

Town of Drumheller COUNCIL MEETING MINUTES

November 17, 2014 at 4:30 PM

Council Chamber, Town Hall

224 Centre Street, Drumheller, AB, T0J 0Y4



PRESENT:

ACTING MAYOR Tara McMillan

COUNCIL:

Jay Garbutt

Lisa Hansen-Zacharuk

Patrick Kolafa

Sharel Shoff

Tom Zariski

CHIEF ADMINISTRATIVE OFFICER/ENGINEER:

Ray Romanetz

DIRECTOR OF INFRASTRUCTURE SERVICES:

Allan Kendrick

DIRECTOR OF CORPORATE SERVICES:

Barb Miller

DIRECTOR OF COMMUNITY SERVICES:

Paul Salvatore

DIRECTOR OF PROTECTIVE SERVICES:

Greg Peters

RECORDING SECRETARY:

Linda Handy

ABSENT: Mayor Terry Yemen

1.0 CALL TO ORDER

Acting Mayor Tara McMillan called the meeting to order at 4:30 PM.

2.0 MAYOR'S OPENING REMARK

3.0 PUBLIC HEARING

4.0 ADOPTION OF AGENDA

MO2014.156 Hansen-Zacharuk, Zariski moved to adopt the agenda as presented. Carried unanimously.

5.0 MINUTES

5.1. ADOPTION OF REGULAR COUNCIL MEETING MINUTES

5.1.1 Organizational Meeting Minutes of November 3, 2014
Regular Council Meeting Minutes of November 3, 2014

MO2014.157 Garbutt, Shoff moved to adopt the Organizational meeting minutes of November 3, 2014 and the regular Council meeting minutes of November 3, 2014 as presented. Carried unanimously.

5.2. MINUTES OF MEETING PRESENTED FOR INFORMATION

5.3. BUSINESS ARISING FROM THE MINUTES

6.0 DELEGATIONS

6.1 Delegation - Joanne Akerboom - St. Anthony's Track and Field Project

Terri Dauter – Stewardship Liaison along with Principal Joanne Akerboom presented responses to Council's questions at their October 20th presentation on the St. Anthony's School sports field development. T. Dauter explained that they have received endorsement from local sport organizations, the parent council, and the MLA. She further explained that because the sports field will be a major community asset and attract provincial and regional sport teams to Drumheller, local businesses and service providers will benefit. The sports field would be available for community use after 6:00 PM and on the weekends subject to any sport tournaments or school use taking precedence. She stated that there are "in kind" opportunities such as providing equipment for grading the field or a cash contribution however a confirmation of the Town's commitment is needed by January, 2015. She further stated that the "ask" is more of an invitation to a partner relationship as the grant submission must list established partnerships.

Questions and Comments from Council:

Councillor J. Garbutt explained that Council approves a 10 year capital budget and many projects have been on a waiting list. He referred to the skateboard park which has received Council's endorsement with an "in-kind" contribution and maintenance however it was four years in the waiting process. He stated that any further in-kind support creates capacity issues for the Town as well as an increased tax base that most residents would not be prepared to support. He explained that a hasty response from Council is a difficult request and would most likely not be available for their January, 2015 timeframe. R. Romanetz concurred and cautioned that an over commitment to

community projects takes away from the ability for the Town to provide core services. He explained that equipment availability may be feasible but will be dependent upon any Town priorities and the timing of these priorities.

7.0 COMMITTEE OF THE WHOLE RECOMMENDATIONS

8.0 REQUEST FOR DECISION REPORTS

8.1. CAO

8.2. DIRECTOR OF INFRASTRUCTURE SERVICES

8.3. DIRECTOR OF CORPORATE SERVICES

8.3.1 RFD - Sandstone Manor - Taxes - Roll #000 04029906

R. Romanetz advised that the Drumheller Housing Administration has historically requested that the municipal portion of the property taxes be cancelled for the property occupied by the Sandstone Manor. The cancellation of municipal taxes would allow for more certainty in covering reserve allocations. The Municipal Government Act 347(1)(b) provides that Council may cancel or refund part of a tax.

MO2014.158 Garbutt, Hansen-Zacharuk moved that Council cancel the municipal portion of Sandstone Manor taxes in the amount of \$8952.15 for the 2014 tax year. Carried unanimously.

8.4. DIRECTOR OF COMMUNITY SERVICES

8.4.1 Drumheller Strategic Tourism Funding Framework

Chris Curtis, Travel Drumheller provided an overview on the future of Drumheller's tourism and the role of sustainable funding over a period of five years. His research included engaging a consultant and talking to tourism operators. Travel Drumheller's recommendation is summarized as follows:

- The creation of a new Schedule B for the business license bylaw for tourism businesses effective January 1, 2015;
- The Destination Marketing Fee (DMF) will be calculated on a "per room basis" for the accommodation sector and a "per site basis" for campgrounds and RV resorts on an annual basis using 2% of each sector's aggregate ADR & occupancy data from the previous 3 years (which is a reasonable measure of how the industry performs); a 2% DMF will raise \$300,000 - \$350,000 in year 1; a value of 2% was chosen because the research showed that this was the most common % value of tourism revenues collected / dedicated in comparable communities;

- The fees will be used to support tourism marketing and infrastructure investment;
- The fixed roof accommodation sector will contribute approximately \$3 to every \$1 collected by RV Resorts & Campgrounds. This is based on the fact there are approximately 560 hotel rooms and 1550 RV resort and campground sites;
- By moving to the introduction of Schedule B fees, Travel Drumheller would no longer need to be supported through the tax base. This would be the equivalent of a 1.3% municipal tax savings; the Town retains fees from Schedule A of the business license bylaw;
- The process needed to implement the Strategic Tourism Funding Framework includes a 3rd party agent, Schedule B invoices and payments, and a five year agreement between Travel Drumheller and the Town of Drumheller with 100% of Schedule B funds to flow through to Travel Drumheller during the course of the five year contract; and
- Travel Drumheller would retain an independent 3rd party agent (accountant), at its cost, to assist with the annual collection of individual occupancy and ADR data needed to set the annual Schedule B business fees. This will be done in the 4th quarter of each year to coincide with the Town's annual budgeting process. Annual Schedule B invoices will be invoiced in January, however, businesses will be provided the opportunity to make quarterly installment payments that coincide with seasonal tourism patterns.

C. Curtis stated that the Province has set a bold vision to grow tourism receipts by 40% over a five year period. Drumheller will need to turn out more jobs, generate higher spending within the community, leading to reinvestment and new investment in tourism-oriented assets and experiences – however it currently lacks the tourism marketing dollars to drive the awareness. He further stated that a stable and sustainable commitment to fund tourism marketing is imperative – a shared goal for the business community and the Town. Travel Drumheller believes that every business in the community benefits from tourism.

In conclusion, C. Curtis stated that Travel Drumheller is recommending that the Town of Drumheller assists with the development of a mandatory, dedicated tourism funding framework using its business license registry as the mechanism to support the objective as outlined. He requested Council's support to implement the proposed funding framework that has been put forward.

In response to a question from Council, Director of Community Services Paul Salvatore stated that 27% of Drumheller's employment lends itself to the tourism industry and Travel Drumheller's efforts will only expand Drumheller's tourism industry.

8.4.2 Economic Development Task Force Strategic Plan

Cody Glydon, EDO and Chair of the EDTF Diana Rowe provided an overview of the 2014 Drumheller Economic Development Strategic Plan. C. Glydon advised that the strategic session was held on October 21st facilitated by Kim Rowe – Alberta Culture and Tourism and attended by members of the Task Force and Town Administration.

The Task Force is committed to:

- becoming more actively involved and work cohesively to build Drumheller;
- providing more progress reports;
- aligning and building cooperation not just with Council but other community groups such as Tourism Drumheller and Chamber of Commerce;
- improving communication on all levels beginning with the vision and mission statements; and
- continually marketing Drumheller's strengths outside of our community to retain and maintain existing businesses.

Comments and questions from Council:

Councillor T. Zariski recommended marketing Drumheller's strengths outside of the community, such as Calgary's Oil and Gas Expo. D. Rowe agreed and stated that Drumheller's Councillors are also economic ambassadors at the functions they attend – selling Drumheller's quality of life and investment opportunities. Councillor S. Shoff asked the next steps from the survey downtown. C. Glydon stated that the survey was done in partnership with the Friends of the Downtown and a meeting will be arranged with them to review the results of the survey. An action plan specific to the downtown core will be developed that will address the perception that it is hard to do business in the downtown core, street vendor concerns, and how to broaden the opportunities for economic development.

8.4.3 RFD (Direction) - Draft Business License Bylaw

R. Romanetz advised that Administration will be moving forward on the recommendations presented this evening to restructure the current Business License Bylaw.

8.5. DIRECTOR OF PROTECTIVE SERVICES

9.0 PRESENTATION OF QUARTERLY REPORTS BY ADMINISTRATION

10.0 PUBLIC HEARING DECISIONS

11.0 UNFINISHED BUSINESS

12.0 NOTICE OF MOTION

13.0 COUNCILLOR REPORTS

13.1 Drumheller Housing Administration 2015 Budget

Councillor J. Garbutt presented the 2015 budget for Sandstone Manor as prepared by DHA who manages affordable housing units on behalf of the Town of Drumheller (signed agreement between the Town and the Province). He explained that affordable

housing rental rates must be 10% below market rent. The DHA is proposing an increase in revenue at 5% which is a continuation of a projected 10% rate increase bridged over two years. Rent for a one bedroom unit is currently \$525 and will increase to \$550. Rent for a two bedroom unit is currently \$610 and will increase to \$640. Drumheller's market rental rate for a two bedroom is \$725. He further explained that the reserve investment is compounded interest and the DHA is anticipating a reserve of \$25,000 – 30,000 for 2014 and the same for 2015. Councillor J. Garbutt stated that DHA has purchased term deposits for reserve dollars and requested direction from Council if this is an approved procedure or if the Town should retain these reserve dollars. He explained that the reserves are not only used to reshingle but also to provide leverage in seed dollars for additional affordable housing should grant funding become available in future years. R. Romanetz recommended that a meeting be held with B. Sheddy – DHA Administrator, Director of Corporate Services B. Miller and himself. A recommendation will be brought back to Council.

Councillor J. Garbutt applauded the efforts of Bob Sheddy and the board for their work under DHA.

MO2014.159 Garbutt, Hansen-Zacharuk moved to accept the 2015 budget for Sandstone Manor as presented. Carried unanimously.

14.0 IN-CAMERA MATTERS 6:16 PM MO2014.160 moved to go in camera at 6:16 PM. Carried unanimously.

14.1 Personnel Matter

MO2014.161 Shoff, Zariski moved to revert to regular Council meeting at 6:45 PM. Carried unanimously.

There being no further business, the Acting Mayor declared the meeting adjourned at 6:45 PM.

Mayor

Chief Administrative Officer