CLEARWATER COUNTY COUNCIL AGENDA September 08, 2015 9:00 A.M.

Council Chambers 4340 – 47 Avenue, Rocky Mountain House AB

10:15 A.M. Delegation: Red Deer College

10:45 A.M. Delegation: Town of Rocky Mountain House, Recreation Facility

A. CALL TO ORDER

B. AGENDA ADOPTION

C. CONFIRMATION OF MINUTES

- 1. August 25, 2015 Regular Meeting Minutes
- 2. August 25, 2015 Public Hearing Minutes Bylaw 1004/15
- 3. August 25, 2015 Public Hearing Minutes Bylaw 1005/15

D. PLANNING

1. Adoption of Revised Bylaw at Land Titles Request

E. PUBLIC WORKS

Access Road Request - Fischer

F. CORPORATE SERVICES

1. Municipal Sustainability Initiative

G. MUNICIPAL

10:15 A.M. Delegation: Red Deer College

H. COMMUNITY & PROTECTIVE SERVICES

- 1. Central Alberta Tourism Destination Management Plan
- 2. 10:45 A.M. Delegation: Town of Rocky Mountain House, Recreation Facility

I. INFORMATION

- 1. CAO's Report
- 2. Public Works Director's Report
- 3. Councillors' Verbal Report
- 4. Accounts Payable Listing
- 5. Councillor Remuneration

J. IN CAMERA*

- Administrative Report Linear Pooling
- 2. CAO Evaluation
- 3. Legal

K. ADJOURNMENT

^{*} For discussions relating to and in accordance with: a) the Municipal Government Act, Section 197 (2) and b) the Freedom of Information and Protection of Privacy Act, Sections 21 (1)(ii); 24 (1)(a)(c) and (g); 25 (1)(c)iii; and 27 (1)(a)

TABLED ITEMS

<u>Date</u> 02/24/15

<u>Item, Reason and Status</u> 073/15 Invitation from Mayor's Office, Drayton Valley STATUS: Pending Information, Municipal



AGENDA ITEM

PROJECT: Adoption of Revised Bylaw at Land Titles Request			
PRESENTATION DATE: Sep	tember 8, 2015		
DEPARTMENT: Planning & Development	WRITTEN BY: REVIEWED BY: Marilyn Sanders Rick Emmons		
BUDGET IMPLICATION:	☑ N/A □ Funded by Dept. □	Reallocation	
LEGISLATIVE DIRECTION: [MGA s63-65	□None 図 Provincial Legislation (cite	e) □ County Bylaw or Policy (cite)	
STRATEGIC PLAN THEME: Theme 1: Managing our Growth PRIORITY AREA: Planning Objective 1.1 Plan for a well designed and built community. STRATEGIES: 1.1.1 Ensure appropriate land use planning for public infrastructure, rural subdivisions, hamlets and commercial and industrial lands.			
RECOMMENDATION: Consider rescinding: a) Bylaw 1007/15 Authorizing the Revision of Bylaw 991/14; and			
b) Bylaw 1008/15 Adopting Revised Bylaw 991/14 and granting 1 st , 2 nd and 3 rd readings of:			
c) Bylaw 1009/15 Authorizing the Revision of Bylaw 991/14; and			
d) Bylaw 1010/15 Adopting Revised Bylaw 991/14			
ATTACHMENT(S): Bylaw 991/14, Bylaw 1007/15, Bylaw 1008/15, Bylaw 1009/15 and Bylaw 1010/15			

BACKGROUND:

On July 28, 2015 staff appeared before Council asking for adoption of a bylaw authorizing the revision of a previous bylaw and adopting the revised bylaw. After approval the duly signed bylaws were forwarded by the surveyor to Land Titles Office for registration.

Since that time Land Titles Office has asked for a further change to the bylaw wording. Therefore we are back before Council asking for approval to rescind the bylaws adopted on July 28, 2015 and adopting Bylaws 1009/15 and 1010/15 in their place.

The wording change deletes reference to the Lot affected as well as the reference to the quarter section and removes the drawing from the bylaw. The wording for Bylaws 1007/15 and 1008/15 was:

PLAN 815HW
BLOCK 2
ALL THAT PORTION OF LANE
LYING WITHIN PLAN 152_____, BLOCK 2, LOT 19
EXCEPTING THEREOUT ALL MINES AND MINERALS

WITHIN THE SOUTHEAST QUARTER OF SECTION SIX, TOWNSHIP THIRTY-NINE, RANGE FOUR, WEST OF THE FIFTH MERIDIAN (SE 06-39-04-W5M) AS SHOWN IN RED ON THE ATTACHED SCHEDULE "A"

Land Titles Office has given us the wording they would like, as follows:

"PLAN 815HW
BLOCK 2
ALL THAT PORTION OF LANE
LYING WITHIN PLAN 152_____
EXCEPTING THEREOUT ALL MINES AND MINERALS"

BYLAW NO. 991/14

A Bylaw of Clearwater County, in the Province of Alberta, for the purpose of closing to public travel and disposing of portions of a public road in accordance with Section 22 of the Municipal Government Act, Chapter M-26, Revised Statutes of Alberta, 2000, as amended.

WHEREAS, the lands hereafter described are no longer required for public travel, and

WHEREAS, application has been made to Council to have the road closed and consolidated with adjoining lands, and

WHEREAS, the Council of Clearwater County deems it expedient to provide for a bylaw for the purpose of closing to public travel certain roads, or portions thereof, situated in the said municipality, and thereafter disposing of same, and

WHEREAS, notice of the intention of Council to pass a bylaw has been given in accordance with Section 606 of the Municipal Government Act, and

WHEREAS, Council was not petitioned for an opportunity to be heard by any person prejudicially affected by the bylaw,

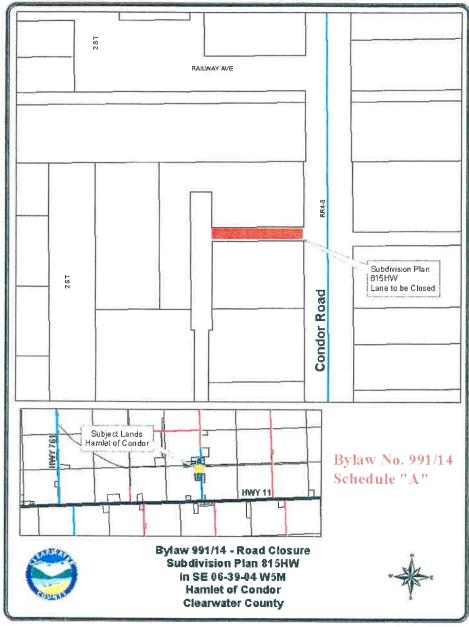
NOW THEREFORE, be it resolved that the Council of Clearwater County, Province of Alberta, duly assembled, does hereby close to public travel and dispose of the following described road:

All that portion of the east/west lane, Plan 815HW being Part of the Southeast Quarter of Section Six, Township Thirty-Nine, Range Four, West of the Fifth Meridian (SE 06-39-04-W5M) as shown on the attached Schedule "A".

READ A FIRST TIME this <u>A4</u> day of JUNE A.D., 2014.
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MUNICIPAL MANAGER
PUBLIC HEARING held this <u>25</u> day of <u>AUGUST</u> A.D., 2014.
APPROVED this 10 day of Older, 2014.
Minister of Transportation
READ A SECOND TIME this day of A.D., 2014.
READ A THIRD AND FINAL TIME this 26 day of October A.D., 2014.
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MUNICIPAL MANAGER
MUNICIPAL MANAGER

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BYLAW NO. 1007/15

A Bylaw of Clearwater County, in the Province of Alberta, authorizing the revision to Bylaw 991/14, a bylaw that authorizes the closing of a portion of public road;

WHEREAS the *Municipal Government Act* contains provisions that authorize a Council to revise municipal bylaws in order to correct clerical, grammatical and typographical errors and to make changes without changing the substance to bring out more clearly the meaning of a bylaw;

AND WHEREAS Alberta Land Titles has requested revisions to Bylaw 991/14 which do not change the substance of that bylaw;

NOWTHEREFORE, be it resolved that the Council of Clearwater County, Province of Alberta, duly assembled, does hereby enact as follows:

- 1. That Bylaw 991/14 be revised as follows:
 - a. Delete the following:

"ALL THAT PORTION OF THE EAST/WEST LANE, PLAN 815HW BEING PART OF THE SOUTHEAST QUARTER OF SECTION SIX, TOWNSHIP THIRTY-NINE, RANGE FOUR, WEST OF THE FIFTH MERIDIAN (SE 06-39-04-W5M) AS SHOWN ON THE ATTACHED SCHEDULE 'A'."

b. Replace the deleted portions with the following:

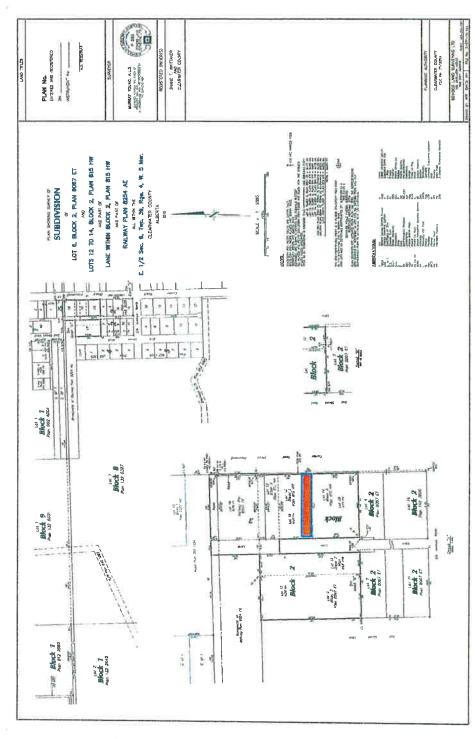
"PLAN 815HW
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This Bylaw shall have force and take effect on the final reading thereof.

Read a first time this <u>K</u> day of <u>Juy</u> ,	2015
Read a second time this 28 day of 5004	, 2015
Read a third and final time this 28 day of	, 2015,
REEVE	15.15 (1002)
RIS	
MUNICIPAL MANAG	ER





BYLAW NO. 1008/15

A Bylaw of Clearwater County, in the Province of Alberta, adopting revised Bylaw 991/14, a bylaw that authorizes the closing of a portion of public road;

WHEREAS the *Municipal Government Act* contains provisions that authorize a Council to revise municipal bylaws in order to correct clerical, grammatical and typographical errors and to make changes without changing the substance to bring out more clearly the meaning of a bylaw;

AND WHEREAS the *Municipal Government* Act contains provisions that a bylaw to revise a bylaw does not come into effect until a bylaw adopting the revised bylaw is passed;

AND WHEREAS Council passed Bylaw 1007/15 authorizing the revision to Bylaw 991/14, attached to this Bylaw as Schedule 1, and the Chief Administrative Officer has certified to Council that Bylaw 991/14 has been revised in accordance with the provisions of Bylaw 1007/15 which authorized the Bylaw revisions;

NOW THEREFORE, be it resolved that the Council of Clearwater County, Province of Alberta, duly assembled, does hereby enact as follows:

- 1. Revised Bylaw No. 991/14, being Schedule 1 to this Bylaw, is adopted.
- 2. Revised Bylaw No. 991/14 will come into effect on October 28, 2014, the initial date of passing bylaw 991/14.

Read a third and final time this $\frac{28}{2}$ day of ______, 2015

MUNICIPAL MANAGER

Clearwater County

Signature

SCHEDULE 1

BYLAW NO. 991/14, REVISED

A Bylaw of Clearwater County, in the Province of Alberta, for the purpose of closing to public travel and disposing of portions of a public road in accordance with Section 22 of the *Municipal Government Act*, Chapter M-26, Revised Statutes of Alberta 2000, as amended.

WHEREAS, the lands hereinafter described are no longer required for public travel, and

WHEREAS, application has been made to Council to have the road closed and consolidated with adjoining lands, and

WHEREAS, the Council of Clearwater County deems it expedient to provide for a bylaw for the purpose of closing to public travel certain roads, or portions thereof, situated in the said municipality, and thereafter disposing of same, and

WHEREAS, notice of the intention of Council to pass a bylaw has been given in accordance with Section 606 of the *Municipal Government Act*, and

WHEREAS Council was not petitioned for an opportunity to be heard by any person prejudicially affected by the Bylaw.

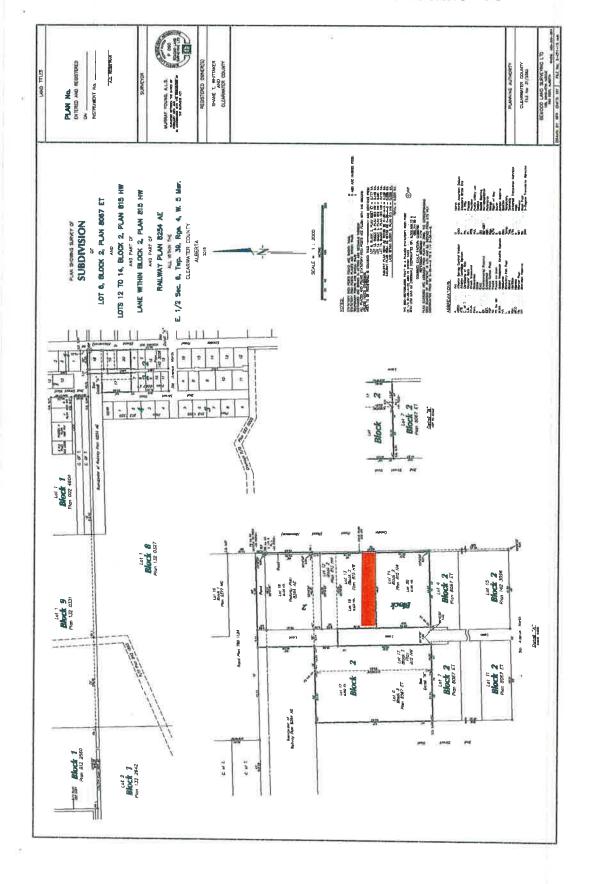
NOW THEREFORE, be it resolved that the Council of Clearwater County, Province of Alberta, duly assembled, does hereby close to public travel and dispose of the following described road:

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APPROVED this 10 day of	
	ster of Transportation
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READ A THIRD AND FINAL TIME this	28 day of <u>De taber</u> A.D., 2014.
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MUIN	ICIPAL MANAGER
Marie Salar	

Schedule "A"



BYLAW NO. 1009/15

A Bylaw of Clearwater County, in the Province of Alberta, authorizing the revision to Bylaw 991/14, a bylaw that authorizes the closing of a portion of public road;

WHEREAS the *Municipal Government Act* contains provisions that authorize a Council to revise municipal bylaws in order to correct clerical, grammatical and typographical errors and to make changes without changing the substance to bring out more clearly the meaning of a bylaw;

AND WHEREAS Alberta Land Titles has requested revisions to Bylaw 991/14 which do not change the substance of that bylaw;

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 - a. Delete the following:

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b. Replace the deleted portions with the following:

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This Bylaw shall have force and take effect on the final reading thereof.

Read a first time this day of		, 2015
Read a second time thisday	of	, 2015
Read a third and final time this _	day of	, 2015.
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BYLAW NO. 1010/15

A Bylaw of Clearwater County, in the Province of Alberta, adopting revised Bylaw 991/14, a bylaw that authorizes the closing of a portion of public road;

WHEREAS the *Municipal Government Act* contains provisions that authorize a Council to revise municipal bylaws in order to correct clerical, grammatical and typographical errors and to make changes without changing the substance to bring out more clearly the meaning of a bylaw;

AND WHEREAS the *Municipal Government* Act contains provisions that a bylaw to revise a bylaw does not come into effect until a bylaw adopting the revised bylaw is passed;

AND WHEREAS Council passed Bylaw 1009/15 authorizing the revision to Bylaw 991/14, attached to this Bylaw as Schedule 1, and the Chief Administrative Officer has certified to Council that Bylaw 991/14 has been revised in accordance with the provisions of Bylaw 1007/15 which authorized the Bylaw revisions;

NOW THEREFORE, be it resolved that the Council of Clearwater County, Province of Alberta, duly assembled, does hereby enact as follows:

- 1. Revised Bylaw No. 991/14, being Schedule 1 to this Bylaw, is adopted.
- 2. Revised Bylaw No. 991/14 will come into effect on October 28, 2014, the initial date of passing bylaw 991/14.

Read a first time this day of	, 2015
Read a second time this day	of, 2015
Read a third and final time this _	day of, 2015.
	REEVE
	MUNICIPAL MANAGER

SCHEDULE 1

BYLAW NO. 991/14, REVISED

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WHEREAS, notice of the intention of Council to pass a bylaw has been given in accordance with Section 606 of the *Municipal Government Act*, and

WHEREAS Council was not petitioned for an opportunity to be heard by any person prejudicially affected by the Bylaw,

NOW THEREFORE, be it resolved that the Council of Clearwater County, Province of Alberta, duly assembled, does hereby close to public travel and dispose of the following described road:

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LYING WITHIN PLAN 152_____
EXCEPTING THEREOUT ALL MINES AND MINERALS"

READ A FIRST TIME this 24 day of JUNE A.D., 2014.
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MUNICIPAL MANAGER
PUBLIC HEARING held this 25 day of AUGUST A.D., 2014.
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Minister of Transportation
READ A SECOND TIME this 20 day of October A.D. 2014.
READ A THIRD AND FINAL TIME this 28 day of 6 to be A.D., 2014.
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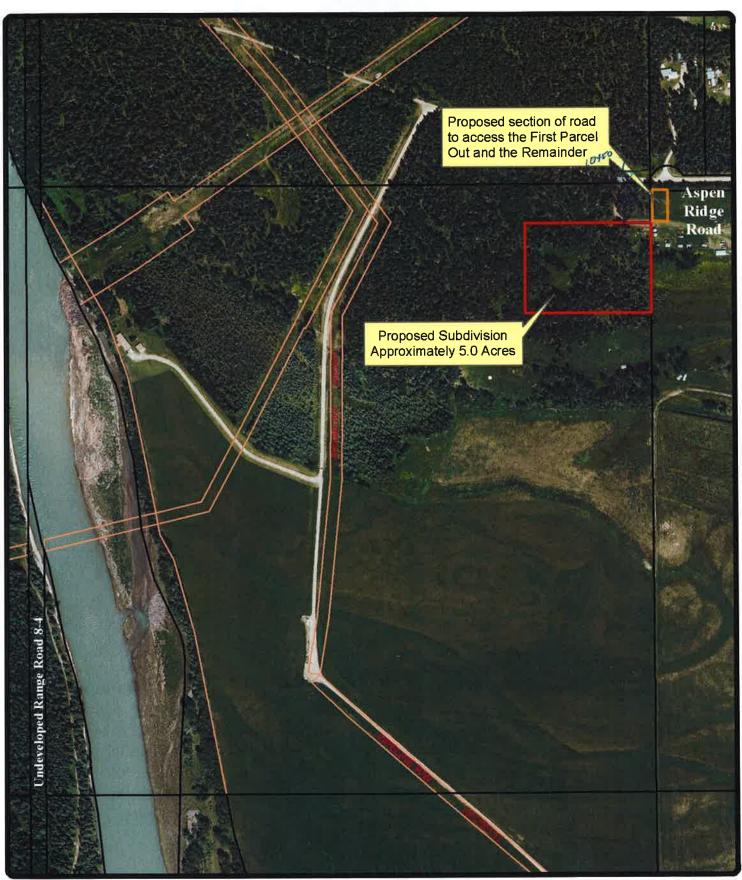
AGENDA ITEM

PROJECT: Fisher Access Road Request			
PRESENTATION DATE: Septem	nber 8, 2015		
DEPARTMENT:	WRITTEN BY: REVIEWED BY:		
Public Works	Public Works Brian Bilawchuk Erik Hansen		
BUDGET IMPLICATION:	I N/A □ Funded by Dept. □	Reallocation	
LEGISLATIVE DIRECTION : □N	one ☐ Provincial Legislation (cite) ⊠ County Bylaw or Policy (cite)	
Bylaw:	Policy: Residential Sub	division Standards Policy	
STRATEGIC PLAN THEME:	PRIORITY AREA:	STRATEGIES:	
		Objective – 1.5. Support a	
		transportation network that connects and moves residents and	
Managing our Growth	Transportation industry.		
	madotty.		
ATTACHMENT(S):Request Letter, Revised Air Photo /Plan, Original Air Photo/Plan			
RECOMMENDATION: That Council review the information provided and approve the revision of the			
described access road to be developed under the provisions of the Residential Subdivision Standards			
Policy.			

BACKGROUND: On August 13, 2013, Council approved Jim Fisher to create a small portion of municipal road to accommodate access to a proposed residential first parcel subdivision located in the SW 21-39-08-W5M. Mr. Fisher would like to revise his request to construct along the North boundary of his property for approximately 50m. This road would still provide access to his proposed 5 Acre Residential Subdivision.

The proposal includes the extension of Twp. Rd 39-3A (Aspen Ridge Road) plan west for approximately 50m which includes a double approach to access the subdivision and the balance of the parcel. All costs associated with this development including the land dedication, legal survey and construction costs would be at Mr. Fisher's expense.







Application for Subdivision No. 21/3296 SW 21-39-08-W5 James H. Fisher First Parcel Out Approx. 5.0 Acres



Subdivison application for S.W 21-39-8 W5.txt

jhfisher75@gmail.com July-30-13 11:19 AM Erik Hansen From: Sent:

To: Subject:

Subdivison application for S.W 21-39-8 W5

Eric,

As discussed and identified on the rough draft of my application I wish to proceed with the surrender of approximately a 20 m x30m area of SE.21-39-8 w5 for creation of Legal access to first parcel out subdivision as well as access to the remaining quarter section. Upon approval I will construct the said section of road to county specification and verify b survey.

Any further questions/ concerns or requirements feel free to contact me.

Regards,

Jim Fisher (403)844-9701

Sent on the TELUS Mobility network with BlackBerry

PETRUS RESOLIKCES 240 4 M AVESW SUITE 2400 CALGARY TEP 4H4

Brian Bilawchuk

From: Erik Hansen

Sent: Friday, June 19, 2015 2:02 PM

To: Brian Bilawchuk

Subject: FW: [SPAM detected] Property access

Categories: Red Category

----Original Message-----

From: Jim Fisher [mailto:jhfisher75@gmail.com]

Sent: Friday, June 19, 2015 11:44 AM

To: Erik Hansen

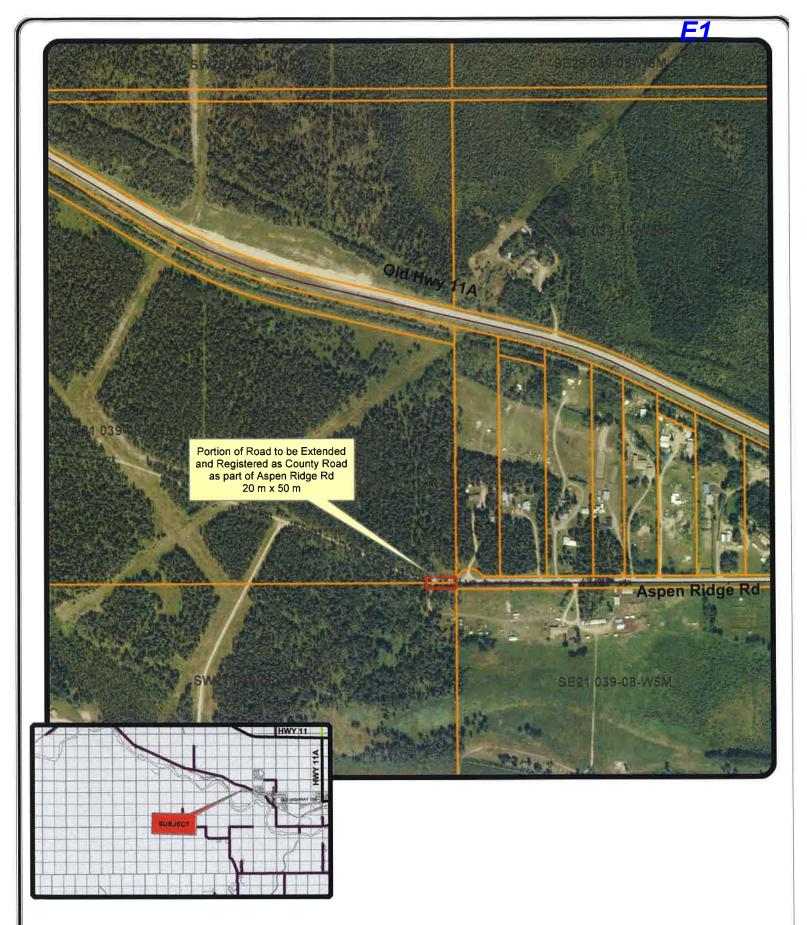
Subject: [SPAM detected] Property access

Good morning Eric,

As discussed I wanted to pursue the application for the road extension for TWP road 39-3A (Aspen Ridge Road) from it's current state at the gate to the monument aprox 50m west to where the existing road deflects NW. This extension would allow for access to my proposed first parcel out as well as the remainder of the quarter section SW 21-39-8 W5. The mentioned road would require some work to upgrade to the existing MD road, which would be done at my expense if approved.

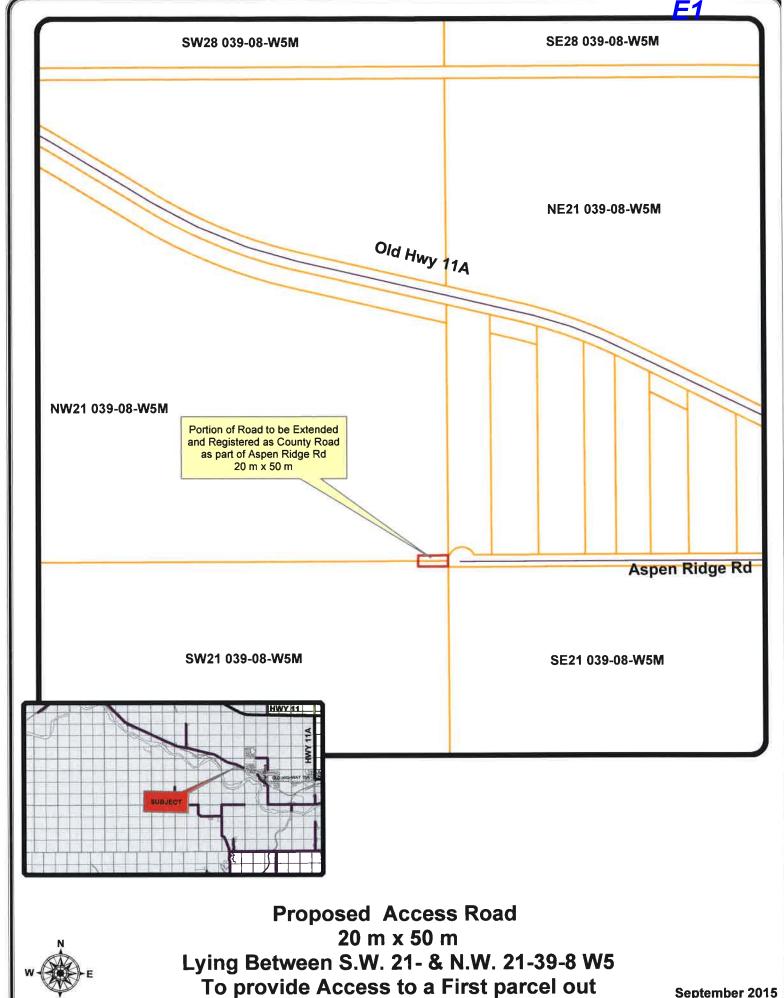
Regards, Jim Fisher (403)844-9701

Sent from my iPhone





Proposed Access Road
20 m x 50 m
Lying Between S.W. 21- & N.W. 21-39-8 W5
To provide Access to a First parcel out



September 2015



AGENDA ITEM

PROJECT: Municipal Sustainability Initiative			
PRESENTATION DATE: September 8, 2015			
DEPARTMENT:	WRITTEN BY:	REVIEWED BY:	
Corporate Services	Rudy Huisman		
BUDGET IMPLICATION:	N/A \Box Funded by Dept. \Box	Reallocation	
LEGISLATIVE DIRECTION: ⊠No	one) □ County Bylaw or Policy (cite)	
Bylaw:	Policv:		
Bylaw: Policy:			
STRATEGIC PLAN THEME:	PRIORITY AREA:	STRATEGIES:	
ATTACHMENT(S):			
RECOMMENDATION:			
a) THAT members of Council continue to inform government ministers and the local member of			
the legislature of the importance of the MSI program; and press for a continuation of MSI until			
the \$11.3 billion original commitment has been met.			
the with 5 billion original confinition has been filet.			

BACKGROUND:

The provincial government launched the Municipal Sustainability Initiative (MSI) in 2007. The total commitment to the MSI program was \$11.3 billion to be paid between April 1, 2007 and March 31, 2017 and was intended to provide municipalities with long-term funding to assist in meeting growth-related challenges and enhancing long term sustainability.

Based on the initial allocation schedule, the anticipated expenditure on MSI to the end of March 31, 2016, was \$9.9 billion. The actual allocations to date have fallen behind. Table 1 below shows total allocations of \$6,571,000,000 up to and including the provincial budget for 2015/16 tabled in the legislature on March 26, 2015.

In order to meet the 2007 MSI commitment of \$11.3 billion by March 31, 2017, \$4.729 billion would have to be allocated in the 2016/17 budget. Clearly, that is not happening.

As indicated in table 1 below, the Province's MSI allocation for the fiscal year ended March 31, 2015 was \$901 million. This allocation was similar to allocations in the

previous four years each of which was close to \$900 million. Table 1 also shows that on March 6, 2015 the government announced a third quarter supplemental funding amount of \$398.9 million. At the same time, the allocation for the fiscal year ending March 31, 2016 was set at \$527.1 million according to the budget tabled on March 26, 2015.

Table 1

Data Bastad	Date Posted Allocation Detail		MSI	Total MSI
Date Posted			Operating	only
6/30/2008	Actual 2007 Allocations - Province	250,000,000	40,000,000	290,000,000
6/30/2008	Actual 2008 Allocations - Province	452,022,388	47,977,612	500,000,000
4/7/2009	Actual 2009 Allocations - Province	350,000,000	50,000,000	400,000,000
2/9/2010	2010 Allocations - Province	826,000,000	50,000,000	876,000,000
3/1/2011	2011 Allocations - Province	836,000,000	50,000,000	886,000,000
4/2/2012	2012 Allocations - Province	846,000,000	50,000,000	896,000,000
4/30/2013	2013 Allocations - Province	846,000,000	50,000,000	896,000,000
4/9/2014	2014 Allocations - Province	871,000,000	30,000,000	901,000,000
3/6/2015	Supplemental Funding - Province	398,900,000	-	398,900,000
7/31/2015	2015 Allocations - Province	497,100,000	30,000,000	527,100,000
	Program Totals for Province	6,173,022,388	397,977,612	6,571,000,000

A budget bulletin posted on the Alberta website at the same time the 2015/16 budget was tabled, states as follows:

"The third-quarter MSI capital funding (\$399 million) announced on March 6, 2015, combined with Budget 2015 ensures municipalities can meet their current infrastructure project commitments, and delivers the MSI support municipalities expect to have available in this calendar year."

At the time of the March 6, 2015 announcement, it was not made clear whether the supplemental funding was in addition to normal funding. Some concluded it was additional funding because it was linked to the unexpected surplus in the fiscal year ended March 31, 2015. As it turns out, the supplemental funding was clawed back in the 2015/16 budget allocations tabled three weeks later.

Considering the state of the provincial economy, the Municipal Sustainability Initiative may well be viewed as a target for reductions in expenditure when the current government finalizes and reintroduces the 2015/16 budget in October and looks ahead to 2016/17.

The MSI program is an important source of funding for both the capital and operating programs in Clearwater County having contributed almost \$40 million over the past 9 years. Table 2 below shows the history of allocations to the County since inception of the program including the allocation in the 2015/16 budget tabled on March 26, 2015:

Table 2

Date Posted Allocation Detail		MSI Capital	MSI	Total MSI
		MSI Capital	Operating	only
6/30/2008	2007 Actual - Clearwater County	2,245,947	377,470	2,623,417
6/30/2008	2008 Actual - Clearwater County	2,834,853	422,942	3,257,795
4/7/2009	2009 Actual - Clearwater County	2,100,384	411,773	2,512,157
2/9/2010	2010 Allocation - Clearwater County	4,923,638	387,876	5,311,514
3/1/2011	2011 Allocation - Clearwater County	4,869,711	379,539	5,249,250
4/2/2012	2012 Allocation - Clearwater County	4,798,842	368,173	5,167,015
4/30/2013	2013 Allocation - Clearwater County	4,717,530	363,161	5,080,691
4/9/2014	2014 Allocation - Clearwater County	4,986,255	206,197	5,192,452
3/6/2015	March 6, 2015 Supp - Clearwater County	2,327,476	-	2,327,476
7/31/2015	2015 Allocation - Clearwater County	2,709,454	195,816	2,905,270
	Clearwater County Totals	36,514,090	3,112,947	39,627,037

Any uncertainty in the future of the program will disrupt the ability of the County to continue providing the level of service residents and industry have come to expect.

Staff recommends that members of Council continue to inform government ministers and the local member of the legislature of the importance of the MSI program and at the fall 2015 and spring 2016 AAMDC meetings to press for a continuation of MSI at least until the \$11.3 billion original commitment has been met.



Agenda Item

Project : Red Deer College Delegation – 10:15 a.m.			
Presentation Date: September 8, 2015			
Department : Council	Author: Ron Leaf		
Budget Implication: □ N/A ⊠ Funde	ed by Dept. Reallocation		
Strategic Area: N/A			
Legislative Direction: ⊠None □ Provincial Legislation (cite) □ County Bylaw or Policy			
Attachments: N/A			
Recommendation: That Council accepts the Red Deer College presentation as information.			
Background:			
Michael Donlevy, Vice President of Community Relations, from Red Deer College has requested to appear before Council. He will be accompanied by the School of Health Sciences Dean and several other RDC representatives, to discuss RDC's new Health and Wellness Centre.			



AGENDA ITEM

PROJECT: Central Alberta Tourism Destination Management Plan Stakeholder Presentation		
PRESENTATION DATE: September 8		
DEPARTMENT: CCPS	WRITTEN BY: Jerry Pratt	REVIEWED BY:
BUDGET IMPLICATION: □ N/A □ Funded by Dept. □ Reallocation		
LEGISLATIVE DIRECTION: ⊠None □ Provincial Legislation (cite) □ County Bylaw or Policy (cite)		
Bylaw: Policy:		
STRATEGIC PLAN THEME: PRIORITY AREA: STRATEGIES:		
1. Managing our Growth		1.3.4 & 1.3.6
ATTACHMENT(S): Invitation to attend Central Alberta Tourism Destination Management Plan		
Stakeholder Presentation		
RECOMMENDATION: That Council approve the attendance of 1 or 2 members of Council at		
the Central Alberta Tourism Destination Management Stakeholder Presentation on October 1.		

BACKGROUND:

County staff have participated in the Central Alberta Regional Tourism Group for the past year. The purpose of the group is to deliver a strategic and visitor focused approach to the development and management of the visitor product/experience in Central Alberta.

The Tourism Group consists of the Cities of Lacombe, and Red Deer, the Towns of Innisfail, Sylvan Lake, and Rocky Mountain House, and the Counties of Clearwater, Lacombe and Red Deer.

After consultants have gone through the various attractions of each municipality, they, along with the group, have developed a Strategic Plan for tourism for Central Alberta. The Presentation will be an unveiling of the plan along with discussion about its objectives and strategies.

An invitation has been sent to all participating municipal councils, chambers of commerce, and to tourism operators to encourage attendance of stakeholders at the Presentation.

CENTRAL ALBERTA TOURISM DESTINATION MANAGEMENT PLAN STAKFHOLDER PRESENTATION

DATE: October 1, 2015 **LOCATION:** Black Knight Inn, Red Deer (Main Stage, west entrance) **4:30 pm** – Registration / Light Supper **5:00 pm** – **8:00 pm** – Draft Plan Presentation / Discussion

BACKGROUND

Over the past year eleven communities in Central Alberta (Lacombe, Olds, Ponoka, Sylvan Lake, Rocky Mountain House, Innisfail, Blackfalds, Red Deer and the Counties of Red Deer, Clearwater and Lacombe) have come together to examine our tourism industry focusing on coordination, planning, development, marketing and investment at the regional level.

Tourism partners in the Central Alberta region are committed to taking a destination management approach to the development, management and marketing of the destination and these partners recognize the importance of collaboratively developing a shared vision for the future of the destination.

Working with an \$80,000 grant from Alberta Culture and Tourism and individual community investment work began on a Central Alberta Destination Management Plan, facilitated by Stantec Consulting Ltd.

WHAT IS A DESTINATION MANAGEMENT PLAN?

Moving beyond a narrow focus on destination marketing and product development, Destination Management Planning is a comprehensive, collaborative process in which the tourism, industry, government and community leaders plan for the future of and manage a destination. It is a holistic, planning process that engages a destination's tourism players in defining a desired future for the destination and a road map to reaching it. It is a process that identifies its target markets and competitive advantages, and thinks about how the unique tourism resources will be managed; how the capacity of the destination will be enhanced; how effects on the destination will be understood and dealt with and how the destination will reach out to and compel its target markets to visit. In short, destination management is a holistic process that ensures tourism adds value to the economy, ecology and social fabric of a destination.

NEXT STEPS / DRAFT PLAN PRESENTATION

Participating municipalities recognize that this approach requires collaboration and partnerships of key catalyst organizations, including all levels of government, the tourism industry, as well as business and community leaders. At the core of destination management is a collective vision for the future of the destination and the need to bring resources and partners together to action priorities that will contribute to realizing the destination's potential.

A shared vision for our destination's future, clear goals, tangible priority actions that will seize the destination's tourism potential and meaningful performance metrics will be presented with an opportunity to gather your valuable feedback and input.

AGENDA

Date: October 1, 2015

Location: Black Knight Inn (Main Stage, west entrance)

4:30 pm – Registration / Light Supper

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