

Town of Drumheller COMMITTEE OF THE WHOLE MEETING AGENDA

February 27, 2017 at 4:30 PM
Council Chamber, Town Hall
224 Centre Street, Drumheller, Alberta



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1.0 CALL TO ORDER

2.0 DEVELOPMENT OR REVIEW OF STRATEGIC PLAN

3.0 DEVELOPMENT OR REVIEW OF POLICIES

4.0 DELEGATIONS

4.1 Presentation from Economic Development Task Force Update on 2016 Activities - Chair Summer Manca and EDO Julia Fielding

4.2 Presentation from Brock Harrington - Community Futures and Joleen Powell regarding Vendors

5.0 REPORTS FROM ADMINISTRATION

5.1. CAO'S REPORT

5.2. DIRECTOR OF INFRASTRUCTURE SERVICES' REPORT

5.3. DIRECTOR OF CORPORATE SERVICES' REPORT

5.4. DIRECTOR OF COMMUNITY SERVICES' REPORT

5.4.1 Overview on current Town Policy for Vendors

5.5. DIRECTOR OF PROTECTIVE SERVICES' REPORT

6.0 ANNUAL BUDGET REVIEW

7.0 COUNCIL MEMBERS ROUND TABLE DISCUSSION

8.0 IN-CAMERA MATTERS

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Date: February 23, 2017

Vendor Policy Discussion – Council Review and Request for Direction

Update

The Vendor Cart Review committee, formed from the Economic Development Advisory Committee members Summer Manca, Brock Harrington, Jolene Powell (at large), Julia Fielding, Judy Quintin-Arvidson and I) met on February 2, 2017 to review current, past and future practices for the operation of Mobile Vendor Carts in the Town of Drumheller. The information contained within the following information briefing was provided to the group in addition to an orientation to the policies and practices that connect to this topic, most notably:

1. The Business License Bylaw – Public Markets, Mobile Vending units, etc.
2. The Land Use Bylaw – Location of food trucks and vendors on private lands
3. Special Events Permitting Process
4. The Vendor Cart Policy (as directed by Council at the Hoodoos, Suspension Bridge and Rotary Park)
5. Vending as it relates to the Agriculture Act (Provincial)

Discussion on:

6. Trends and requests for vending in Drumheller
7. A proposal from Community Futures Big Country and the Vendor Cart Committee

Background

The operation of Mobile Vendor Carts has evolved over the past 10 years since the development of Council policies for the administration of Mobile Vendor Carts within the Town of Drumheller. Currently Mobile Vendor Carts are restricted to 3 designated areas at:

- 1) the Hoodoos Parking lot
- 2) the Suspension Bridge Parking lot and;
- 3) 2 sites designated on poured concrete pads at Rotary Park

Initially, Vendor Cart Licenses were issued for 1 year terms. This posed a problem to new operators, especially those that had acquired new equipment specifically for their vendor cart operations. The issue was that the operators took on a high level of financial risk through the purchase of their equipment (Typical initial investment of \$5,000 per unit). Several years into the program, Vendor Cart Licenses were extended from 1 year to 2 year terms. This allowed the operators to have an improved level of comfort in relation to the initial start-up costs and helped them to plan for a longer time frame.

The existing Policy defers the management of these locations to the Director of Community Services and proposals are received and evaluated on the basis of merit. The level of interest has increased significantly in recent years and more vendors have expressed an interest in providing vendor services at Town of Drumheller locations including parks, parking lots and other high traffic areas. It is also for Vendors

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typical to receive inquiries in May, June, July and August to locate a place to sell. These inquiries are best suited to referral to the organizers of public markets. **Agenda Item #5.4.1**

Community Futures Big Country – was provided “pilot project” access to the Centennial / Rotary Park location during the **Summer of 2016** to allow youth entrepreneurs the opportunity to sell goods and services on a limited basis during this time.

Also in 2016, Council relaxed the standards for the Rotary Park this location – directing Administration to allow one operator to modify its “vendor cart” – which was upgraded as a trailer that occupied the site with access to electrical power on a semi-permanent / seasonal basis.

Sublime, also added a “pick-up” counter service in their operations in 2016, which borders on a Town of Drumheller parcel on the north side of their property. Sublime’s pick-up counter was approved by the Municipal Planning Commission through the Development Permit process.

In September 2016, **Community Futures Big Country** approached us regarding a concept for the establishment of a vendors area at the Hoodoos location, however – no details on characteristics (size, site location, vendor types, etc) were available at that time. Brock Harrington, General Manager – Community Futures Big Country is providing a detailed proposal for Council’s consideration.

Meanwhile, we have had 3-4 inquiries from vendors that have an interest, or have previously located in any of the assigned vendor areas. These vendors are interested in providing service in 2017, however Council’s clarification is needed in order to make arrangements for 2017 operations (and beyond – where applicable). Typically, we advertise that we are accepting proposals and review those proposals before March of each year.

Council’s decision regarding this issue will include feedback and recommendations from the Economic Development Board. The timing for a decision and implementation will depend on Council’s response to these recommendations.

Vendor Carts vs. Public Markets vs. Hawker Peddlers

Revisions to the Business License Bylaw (2014) have contributed to the increased interest in “vending” through approved public markets and a flexible approach that has allowed the use of food trucks at special events and other vending activities that provide an expected level of service to the public. Changes to the Business License Bylaw has given rise to an increase in the number of public markets that have been organized (originally only 1 public market – the “approved Farmer’s Market” operated in Drumheller for over 30 years). In 2016 there were 4 registered “Market Organizers” – that fall under the policies set out in the Business License Bylaw.

The Town’s approach has been to encourage economic activity by permitting Market Organizers to host market activities that generate foot traffic and retail spending Downtown. (South of Railway Avenue – between Centre Street and 1st Street West and Centre Street, south of 3rd Avenue to Railway Avenue). The addition of these markets to our Downtown core has had the effect of increasing visibility and viability of activities and special events Downtown (Boogie in the Badlands, Motorcycle Madness, etc) and as a result this has given locals and visitors more retail variety and choice. Another Public Market (the Thursday night market) started in July in proximity to the Homestead Museum just off of the North Dinosaur Trail. This process is managed under our regular special events policies – which allows

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us to make sure that the community is informed about market activities and each vendor can
www.dinosaurvalley.com

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Our approach with Public Markets has placed the onus on the Market Organizers to self-regulate their activities. It can also be said that we require a certain expectation of service from our vendors regardless of how they are delivering this service (through a market, or otherwise), but we have invested a certain level of confidence in the market organizers to deliver a good experience to their consumers.

This approach has also emphasized the need for the Town to make it easy for vendors to participate in vending activities (we currently allow and promote the use of 3rd party vendors to be located on privately owned lands, through the Development Permit process and we actively promote this option) These activities take place without having a heavy burden on enforcement, although we do keep good track of business license holders in such locations.

We also include food trucks in our Canada Day and other major community celebrations based on the positive feedback that we have received from the public. Simply put, people like the atmosphere that is created through the participation of various vendors at our special events as it makes for a more festive overall experience.

Increased Interest - Vending on Town-Owned Locations

There is competition for various locations that the Town currently operates. There has also been a demand for vendors to have access to power and / or to allow / permit the use of **portable generators** and or **access to power and water services** at locations at Rotary Park, the Hoodoos and at the Star Mine Suspension Bridge. There is also an interest in expanding the number of stalls available at these locations.

Typically, vendors want to have the option to access power and water as this would help them to offer a more diverse menu and / or level of service to customers at all locations. It also makes it easier for vendors to meet Health Authority requirements. This is something that needs to be investigated further to discover the feasibility and costs associated with servicing the areas. Any future servicing for vendors should consider an increase in the lease rate for the site(s).

Policy Direction

This leads us to consider our current policies and whether or not we need to modify these to allow expanded access to vending activities in the Town's designated vending locations.

When you consider the annual traffic (over 200,000 per year at the Hoodoos alone) at these sites and any plans to increase servicing at the Star Mine Suspension Bridge and the Hoodoos (new washroom facilities and access to water) it may also be worth considering an expansion of the number of vending locations available.

Options include:

1. Continue with the current policies which would consider proposals from vendors (1 location at the Hoodoos, 1 at the Suspension Bridge and 2 locations at Centennial / Rotary Park).
2. Consider the proposal from the committee / Community Futures, which proposes to provide the Town with \$75 per stall (or an amount agreed to by the Town) – in return for placement of a

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modified shipping container to be placed on Town locations (the proposed changes) and the operation of these locations by Community Futures.

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3. Offer a combination of options 1 and 2 while considering the long-term goals for vending at these locations on Town of Drumheller locations.
4. Consider moving Vendor Carts into the Land Use Bylaw as discretionary uses at the Hoodoos, Suspension Bridge and Rotary Park locations and subject to the requirements set by Council. This would mean that approvals would be made through the Municipal Planning Commission and our regular Development Permitting process.
5. In addition once a decision is made it would be recommended that there be a public call for proposals and a selection process completed.

In any event, if changes are contemplated in 2017 – there will be a need to transition from our current process in order to make any adjustments that may be required. This means that vendors that have previously taken out a 2 year permit would be allowed to continue until the end of the 2017 season, while changes come into place (this would effect one vendor from the 2016 season).

Correlation to Municipal Goals

Benefits

Council's direction will enable Administration to manage interest and operations of Vendor Cart units more effectively.

Disadvantages

There has historically been concerns expressed over exclusivity, capacity and access to vending sites. This requires policy clarification.

What are the budget implications?

It is expected that costs of proposed vendor activities would be borne by the applicants, however Council could determine whether or not to provide certain services in return for a revised rental / lease fee. The current vendor fee of \$200 could be amended as well.

Finance/Budget Implications: Funds generated through the collection of a fee unless otherwise directed.

Communication Strategy: Notify applicants, update website, Facebook and the media.

Respectfully submitted,



Paul Salvatore, CLGM
Director of Community Services