

Town of Drumheller COUNCIL MEETING MINUTES

April 20, 2015 at 4:30 PM
Council Chamber, Town Hall
224 Centre Street, Drumheller, AB, T0J 0Y4



PRESENT:

MAYOR:

Terry Yemen

COUNCIL:

Jay Garbutt

Lisa Hansen-Zacharuk

Patrick Kolafa

Tara McMillan

Sharel Shoff

Tom Zariski

ACTING CAO / DIRECTOR OF INFRASTRUCTURE SERVICES:

Allan Kendrick

DIRECTOR OF COMMUNITY SERVICES:

Paul Salvatore

DIRECTOR OF CORPORATE SERVICES:

Barb Miller

DIRECTOR OF PROTECTIVE SERVICES:

Greg Peters

RECORDING SECRETARY:

Linda Handy

ABSENT: CHIEF ADMINISTRATIVE OFFICER/ENGINEER:

Ray Romanetz

1.0 CALL TO ORDER

Mayor Terry Yemen called the meeting to order at 4:30 PM.

2.0 MAYOR'S OPENING REMARK

3.0 PUBLIC HEARING

4.0 ADOPTION OF AGENDA

Tabled: 6.1 Acting RCMP Detachment Commander Kevin Charles: Presentation of Stats and Priorities

M02015.69 Shoff, Garbutt moved to adopt the agenda as amended. Carried unanimously

5.0 MINUTES

5.1. ADOPTION OF REGULAR COUNCIL MEETING MINUTES

5.1.1 Regular Council Meeting Minutes of April 7, 2015

M02015.70 Zariski, McMillan moved to adopt the regular Council meeting minutes of April 7, 2015 as presented. Carried unanimously

5.2. MINUTES OF MEETING PRESENTED FOR INFORMATION

5.3. BUSINESS ARISING FROM THE MINUTES

6.1 DELEGATIONS

6.2 Acting RCMP Detachment Commander Kevin Charles - Presentation of Stats and Priorities (tabled to May 11th)

6.3 Badlands Community Facility Marketing Presentation - Guy Latour, Dave Lyle, Marina Flater and Cathy Kuntz

G. Latour introduced his staff and advised that they would be providing an overview of the marketing plan, bookings and programs for the Badlands Community Facility.

Cathy Kuntz provided an overview of the following marketing activities:

- Marketing strategies include conference and wedding packages, exterior BCF window displays, a photo gallery, advertising, promotional materials, the Town's Activity Guide, Weddingbells Magazine, etc. Increased marketing and economic impact for the Town of Drumheller with local businesses, services and attractions being showcased on conference websites, social media and Emails sharing their Drumheller experience to their networks.

2015 conferences and sales successes include the FCSS Director's Network, Grey Matters, Alberta Recreational & Facility Personnel, Palliative Care Roadshow, Media Arts and Masons. There were 5 conferences held in 2014. 2015 Wedding Showcase attracted 50% of attendees from out of town – three out of Town weddings have been booked for 2015. A total of 8 weddings have been booked for 2015.

2015 highlights include a new Town of Drumheller website where analytics reveal the BCF is the second most visited area with 4,700 page views since its launch date of November 17, 2015.

Marina Flater provided an overview of the reservations and survey results:

- Users to date 14,984. 2014 year total of 73,377 users.

- Total bookings to date are 255 (147 billable bookings). 2014 year total of 530 (293 billable bookings).
- 60 customer service reviews completed in 2014 with results as follows: 98% said that customer service was provided promptly. 88% said that the BCF equipment enhanced their event. 98% said that the BCF staff was friendly and polite. 98% said that they would recommend the banquet halls to others. The overall experience rating at the BCF was 98%.

Guy Latour provided an overview of the program successes:

- Flex Day program has been expanded;
Summer Fun program averages 30 – 40 kids per week;
Hosted 73 birthday parties in 2014;
Dodge ball league has 6-8 teams in their 2014/2015 season;
Arrival of New Program Coordinator David Lyle who brings 15 years experience in children's programs and leadership consulting.
2015 memberships to date = 948.
Reached the \$1,000,000.00 mark in membership sales since opening - Multi, BCF, Aquaplex.
Membership usage in 2014 - 49% Adult, 28% Family, 17% Senior and 6% Youth
Trends- increased senior memberships and decrease in family memberships
2015 Membership Survey (based on 118 surveys) rated the following:
Customer Service 96% (90% in 2013)
Cleanliness 84% (89% in 2013)
Sporting Equipment 87% (86% in 2013)
Fitness Centre Equipment 93% (93% in 2013)
Programs 76% (70% in 2013)
Hours of Operation 93% (87% in 2013)
Field House Schedule 76% (77% in 2013)
Overall Satisfaction 94% (92% in 2013)

Questions from Council:

Councillor J. Garbutt stated that although the fee to rent the facility is competitive, the add-on fees are costly. He questioned whether these assets have been paid for after three years of operation and if Council should consider a fee reduction for renters who request the add-ons. G. Latour stated that most of the add-on items such as the dance floor take a beating and need to be replaced at some point and recommended that the add-ons fees remain at the same level.

Councillor J. Garbutt asked where enhancements or reinvestment dollars should be focused to keep the facility first class, such as the acoustics and replacement of field house partition curtains. G. Latour stated that they are starting to see where operational items need replacing such as the fitness equipment, chairs and tables. He also stated that some events exceed their chair capacity of 600 however storage of more chairs would be difficult because they have also reached storage capacity.

Councillor J. Garbutt asked if non billable meeting room requests can be shifted to the Town Hall meeting rooms. G. Latour stated that although this was discussed, there is an inherent value in having traffic go through the BCF and most non profits group would rather rebook than be shifted over to the Town Hall meeting rooms.

Mayor Terry Yemen asked what can be done to improve the acoustics in the field house for concerts. G. Latour stated that the field house was not intended to be a concert hall and an improvement to the acoustics would be a substantial cost. He further stated that sometimes it is related to the equipment brought in by the performers. Councillor J. Garbutt stated that the Town should research whether a sound baffling system would strike a balance to resolve this problem.

Councillor T. Zariski asked if the BCF is on the conference circuit. C. Kuntz stated that through networking and outreach BCF is better known as a first class conference center. She encouraged Council to sell the BCF while attending their associations meetings and conferences.

Councillor S. Shoff asked the percentage of time spent on marketing. C. Kuntz stated although a significant time is spent on marketing, a greater time is spent on planning for the conferences as there is considerable detail given to ensuring everything is in order for a conference.

In response to a comment from Council, G. Latour stated that the BCF has exceeded the original target of hosting over 30% of the Town's events. G. Latour further stated that the BCF now hosts approximately 50% of the Town's events.

Mayor and Council thanked the BCF staff for an excellent presentation.

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

8.4. DIRECTOR OF COMMUNITY SERVICES

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

13.1 COUNCILLOR REPORTS

13.2 Mayor Terry Yemen - Munchie Park (Petro Canada Park)

Council agreed that Munchie Park's design should be scaled back to make it more maintenance friendly, such as deconstructing one or two flower beds and putting grass back in. Councillor S. Shoff agreed to liaison with the Garden Society and provide a report back to Council.

14.1 IN-CAMERA MATTERS M2015.71 Hansen-Zacharuk, Shoff moved to go in camera at 5:55 PM. Carried unanimously.

14.2 Land Matter

14.3 Legal Matter

M2015.72 Shoff, McMillan moved to revert to regular Council meeting at 8:45 PM. Carried unanimously.

There being no further business, the Mayor declared the meeting adjourned at 8:45 PM.

Mayor

Chief Administrative Officer