

**Town of Drumheller
COUNCIL MEETING
MINUTES**

September 17, 2018, 2018 at 4:30 PM
Council Chamber, Town Hall
224 Centre Street, Drumheller, AB, T0J 0Y4



PRESENT:

MAYOR:

Heather Colberg

COUNCIL:

Kristyne DeMott

Jay Garbutt

Lisa Hansen-Zacharuk

Tony Lacher

Fred Makowecki

CHIEF ADMINISTRATIVE OFFICER:

Darryl Drohomerski

DIRECTOR OF CORPORATE SERVICES:

Barb Miller

ACTING DIRECTOR OF COMMUNITY SERVICES:

Darren Goldthorpe

DIRECTOR OF PROTECTIVE SERVICES:

Greg Peters

RECORDING SECRETARY:

Linda Handy

ABSENT: Councillor Tom Zariski

1.0 CALL TO ORDER

Mayor Heather Colberg called the meeting to order at 4:30 PM.

2.0 MAYOR'S OPENING REMARK

Mayor Heather Colberg announced that the Council Committee Meeting scheduled for September 24th, 2018 will be cancelled.

3.0 PUBLIC HEARING

4.0 ADOPTION OF AGENDA

Addition to Agenda: 14.1 Labour Matter (*FOIPP Section 23 – Local Public Body Confidences*)

MO2018.153 Lacher, Hansen-Zacharuk 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 September 4, 2018

MO2018.154 Hansen-Zacharuk, Makowecki moved to approve the Regular Council Meeting Minutes of September 4, 2018 as presented. Carried Unanimously.

5.2. MINUTES OF MEETING PRESENTED FOR INFORMATION

5.3. BUSINESS ARISING FROM THE MINUTES

6.0 DELEGATIONS

6.1 Red Deer River Municipal Users Group (RDRMUG)

K. Ryder, Executive Director – RDRMUG provided background information on the formation of the Red Deer River Municipal Users Group. He explained that RDRMUG (MUGs) was created in 2005 with then Mayor of Drumheller, Paul Ainscough along with 36 member municipalities that border the Red Deer River Basin or receive their water supply from it, which encompasses approximately 300,000 people. The MUGs focus on bringing the municipal perspective forward on the supply, use, delivery and quality of water – all important for a sustainable economy. He further explained that municipalities have a key role in water management, land use planning, conservation and management of water systems. Over the past several years, MUGs has taken a proactive approach for lobbying on behalf of municipalities. He explained that in 2017, the MUGs undertook an extensive action plan to deal with water quality and source water quality protection entitled the *Source Water Quality Primer*. Further to this, MUGs created the *Toolkit for Protecting Source Water Quality in the Red Deer River Watershed* which outlines 21 threats to source water quality and 39 tools (actions to address the protection of source water quality). He stated that the MUGs have identified threats to water quality in the Red Deer River Basin such as drought, flood, fire, climate change, waste disposal, waste water treatment, sand and gravel operations, etc. and each individual member municipality is being asked to do the same by evaluating their own threats and proposed action. He further explained that the desired outcomes is for the toolkit to be used by municipalities so that Councils and Administration become more familiar with the importance of protecting source water and take action working with other municipalities, water users and activities to maximize the benefits of action. He explained that signing of the Watershed Charter is a commitment from each member municipality to protect source water quality in the Red Deer River. He explained that the Charter can be used as an educational tool that source water needs to be protected and serves as a lens to look at the actions being taken by municipalities on water protection.

Councillor J. Garbutt stated that he met with the CAO to review the threats and because the community is spending significant time on flood mitigation this would be Drumheller's #1 priority action item, with preliminary 2nd and 3rd action items being drought preparedness and the climate adaptation plan. He further stated that Drumheller can not meet the timeline for signing off on the Charter of October 1st as more time is required to review workload capacity issues for Administration. He

explained that Council and Administration will have to take more time to review action plan timelines. K. Ryder stated that the Charter is not designed to create extra work and the date of October 1st is not firm; this concern will be brought forward at the next RDRMUG meeting.

Council thanked Keith for his presentation.

6.2 Tourism Industry Business Retention and Expansion (TIBRE)

Bruce Tannas, Director – Business Development and Investment Attraction (Tourism) presented an overview on the TIBRE Results / Initiatives as follows:

- Global Tourism Industry – Why tourism matters – 10% GDP; 1 / 10 jobs; 1.4 Trillion (US\$) in Exports; 7% of World's Exports and 30% of Services Exports;
- World Top Tourism Spenders – China \$261B (US\$) and USA \$124B (US\$);
- Economic Impact of Tourism in Alberta (2015) - \$8.1B in visitor spending, \$9.3B to Alberta's GDP; \$4.1B in federal/provincial/local tax revenue; 127,000 full time direct and indirect jobs and 19,000 tourism businesses;
- Census Division 5 (which includes Drumheller) saw 748,190 visitors in 2015 with spending of \$66,006,723;
- Local trading area is considered a 1.5 hr drive which includes Brooks, Calgary, Red Deer
- Royal Tyrrell Museum total visitors (2017) 489,250 (88.4% from Canada; 67.38% from Alberta with majority of visitors from Calgary and Edmonton);
- Local Statistics: World's Largest Dinosaur visitors (2017) 126,227 and the Visitor Information Centre (2017) 57,270; Atlas Coal Mine (2017) 25,251.

B. Tannas explained the purpose of the TIBRE (BRE) which is to assess the health and intentions of businesses, and identify issues and opportunities. He stated that there is a high potential for growth of tourism industry in Drumheller with 108 tourism businesses identified in our community (25% of total business licences); 70% of these businesses are considered mature industry with 10 or more years in operation. He further stated that 81% of the businesses were interviewed accounting for 87 business who employ a total of 600 people in high season with an average summer season payroll cost of \$126,467 and winter season payroll cost of \$116,370 - estimated \$15.7M annually on their payroll. He explained that the local TIBRE Project Committee comprised of representation from the Town of Drumheller, Drumheller Chamber of Commerce, Tourism Drumheller, Alberta Culture and Tourism and other economic development organizations recruited volunteers to ask tourism businesses questions pertaining to their business operations including retention issues and expansion opportunities. For reasons for not expanding, businesses cited the following: business is at capacity, inadequate financial return on investment, current economic climate, seasonality, increase of minimum wage and other. For responses on whether there was any consideration of moving, closing or selling results are as follows: moving 2%, closing 6% and selling 13% - 39% of the business owners said it was due to retiring. Last years performance compared to 2017 – most reported that sales and profits were up. Issue that needs to be addressed – finding good employees.

B. Tannas presented the SWOT analysis. Strengths are as follows:

- Strong business community support for tourism;
- Royal Tyrrell, Atlas Coal Mine, Rosebud Theatre and "Big T-Rex Dinosaur represent strong anchor attractions;
- High visitation going to Drumheller and area with over 490,000 visitors per year;
- 49% of business had increase in visitors in 2017;
- High percentage of out of province / international visitors representing high value / high spend; and
- 51% of businesses had revenues increase in 2017.

Weaknesses are as follows:

- Hard to find, recruit and retain quality staff;
- 31% of businesses had revenues decrease in 2017;
- 5 businesses considering closing in 2018; and
- The majority of visitation traffic is to the Royal Tyrrell Museum but is not circulating to other locations / attractions within the Drumheller area.

Opportunities are as follows:

- Businesses willing to work with Town and Travel Drumheller on promotional pieces;
- Conversion of Royal Tyrrell visitors to spend time and money in other Drumheller area attractions, F & B, and retail;
- Increase the quality of employees through customer service training;
- 59% of businesses expected an increase in revenue in 2018;
- 44% of businesses considering expansion in 2018/19; and
- Businesses indicated a slight increase in jobs in 2018.

Threats are as follows:

- Economic downturn;
- Rise in minimum wage / higher costs and taxes;
- Mature industry represents potential businesses looking to retire / sell;
- Weak attendance at attractions such as the Royal Tyrrell or the Rosebud theatre; and
- Lack of staff resulting in businesses not being able to adequately service current customers or able to expand.

In response to a question from Council, B. Tannas recommended that the interview be carried out every few years as Julia Fielding now has the toolkit to repeat the process whenever the need. He further explained that by repeating the process, Council is able to see what actions were taken from the results presented today. He stated that any business requiring coaching or mentoring, there is a link on the culture and tourism website under entrepreneur programs as well as some new programs that will get launched this year.

In conclusion B. Tannas explained that the Town should consider hosting a facilitated session with businesses and political leaders with a suggested topic of discussion being the need to diversify by offering shoulder season activities.

Council thanked Bruce for his presentation.

6.3 Drumheller Public Library Board

Vanessa Page, Chair – Drumheller Public Library Board and Emily Hollingshead, Librarian provided an overview of their current operations and business plan for 2019 as follows:

- In 2017, the Library ran 383 programs serving 3023 children, youth and adults;
- Core services have seen increased use this year, with circulation of physical materials up by 19.5%, circulation of digital resources up over 35%, and the number of public computer users up by nearly 36%;
- The new One-on-One Tech Tutoring service has a growing popularity;
- Free library cards were provided from July 2017 and June 2018 with 950 new registered card holders;
- Expanded story time programs at both Bedrock Playschool and Little Explorers daycare as well as Kindergarten and pre-Kindergarten library tours; Library staff also go to the schools and talk about summer programming;
- New and enhanced partnerships are being formed such as with FCSS, Camp BCF, Community Futures, the Drumheller Early Childhood Development Coalition and Family Fun;
- The Western GM Gallery is an increasingly popular venue for artists, art lovers and creative events;
- The Library offers a richer and growing selection of informational programming for adults, including travel, arts and crafts, gardening and financial literacy topics;
- Plan of Service for 2019 – 2023; in 2023 the Drumheller Public Library turns 100. They propose three themes for change: space, community and information. The Library will reconfigure their space to create a larger youth space, additional programming and quiet spaces for patrons at very little cost; adjusting employees' schedules to accommodate increased programs, increase library involvement in community events; increase practical, information-based programming such as life-skills and civic engagement focused events.
- 2019 Budget Request from Town is \$197,000 (a 10% increase from current numbers); projected revenue streams include asking the Counties to contribute some dollars as well as the schools, actively building a reserve fund, proposing a slight increase in wages, and increasing evening hours on Monday and Fridays.

In response to a questions from Council, V. Page and E. Hollingstead explained that the loss revenue from free library cards is \$10,000, increased revenue from the Counties is expected to be positive as their residents are using our library services and the majority of the ask for an increase (\$23,000) results from a proposed increase for staff wages. Councillor J. Garbutt asked Administration to research whether the Library can piggy back on the Town's benefit program. He expressed concern that there is no increase for staff wages for 2020 and 2021 and he stated that as a minimum, a cost of living increase should be included for staff for those years. Councillor J. Garbutt asked if

Administration will look for alternative office space for Rose Poulson – Seniors Coordinator. CAO D. Drohomerski stated that if Rose were to be moved from the Library, it is proposed that her office would still be located within the BCF.

Mayor Colberg commented Councillor K. DeMott for her involvement and contributions to the Library.

Council thanked Vanessa and Emily for their 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

8.3.1 RFD – Tax Arrears Write-Off – Roll No.’s 01044404 and 01045707

B. Miller advised that Administration is seeking a motion of Council to authorize the write off of the balance of the tax arrears owing on Roll No.’s 01044403 and 01045707 (formerly known as the Elk’s properties)

MO2018.155 Hansen-Zacharuk, Makowecki moved that Council authorize the write-off of the tax arrears balance on Roll No. 01045707 in the amount of \$65,149.55 and Roll No. 0104403 in the amount of \$5,226.22. Carried unanimously.

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

13.0 COUNCILLOR REPORTS

13.1 Round Table

Councillor L. Hansen-Zacharuk expressed a concern with big box businesses allowing camping overnight. She requested Administration to research the matter and bring a report back to Council.

Mayor Heather Colberg commended Reality Bytes for their work in improving the sound on the live video stream of the Council Meetings.

14.0 CLOSED MEETING MATTERS

MO2018.156 Hansen-Zacharuk, Lacher moved to go into closed meeting of Council at 6:10 PM. Carried unanimously.

14.1 Labour Matter (*FOIPP Section 23 – Local Public Body Confidences*)

MO2018.157 Hansen-Zacharuk, Lacher moved to revert to open meeting of Council at 7:22 PM. Carried unanimously.

There being no further business, Mayor Heather Colberg adjourned the meeting at 7:22 PM.

Chief Administrative Officer

Mayor