

Town of Drumheller COUNCIL MEETING MINUTES

November 5, 2012 at 4:30 PM
Council Chamber, Town Hall
703-2nd Ave. West, Drumheller, Alberta



PRESENT:

MAYOR:

Terry Yemen

COUNCIL:

Andrew Berdahl

Jay Garbutt

Lisa Hansen-Zacharuk

Sharel Shoff

Doug Stanford

Tom Zariski

CHIEF ADMINISTRATIVE OFFICER/ENGINEER:

Ray Romanetz

DIRECTOR OF INFRASTRUCTURE SERVICES:

Allan Kendrick

ACTING DIRECTOR OF CORPORATE SERVICES:

Bill Wulff

DIRECTOR OF COMMUNITY SERVICES:

Paul Salvatore

RECORDING SECRETARY:

Linda Handy

1.0 CALL TO ORDER

Mayor Terry Yemen stated he was pleased to be back from his duties in the Ukraine. He congratulated the Drumheller Titans on their win this past weekend which moves them forward to the Provincials. He recognized Dave Powell, owner of Source for Sports for being a recipient of the 2012 Recreational Volunteer Recognition Award. Mayor T. Yemen thanked the Town's public works staff for providing assistance with the Miners' Memorial. Councillor A. Berdahl thanked Administration for their efforts during the power outage on November 1st.

20 MAYOR'S OPENING REMARK

30 PUBLIC HEARING

4.0 ADOPTION OF AGENDA

MO2012.147 Garbutt, Hansen-Zacharuk moved to adopt the agenda as presented. Carried unanimously.

5.0 MINUTES

5.1 ADOPTION OF REGULAR COUNCIL MEETING MINUTES

5.1.1 Council Organizational Meeting Minutes of October 22, 2012

MO2012.148 Shoff, Stanford moved to adopt Council's Organizational Meeting Minutes of October 22, 2012 as presented. Carried unanimously.

5.1.2 Regular Council Meeting Minutes of October 22, 2012

MO2012.149 Stanford, Hansen-Zacharuk moved to adopt Council's Regular Meeting Minutes of October 22, 2012 as amended.

Error noted on Item 8.1.1 Vote should read: 4 in favor – Hansen-Zacharuk, Zariski, Berdahl, Garbutt; 2 opposed – Shoff, Stanford.

Vote on Motion:

Carried unanimously.

5.2 MINUTES OF MEETING PRESENTED FOR INFORMATION

5.3 BUSINESS ARISING FROM THE MINUTES

6.0 DELEGATIONS

7.0 COMMITTEE OF THE WHOLE RECOMMENDATIONS

8.0 REQUEST FOR DECISION REPORTS

8.1 CAO

8.2 Director of Infrastructure Services

8.2.1 RFD - Sewer Vacuum Truck

A. Kendrick advised that Administration is requesting Council's approval to purchase a used single axle 1600 gallon tank capacity vacuum truck from Prairieview Truck Sales Ltd. in Wadena, SK – the chassis is used, the vacuum tank and pumps are new. The purchase price is \$64,500. He explained that the vacuum truck could be utilized not only for the East Coulee Wastewater Plant Upgrade but in the future applications such as pumping out toilet tanks, floor sumps, catch basins and emergency purposes. He further explained that the staff would utilize the smaller truck rather than the larger truck for day to day operations. The larger truck, mainly used for hydro vac / digging is costly to operate with a maintenance cost of \$50,000-\$75,000 per year.

MO2012.150 Shoff, Berdahl that the Town proceed with the purchase of the 2006 Freight liner vacuum truck from Prairieview Truck for the sum of \$64,500.00.

Clarification on Motion:

Councillor A. Berdahl asked if this equipment is in the budget. A. Kendrick advised that the equipment is listed for purchase in the ten (10) year capital plan in the amount of

\$100,000. He further advised that the purchase has been moved up because it is a good opportunity to access the used truck at this time. Councillor D. Stanford questioned the warranty on the truck. A. Kendrick advised that the working end of the truck is brand new and sits on a base that is used. He further advised that the full warranty would cover the back end only. A. Kendrick agreed to confirm warranty on used chassis before the unit is ordered. Councillor L. Hansen-Zacharuk asked the cost of a brand new unit? A. Kendrick advised that the cost would be in the range of \$120,000-\$160,000.

Vote on Motion:
Carried unanimously.

8.3 Director of Corporate Services

8.4 Director of Community Services

8.4.1 Heritage Consultant's Report

P. Salvatore presented the final copy of Drumheller Municipal Heritage Inventory prepared by the consultants, Donald Luxton and Associates Inc. He explained that the report includes fifty (50) properties in Drumheller and identifies key structures that the Heritage Committee has deemed to be significant, e.g. Midland Train Bridge, Jesus statue, properties from one end of the valley to the other, current Town Hall, water tower built in 1937 (correction: water tower is functional), etc. He explained that as part of overall comprehensive Heritage Management Plan, the development of a Heritage Designation Bylaw. Following the adoption of a bylaw, the Heritage Committee will recommend to Council those properties that should move forward in the process. A level of commitment is required from the property owner which includes having a caveat registered on their title indicating that heritage funds were received (\$50,000 per application that can be matched with no restrictions to one application). The character of the property would be respected and maintained over time by the owner with matching dollars from the grant program. Council thanked Councillor T. Zariski and P. Salvatore for their efforts on the Committee.

8.4.2 Economic Development Officer's Activity Report

P. Salvatore stated that he and EDO Bob Cromwell met with key stakeholders on the future of a Destination Marketing Organization (DMO) (which means the consolidation of various tourism industries to support an organization that would promote Drumheller tourism within the province). An example of this in history is the Big Country Tourist Organization which changed over time and eventually disbanded – it was based on a regional model. Currently, there is a Destination Marketing Fund (DMF) – the funds are pooled however the challenge is how to promote the valley. He stated that the Town, Chamber, RTM, CanAlta, Golf Club, Rosebud Theatre, Passion Play and Atlas Coal Mine are the major players that are active in the consortia with the intent of inviting more partners to the table. The outcome would be that rather than each group functioning on its own, funds would be pooled to buy a marketing approach that serves the group on different levels. From discussion with stakeholders there is support with moving forward on this concept however it still needs to be structured with terms of reference, accountability and transparency to identify the values for the partners. It is

recommended that a facilitator assist with this process. R. Romanetz advised that when the Tourism Master Plan was adopted by Council, the Drumheller Marketing Committee was tasked with number of priorities including the formation of a DMO.

Councillor T. Zariski recommended that Administration prepared a brochure that markets Drumheller for newcomers, e.g. housing. P. Salvatore agreed and stated that FCSS is looking at ways to welcome newcomers to Drumheller to reduce the barriers for people. As well, the Task Force is considering a brochure that targets the visiting populations as well.

EDO Bob Cromwell provided an overview of his activities as follows:

Real Estate - working on finalizing marketing proposals for Elgin Hill and Hillview; a readiness package will be presented to the Alberta Home Builders Association with the intention to attract investment and development. He stated that he is researching the feasibility of a custom built company in Drumheller – this style of construction will solve many of Drumheller's difficulties with smaller lot sizes (25 ft frontages). He explained that the homes are stick built (not manufactured homes) with floor plans. They are moved as a single unit to sit on typical foundations (slab or piles). The homes would qualify for national home warranties. The difference is the cost effectiveness in which they are built (assembly line construction). The Provincial average cost of construction of a home is \$325.00 per sq ft. and this model is built at \$125.00 per sq ft. This option would provide housing that is more affordable for people to acquire in Drumheller. This information will be presented to the MPC for their review and comments.

Film industry – currently working on a film and commercial readiness program with regional municipalities; this would streamline the process for access and approvals.

Communications – During the testing of our emergency action plan with the power outage on November 1st, it was realized that smart phones with Facebook and Twitter is the means for communication. Our www.dinosaurvalley.com website is dated and B. Cromwell is working with department heads to help with the much needed update. Local Tourism Radio with partnership with Rosebud airs one hour length segments on our products, e.g. Nacmine and how it got its name, coin tossing story of how Drumheller got its name, local talent - a calendar of events will be posted. The Town's half page moved to the Insider and social media is picking up the slack on those items where space is limited. He noted that the Insider has an electronic edition. Individuals can download the entire publication if they do not receive a hard copy.

New Businesses – he is continuing to solicit incoming businesses, e.g. Warehouse One did their 4 day blitz in Drumheller. Western Investor magazine will publish a story on Drumheller in their November issue.

Questions from Council:

Councillor A. Berdahl asked how the plans for live streaming of Council meetings was progressing? B. Wulff is researching options for live streaming of Council meetings for the new Town Hall.

Councillor L. Hansen-Zacharuk asked if the Town's marketing dollars can be used for administration of the DMO? R. Romanetz explained that it is not the Town's intention to put new dollars into tourism marketing only to reallocate dollars to meet the expectations and requirements for the use of DMF funding. She asked how private partners are funding their contributions? B. Cromwell explained that each partner has a marketing budget however those funds are not mandated for administration and it is creating a problem. She further asked if all Drumheller lodging charge a tourism levy? B. Cromwell explained that levy fees are self legislated by their Association's bylaw and they manage their own funds. They can collect up to 4%. He stated that Banff is the exception where they charge a levy by bylaw with the dollars collected going towards the administration component. He further explained that once you have three tourism partners, the Province matches dollars for tourism purposes. Travel Alberta varies the amount from year to year but you have to be creative in your marketing program as they will not fund the same tourism program each year.

9.0 PRESENTATION OF QUARTERLY REPORTS BY ADMINISTRATION

10.0 PUBLIC HEARING DECISIONS

11.0 UNFINISHED BUSINESS

12.0 NOTICES OF MOTIONS

13.0 COUNCILLOR REPORTS

14.0 IN-CAMERA MATTERS

There being no further business the Mayor declared the meeting adjourned at 6:05 PM.

Mayor

Chief Administrative Officer