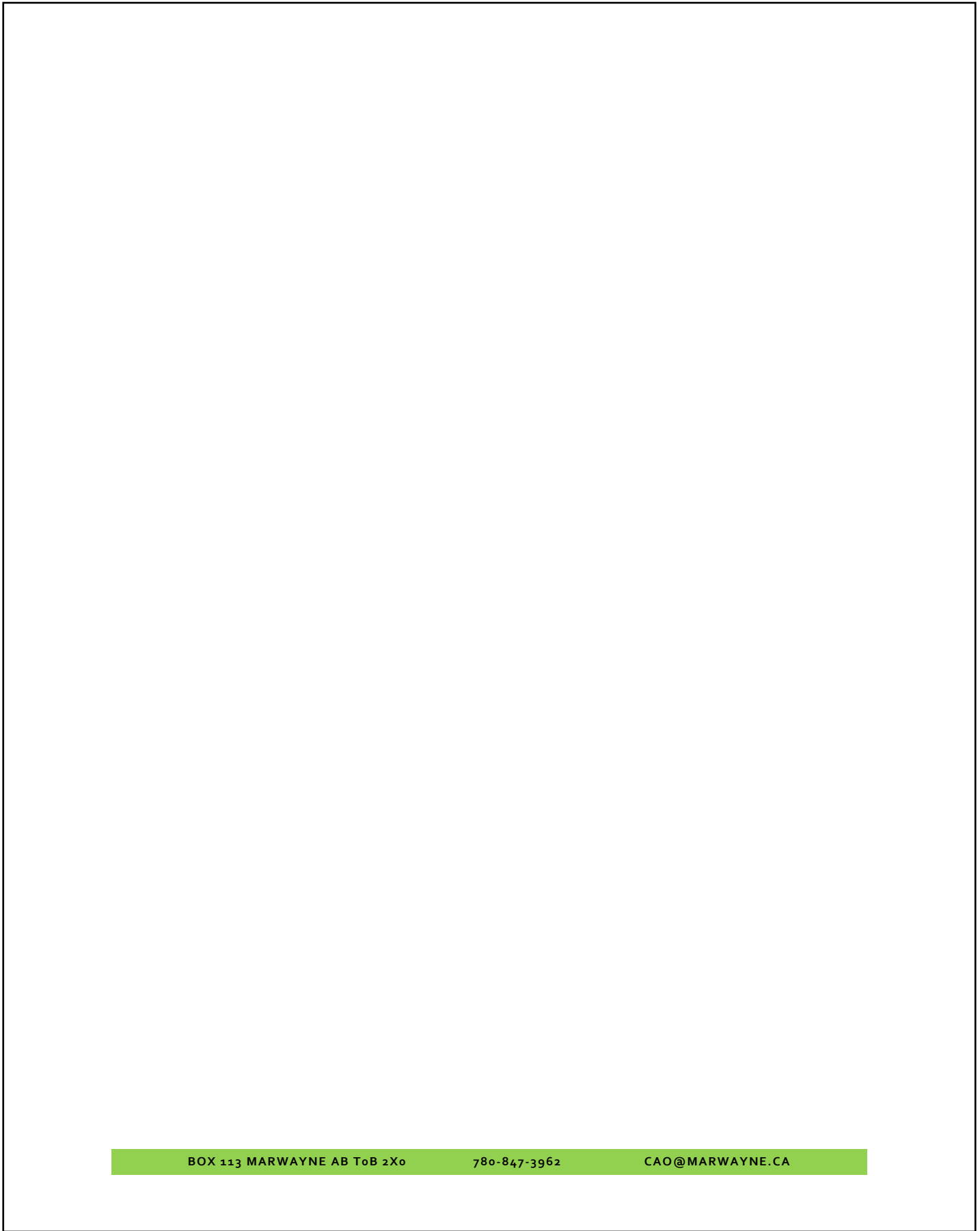
- **Highway Signage Project**
 - The Village is proceeding with the installation of the billboard on highway 897. We are still awaiting Beauty from Bees and Chucks Cornucopia logos to proceed with final approval.

- **Lots for Sale on Centre Street**
 - Paperwork has been finalized at Wheat Kenyon Law Office for the sale of lots 19 & 20 on Centre Street.

- **Reduction of Office Hours**
 - Open 5 days a week (3 at the office, 2 working from home)
 - Helps alleviate budgetary restraints of raises with flexible schedule
 - More incentive for reduced wages
 - With a lack of foot traffic in the administration office, and very few phone calls, administration does not believe it is necessary to have personnel in person 5 days a week
 - New schedule to commence January 3rd, 2023 – Tuesday, Wednesday, Thursday 8:00am to 4:30pm with the office remaining open for lunch from 12:00pm to 1:00pm on those days.

- **ACE Water Rates**
 - The ACE board voted in favor to increase their rate to \$2.80 effective January 1st, 2023.

- **FCM Asset Management**
 - Grant reporting has been finalized. \$50,000 funding should be released in the near future.
- **Gas Tax Fund**
 - Received our \$150,000 in funding under the newly titled "Canada Community Building Fund".
- **Canada Community Revitalization Fund**
 - Waiting on the cheques to be deposited by ASL and Playquest to finalize our second claim for reimbursement for the walking trails and splash park project.
- **Fire Hall Funding from CVR**
 - \$50,000 contribution is expected to be received early January 2023.
- **Auditors**
 - Auditors are on site January 13th, 2023.
- **End of Year**
 - Administration is working on year end entries, accounts payable, accounts receivable, etc.
 - Final payroll will be issued before the holiday break on December 23rd, 2022.
- **RCMP Town Hall**
 - Scheduled for January 19th, 2023 at the community hall in Marwayne.
- **Meeting with CVR CAO**
 - Postponed due to circumstances beyond my control. Rescheduled for January 2023.
- **Grant opportunity**
 - CVR inquired as to whether the Village would be interested in partnering for a grant application for economic development. The 5 streams are:
 - Investing in economic development-enabling infrastructure
 - Delivering business supports
 - Supporting labour force attraction and retention
 - Enhancing tourism planning, capacity building and infrastructure
 - Building capacity for economic development



BOX 113 MARWAYNE AB T0B 2X0 780-847-3962 CAO@MARWAYNE.CA

VILLAGE OF MARWAYNE
Cheque Register-Summary-Bank



AP5090 Page : 1
 Date : Nov 25, 2022 Time : 11:29 am

Supplier : 10 To ZARC
 Cheque Dt. : 25-Nov-2022 To 25-Nov-2022
 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
4331	25-Nov-2022	10001	Gas Utility CVR	Issued	107	C	456.69
4332	25-Nov-2022	10025	Vermilion River Regional Waste	Issued	107	C	5,755.00
4333	25-Nov-2022	10113	TELUS	Issued	107	C	179.86
4334	25-Nov-2022	ABCOU	ALBERTA COUNCIL	Issued	107	C	2,100.00
4335	25-Nov-2022	ASC	AMSC Insurance Services Ltd	Issued	107	C	547.50
4336	25-Nov-2022	GRACA	Grant, Carry	Issued	107	C	497.01
4337	25-Nov-2022	HMS2	Alberta 1171363 Ltd. Hendricks Microtech	Issued	107	C	551.72
4338	25-Nov-2022	ITRCA	Itron Canada Inc.	Issued	107	C	3,120.88
4339	25-Nov-2022	MAS	Marwayne Agriculture Society	Issued	107	C	500.00
4340	25-Nov-2022	MCSNE	MCSNet-Lemalu Holdings Ltd.	Issued	107	C	73.40
4341	25-Nov-2022	REMAX	RE/ MAX Lloydminster	Issued	107	C	1,050.00
4342	25-Nov-2022	RURAL	Rural Roots Florists & Designs Ltd.	Issued	107	C	294.00
4343	25-Nov-2022	SIGN	2005450 AB Ltd. o/a Sign Solutions	Issued	107	C	5,134.49
4344	25-Nov-2022	VCOC	V3 Companies of Canada Ltd.	Issued	107	C	23,555.96
4345	25-Nov-2022	WRD	Wells Fargo Equipment Fin Co	Issued	107	C	785.52
4346	25-Nov-2022	10032	Receiver General For Canada	Issued	108	C	8,008.41
4347	25-Nov-2022	AISL	AMSC Insurance Services Ltd	Issued	108	C	2,202.38

Total Computer Paid :	54,812.82	Total EFT PAP :	0.00	Total Paid :	54,812.82
Total Manually Paid :	0.00	Total EFT File :	0.00		

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

VILLAGE OF MARWAYNE

Cheque Register-Summary-Bank



MARWAYNE

AP5090

Page : 1

Date : Dec 09, 2022

Time : 11:09 am

Supplier : 10 To ZARC

Pay Date : 09-Dec-2022 To 09-Dec-2022

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
4348	09-Dec-2022	10012	Parkland Industries- Race Trac Gas	Issued	110	C	2,218.68
4349	09-Dec-2022	10113	TELUS	Issued	110	C	214.37
4350	09-Dec-2022	ACE	ACE	Issued	110	C	8,699.40
4351	09-Dec-2022	ASC3	Alberta Municipalities Strength in Members	Issued	110	C	6,872.16
4352	09-Dec-2022	ASLP	ASL Paving LTD	Issued	110	C	240,316.13
4353	09-Dec-2022	ASTEC	Astec Safety Inc.	Issued	110	C	1,149.31
4354	09-Dec-2022	COL	City of Lloydminster	Issued	110	C	419.78
4355	09-Dec-2022	GRACA	Grant, Carry	Issued	110	C	500.84
4356	09-Dec-2022	KADR	Ken's Auto & Diesel Repair	Issued	110	C	350.41
4357	09-Dec-2022	KENNS	Kennedy, Shannon	Issued	110	C	110.00
4358	09-Dec-2022	PATLAW	Patriot Law	Issued	110	C	378.00
4359	09-Dec-2022	SHAHAR	Harrower, Shannon	Issued	110	C	195.11
4360	09-Dec-2022	WAGL	Wainwright Assessment Group Ltd	Issued	110	C	729.75

Total Computer Paid :	262,153.94	Total EFT PAP :	0.00	Total Paid :	262,153.94
Total Manually Paid :	0.00	Total EFT File :	0.00		

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

VILLAGE OF MARWAYNE
Bank Reconciliation Statement



MARWAYNE

BR5020

Date : Dec 09, 2022

Page : 1

Time : 3:27 pm

Period : 11
 Year : 2022

Statement Date : 30-Nov-2022
 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.
4196	26-Jul-2022	AP	7	2022	-5755.00	Vermilion River Regional Waste
4330	14-Nov-2022	AP	11	2022	-1236.60	ACE
4336	25-Nov-2022	AP	11	2022	-497.01	Grant Carry
4337	25-Nov-2022	AP	11	2022	-551.72	Alberta 1171363 Ltd. Hendricks Microtech
4339	25-Nov-2022	AP	11	2022	-500.00	Marwayne Agriculture Society
4340	25-Nov-2022	AP	11	2022	-73.40	MCSNet-Lemalu Holdings Ltd.
4341	25-Nov-2022	AP	11	2022	-1050.00	RE/ MAX Lloydminster
4342	25-Nov-2022	AP	11	2022	-294.00	Rural Roots Florists & Designs Ltd.
4343	25-Nov-2022	AP	11	2022	-5134.49	2005450 AB Ltd. o/a Sign Solutions
18201	01-Dec-2022	CR	11	2022	2022.25	CR; DEPT:[VILLAGE OFFICE] D#[182].
DIRECT	09-Dec-2022	PA	11	2022	-4300.00	POSTED FROM PAYROLL FOR PP#11 AND YEAR 2022

Bank Balance Statement	581699.29	as of 30-Nov-2022
Add outstanding deposits	2022.25	(Includes all debits)
Cancelled deposits	0.00	
Less outstanding withdrawals/charges	-19505.10	(Includes all credits)
Cancelled withdrawals/charges	0.00	
Calculated Bank Balance	564216.44	
GL Bank Account Balance	564216.44	as of Period : 11 Year : 2022
Difference	0.00	

VILLAGE OF MARWAYNE
Billing Register Report Detailed



MARWAYNE

UB4110 Page : 28
 Date : Dec 01, 2022 Time : 10:28 am

Report Options

Customer Selection : All

Calculation Type : All

Batch Number

From : [2022120101]
 To : [2022120101]

Include Billing Transaction From Transaction Maintenance : No

Srv. End Date On/Before : 01-Dec-2022 Final Bills Only : No

Cat	Srv	Service Description	Count	Total Discount	Total Units	Total Amt	Total Cons.	Avg. Cons.
01	ONOFF	Water On/Off	3		3.00	105.00		
01	WCOM	Commercial Water	22		22.00	1,942.00	224.00	10.18
01	WINS	Institutional Water	3		3.00	624.25	101.00	33.67
01	WLF	Water Line Fee	256		256.00			
01	WMUN	Municipal Properties	3		3.00		12.00	4.00
01	WPUB	Public Building Water	8		8.00	1,416.50	258.00	32.25
01	WRES	Residential Water	238		238.00	18,524.91	2,137.00	8.98
02	SCOM	Commercial Sewer	22		22.00	440.00		
02	SINS	Institutional Sewer	3		3.00	225.00		
02	SPUB	Public Building Sewer	8		8.00	160.00		
02	SRES	Residential Sewer	239		239.00	4,741.34		
03	GINS	Institutional Garbage	3		3.00	33.00		
03	GRES	Residential Garbage	238		238.00	6,255.76		
Book 000 Totals :			1046		1,046.00	34,467.76	2,732.00	
Totals			1046		1,046.00	34,467.76	2,732.00	

RECEIVED

DEC 05 2022



ALBERTA
MUNICIPAL AFFAIRS

Office of the Minister
MLA, Calgary-Shaw

AR110198

November 29, 2022

Vic Mensch
Board Chair
Chinook Arch Regional Library
2902 - 7 Avenue North
Lethbridge AB T1H 5C6

Carolyn Kolebaba
Board Chair
Peace Library System
8301 - 110 Street
Grande Prairie AB T8W 6T2

John Getz
Board Chair
Marigold Library System
B 1000 Pine Street
Strathmore Alberta T1P 1C1

Dwight Kilpatrick
Board Chair
Shortgrass Library System
2375 - 10 Avenue SW
Medicine Hat AB T1A 8G2

Vicky Lefebvre
Board Chair
Northern Lights Library System
5615 - 48 Street
Postal Bag 8
Elk Point AB T0A 1A0

Hendrik Smit
Board Chair
Yellowhead Regional Library
Box 4270
433 King Street
Spruce Grove AB T7X 3B4

Debra Smith
Board Chair
Parkland Regional Library System
4565 - 46 Street
Lacombe AB T4L 0K2

Dear Board Chairs:

Thank you for your letter of November 8, 2022, regarding a requested increase to provincial funding for public libraries. I appreciate hearing ideas from stakeholders about how we can best serve Albertans and build thriving communities.

The Government of Alberta is committed to library services and I recognize the critical value libraries have in building community and keeping people connected, especially in rural Alberta. As you know, Budget 2022 provided stable operational funding to more than 230 library boards across Alberta, including the seven library system boards. Municipal Affairs has also maintained funding for Public Library Network services such as provincewide eContent, SuperNet connectivity, services for print-disabled readers, and interlibrary loan services.

.../2

- 2 -

I recognize that while funding has remained stable and predictable, libraries are dealing with rising inflation as well as new and increasing demands. I also appreciate that the large geographic areas served by the library systems present specific challenges and I look forward to discussing those further with the library community.

Municipal Affairs will give your funding request careful consideration as the Government of Alberta prepares for its next budget. Thank you for your advocacy for library services and for the important work you do.

Sincerely,



Rebecca Schulz
Minister

Classification: Protected A



ALBERTA
PUBLIC SAFETY AND EMERGENCY SERVICES

*Office of the Minister
MLA, Calgary-West*

AR 53295

Dear Community Leader:

Over the last number of weeks, many of our Alberta municipalities have been in contact with government, requesting further information and clarification on a number of items related to the provincial changes to victim services announced July 19, 2022, and scheduled for implementation by April 1, 2024.

I have heard from the many of you about your concerns with the redesign initiative. I am writing to provide clarification on a number of points.

I would like to reassure you the move to a regional governance model for police-based victim services units has always been intended to improve the consistency, stability, and continuity of services received by victims of crime across all regions of the province - municipal, rural and remote. It was also designed to ensure that all victims would continue to be supported locally, by dedicated workers and volunteers from within and around their own communities. While board governance is moving toward integration, all front-line services remain local. I appreciate this opportunity to provide further information about the ongoing redesign work that has occurred to date as it relates to your community and others like it.

Is victim services being removed from your community?

In short, no. The new governance model will empower more than 130 paid, front-line victim caseworkers (full and part-time equivalents), each of them living and working in the communities they serve now. Our new model never contemplated centralizing front-line victim caseworkers in a regional office. They will continue to be co-located with RCMP members in their local detachments, work alongside their volunteer advocates, and be supported not only by their regional boards but also by a new, full-time centralized professional support staff (CPSS); one CPSS for each region. These CPSS teams will consist of, at minimum: an executive director; human resources professional; regional operations manager; regional court support coordinator; cultural safety specialist; admin/office manager; qualified financial management professional; and a retained legal resource.

404 Legislature Building, Edmonton, Alberta T5K 2B6 Canada Telephone 780-415-9550
Unit 234, 333 Aspen Glen Landing SW Calgary, AB T3H 0N6 Canada Telephone 403-216-5439 Fax 403-216-5441

Classification: Protected A

-2-

For smaller, rural and remote communities in Alberta, the new regional governance model for police-based victim services means all areas of the province will have uniform, flexible and sustainable victim services. The new layer of full-time, professional support staff for front-line victim caseworks will stabilize and improve programs above and beyond what is offered under the current governance structure. Front-line caseworkers will have more time to focus on working alongside volunteer advocates and with their local RCMP officers to support victims in the immediate aftermath of a crime, to provide court support within an integrated and coordinated court support program, and for engaging with local and community partners.

How will our communities be represented at the regional level?

As stated, front-line staff will work in the same detachment areas in which they live, as will their cadre of volunteer advocates. The new regional governance boards themselves will be virtual in nature, and will consist of members from communities all across the region. While every detachment area will not necessarily be represented at the board level, no more than one board member per detachment area will be selected.

Did the MLA-led review ever seek to engage municipalities, and did it engage local victim services units (VSUs)?

The MLA-led review of victims services took place over 2020/21 and included participants from the Rural Municipalities of Alberta and the Alberta Municipalities. Other individuals and organizations engaged during this period included MLAs from across the political spectrum, volunteers and staff at police-based VSUs, victim-serving community organizations, a variety of police service representatives, the RCMP, legal experts and Indigenous organizations. Alberta held about 40 engagement sessions, with around 150 stakeholders and organizations attending. The Victim Service Redesign is based on feedback received during these engagements and reflects the final report and recommendations of the MLA-led review. The Victims Services Redesign team continues to meet with affected and/or interested groups and municipalities to gather any outstanding questions, concerns and suggestions. These meetings have already been instrumental in informing improvements to the model.

Will there be a reduction in scope of services provided by the new victim services model, and will this new model serve Albertans who have been traumatized by non-criminal and tragic events?

As Minister of Public Safety and Emergency Services, I recognize that services other than those provided solely to victims of crime, such as for victims of non-criminal trauma, are incredibly important to Albertans. As such, Albertans will not experience a reduction in services currently available, now nor when the new zonal model is implemented. If legislative amendments to the Victims of Crime and Public Safety Act are required to assure this, then our government will pursue those.

Are program managers and other staff guaranteed jobs or do they have to re-apply for positions within the new zonal model?

Classification: Protected A

-3-

The hiring of the victim caseworker positions will be the responsibility of each new executive director and respective support staff group. GOAVS will collaborate with the support staff groups, preferring a process that honours the skills and experience of the current cadre of police-based victim services workers. We will be recommending that current VSU employees be invited into a stream-lined on-boarding process prior to any positions being advertised publicly.

These changes to victim services in Alberta are an exciting step forward to ensure victims in our province have the help they need when they need it most. Over the next year, we will continue to work closely with municipalities and Indigenous communities to design and implement the new service delivery model. To ensure that you continue to have the most accurate and up to date information about the new victim services redesign, I encourage you to maintain direct contact with the Director of Victim Services Trent Forsberg at Trent.Forsberg@gov.ab.ca. He would be happy meet with you should you have any future questions, concerns, or suggestions. We look forward to continuing to engage Alberta municipalities on this important initiative.

Thank you for your ongoing commitment to ensuring the needs of victims in your community continue to be met.

Sincerely,



Honourable Mike Ellis, ECA
Minister

cc: Trent Forsberg, Director, Victims Services, Strategy, Support and Integrated Initiatives

Classification: Protected A



Office of the Mayor

November 23, 2022

Honourable Jason Copping
Minister of Health
432 Legislature Building
10800 – 97 Avenue
Edmonton, AB T5K 2B6
health.minister@gov.ab.ca

Dear Minister Copping:

I am writing to you on behalf of our Ponoka Volunteer Fire Department. Actually, I think I could be writing on behalf of most volunteer fire departments in rural Alberta. However, right now I am very concerned for the volunteer fire fighters of my community who bravely step forward and protect us all.

My main concern is with the current state that we find our ambulance service in. This is something that isn't new. It has been brewing for a number of years now and I believe we are about to hit critical mass, which means we are not too far away from doing far more damage to all of our emergency services, simply because we cannot collectively get a handle on how to manage this situation.

On November 21, 2022, we had an incident in the Town of Ponoka, where a pedestrian was hit on one of our roads by a motor vehicle. The first responders on the scene were our volunteer fire fighters. They had an ambulance dispatched from Bashaw which is about 30 minutes away. Ten minutes after the dispatch it was rerouted to Red Deer. By this time the next dispatched ambulance was to come from Leduc, 42 minutes away. In the meantime, the patient was seizing and his heartbeat had dropped to 28 beats per minute. At that time rather than continue to wait for an ambulance and lose the patient, our firefighters made the decision to pack him into the box of one of their pickups, and with a police escort got him to our local hospital. This is a summation of the report I read, and the complete absurdity of this situation I find astounding.

Two months prior, on September 21, 2022, we had a shooting in our downtown. Once again, our volunteer fire fighters were first on the scene because an ambulance had to be dispatched out of Red Deer, about 45 minutes away. In the meantime, our volunteer fire department bandaged and stabilized the victim, and some of the members learned how to deal with a person who had their ear shot off.

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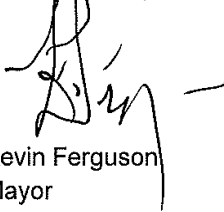
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Honourable Jason Copping
November 23, 2022
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In the last year our volunteer fire department has been the first to arrive on the scene of a medical event 18 times. They do this for the love of their community, and are not being paid-----I would say for them money is not the issue. What is the issue is that after they have been faced with the trauma of a catastrophic medical event, they then have to go back to their real jobs the following day. So I put it to you, that while we are trying to somehow figure our way around this ambulance crisis, we are doing it on the backs of our rural volunteer fire fighters. I represent a rural municipality, and I am telling you what I see is that my friends, neighbours, and fellow citizens are being put at risk on a daily basis because we can't figure this ambulance thing out.

We are running out of time and something needs to be done not only for our cities, but for our rural communities too.

Yours sincerely,



Kevin Ferguson
Mayor

- c: Premier Danielle Smith
Rachel Notley, Leader of the Opposition
Ron Orr, MLA – Lacombe/Ponoka
Mayors – Alberta Municipalities
Reeve Paul McLauchlin, Ponoka County
Donna Noble, Protective Services Coordinator – Ponoka County