

**Town of Bon Accord**  
**Regular Meeting of Council Minutes**  
**February 22, 2019**  
**8:30am**



**PRESENT**

Deputy Mayor Brian Holden  
Councillor Lynn Bidney  
Councillor Tanya May

**ADMINISTRATION**

Joyce Pierce, Chief Administrative Officer  
Jenny Larson, Community Services Coordinator  
Dianne Allen, Economic Development Manager  
Falon Reed; Corporate Finance Officer  
Ken Reil, Operations Manager

**ABSENT**

Mayor David Hutton  
Councillor Jennifer MacArthur

**CALL TO ORDER**

Deputy Mayor Holden called the meeting to order at 8:27am.

**ADOPTION OF AGENDA**

COUNCILLOR BIDNEY MOVED THAT the agenda for the February 22, 2019 Regular Meeting of Council be adopted, as presented.

**CARRIED UNANIMOUSLY RESOLUTION 19-039**

In Favour: Deputy Mayor Holden, Councillor Bidney, Councillor May  
Absent: Mayor Hutton, Councillor MacArthur

**ADOPTION OF MINUTES**

***Regular Meeting of Council – February 5, 2019***

COUNCILLOR MAY MOVED THAT the minutes of the February 5, 2019 Regular Meeting of Council be accepted, as presented.

**CARRIED UNANIMOUSLY RESOLUTION 19-040**

In Favour: Deputy Mayor Holden, Councillor Bidney, Councillor May  
Absent: Mayor Hutton, Councillor MacArthur

***Special Meeting of Council – February 7, 2019***

COUNCILLOR MAY MOVED THAT the minutes of the February 7, 2019 Special Meeting of Council be accepted, as amended.

**CARRIED UNANIMOUSLY RESOLUTION 19-041**

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In Favour: Deputy Mayor Holden, Councillor Bidney, Councillor May  
Absent: Mayor Hutton, Councillor MacArthur

**DEPARTMENT REPORTS**

**Finance** (attached report #1)

**Community Services** (attached report #2)

**Operations (PW)** (attached report #3)

**Planning & Economic Development** (attached report #4)

**Chief Administrative Officer (CAO)** (attached report #5)

COUNCILLOR BIDNEY MOVED THAT the Department reports be accepted, as presented.

**CARRIED UNANIMOUSLY RESOLUTION 19-041**

In Favour: Deputy Mayor Holden, Councillor Bidney, Councillor May

Absent: Mayor Hutton, Councillor MacArthur

**UNFINISHED BUSINESS**

*None*

**NEW BUSINESS**

**Bon Accord Public Library Financial review**

COUNCILLOR MAY MOVED THAT Council approve Barbara McLean as the financial reviewer of the Town of Bon Accord Library Board account, as requested.

**CARRIED UNANIMOUSLY RESOLUTION 19-042**

In Favour: Deputy Mayor Holden, Councillor Bidney, Councillor May

Absent: Mayor Hutton, Councillor MacArthur

**BYLAWS | POLICIES | AGREEMENTS**

**POLICIES**

**Karing for Kids Subsidy Policy**

COUNCILLOR BIDNEY MOVED THAT Council approves the Karing for Kids Policy, as presented and accepts the Karing for Kids procedure, as information.

**CARRIED UNANIMOUSLY RESOLUTION 19-043**

In Favour: Deputy Mayor Holden, Councillor Bidney, Councillor May

Absent: Mayor Hutton, Councillor MacArthur

**Program Refund Policy**

COUNCILLOR MAY MOVED THAT Council approves the Program Refund Policy as presented and accepts the Program Refund procedure, as information.

**CARRIED UNANIMOUSLY RESOLUTION 19-044**

In Favour: Deputy Mayor Holden, Councillor Bidney, Councillor May

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Absent: Mayor Hutton, Councillor MacArthur

**WORKSHOPS| MEETINGS| CONFERENCES**

***Lord Strathcona Horse (Royal Canadians) 101<sup>st</sup> Anniversary of the Battle of Moreuil Wood Regimental Parade***

- Councillor MacArthur and Deputy Mayor Holden will attend

***Sturgeon County Mayor Alanna Hnatiw 2<sup>nd</sup> Annual Mayor's Golf Tournament***

- Deputy Mayor Holden, Councillor Bidney and CAO Pierce will golf
- Councillor May and Dianne Allen will attend at hole.

**COUNCIL REPORTS**

Mayor Hutton (attached report #6)

Deputy Mayor Holden (attached report #7)

Councillor Bidney (attached report #8)

Councillor May (attached report #9)

Councillor MacArthur (attached report #10)

COUNCILLOR BIDNEY MOVED THAT Council accept the Council Reports, as information, as presented.

**CARRIED UNANIMOUSLY RESOLUTION 19-045**

In Favour: Deputy Mayor Holden, Councillor Bidney, Councillor May

Absent: Mayor Hutton, Councillor MacArthur

**CORRESPONDENCE**

***January 2019 Bylaw Statistics***

COUNCILLOR MAY MOVED THAT Correspondence be accepted, as information and filed.

**CARRIED UNANIMOUSLY RESOLUTION 19-046**

In Favour: Deputy Mayor Holden, Councillor Bidney, Councillor May

Absent: Mayor Hutton, Councillor MacArthur

**CLOSED SESSION**

***None***

**ADJOURNMENT**

DEPUTY MAYOR HOLDEN adjourned the February 22, 2019 Regular Meeting of Council at 9:20am.

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Mayor David Hutton

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Joyce Pierce, CAO

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REPORT #1

**FINANCE**  
**FEBRUARY 2019**

**Town of Bon Accord**  
 Year-to-Date Variance Report (*Unaudited*)  
 for the month ending January 31, 2019

Department	2019 YTD Revenue		2019 YTD Revenue	2019 YTD Expense			2019 YTD Net	2019 YTD Net	2019 YTD Net	% Variance
	Budget	Variance	Variance	Budget	Variance	Actual	Budget	Variance		
General Municipal	32,343	2,248,865	(2,216,522)	0	403,064	403,064	32,343	1,845,801	(1,813,458)	98%
	<b>32,343</b>	<b>2,248,865</b>	<b>(2,216,522)</b>	<b>0</b>	<b>403,064</b>	<b>403,064</b>	<b>32,343</b>	<b>1,845,801</b>	<b>(1,813,458)</b>	
Public Works - Roads	6,409	12,500	(6,091)	13,395	430,556	(417,161)	(6,986)	(418,056)	411,070	98%
Storm Sewer & Drain	0	0	0	1,114	17,527	(16,413)	(1,114)	(17,527)	16,413	94%
Water	8,467	497,000	(488,533)	10,984	604,606	(593,622)	(2,517)	(107,606)	105,089	98%
Sewer	71	324,600	(324,529)	7,775	338,306	(330,531)	(7,704)	(13,706)	6,002	44%
Garbage	12	143,566	(143,554)	1,816	163,065	(161,249)	(1,803)	(19,499)	17,696	91%
Cemetery	25	5,500	(5,475)	464	9,065	(8,601)	(439)	(3,565)	3,126	88%
	<b>14,985</b>	<b>983,166</b>	<b>(968,181)</b>	<b>35,549</b>	<b>1,563,125</b>	<b>(1,527,576)</b>	<b>(20,564)</b>	<b>(579,959)</b>	<b>559,395</b>	
Fire Department	8,752	8,752	0	0	47,905	(47,905)	8,752	(39,153)	47,905	122%
Emergency Services	0	0	0	600	17,803	(17,203)	(600)	(17,803)	17,203	97%
Bylaw	462	53,236	(52,774)	0	49,236	(49,236)	462	4,000	(3,538)	88%
	<b>9,214</b>	<b>61,988</b>	<b>(52,774)</b>	<b>600</b>	<b>114,944</b>	<b>(114,344)</b>	<b>8,615</b>	<b>(52,956)</b>	<b>61,571</b>	
Administration	149	67,500	(67,351)	20,673	528,457	(507,784)	(20,524)	(460,957)	440,433	96%
Election	0	0	0	0	1,000	(1,000)	0	(1,000)	1,000	100%
Library	11,948	10,480	1,468	0	56,824	(56,824)	11,948	(46,344)	58,292	126%
Lillian Schick	485	400	85	0	0	0	485	400	85	21%
Council	0	0	0	4,254	99,647	(95,393)	(4,254)	(99,647)	95,393	96%
	<b>12,582</b>	<b>78,380</b>	<b>(65,798)</b>	<b>24,928</b>	<b>685,928</b>	<b>(661,000)</b>	<b>(12,346)</b>	<b>(607,548)</b>	<b>595,202</b>	
Community Services	11,632	43,981	(32,349)	4,888	92,666	(87,778)	6,744	(48,685)	55,429	114%
Recreation Programs	5,989	27,433	(21,444)	2,993	84,116	(81,123)	2,996	(56,683)	59,679	105%
Parks & Recreation	17,921	18,300	(379)	5,583	114,052	(108,469)	12,338	(95,752)	108,090	113%
Arena	54,897	175,000	(120,103)	8,838	252,683	(243,845)	46,059	(77,683)	123,742	159%
Municipal Planning	830	6,600	(5,770)	4,580	198,192	(193,612)	(3,750)	(191,592)	187,842	98%
Economic Development	0	0	0	4,617	117,544	(112,927)	(4,617)	(117,544)	112,927	96%
	<b>91,269</b>	<b>271,314</b>	<b>(180,045)</b>	<b>31,499</b>	<b>859,253</b>	<b>(827,754)</b>	<b>59,770</b>	<b>(587,939)</b>	<b>647,709</b>	
	<b>128,050</b>	<b>1,394,848</b>	<b>(1,266,798)</b>	<b>92,575</b>	<b>3,223,250</b>	<b>(3,130,675)</b>	<b>35,474</b>	<b>(1,828,402)</b>	<b>1,863,876</b>	
	<b>160,393</b>	<b>3,643,713</b>	<b>(3,483,320)</b>	<b>92,575</b>	<b>3,626,314</b>	<b>(2,727,611)</b>	<b>67,817</b>	<b>17,399</b>	<b>50,418</b>	

S:\\_COUNCIL\2019\Regular Meeting of Council\Reports\\_Finance\02 2019 - Variance Report

**Falon Reed**  
 Corporate Finance Officer  
 Town of Bon Accord

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REPORT #2

**COMMUNITY SERVICES**  
**FEBRUARY 2019**

**COMMUNITY SERVICES**

**Mental Health First Aid**

I will be receiving my Mental Health First Aid certificate in the next few weeks. The course was very informative and will benefit my role as Community Services Coordinator.

**Pickleball**

Pickleball has been running for 5 weeks; the attendance has been steady in numbers. There is an average of 5 participants, majority from Gibbons. Program did not run on February 11, due to school event and Family Day February 18.

**Primary Care Network (PCN) sessions**

The first of many St. Albert PCN workshop was held on January 21. There were 4 participants, which allowed for a more intimate class with great conversation. The next workshop is on February 21 Retirement- Retire from work, not life is running on February 21. We currently have 7 registered for this session.

We will host another workshop on March 18, this session is on Grief & Loss. These are free sessions offered from PCN and supported through FCSS. The sessions will be held in Council Chambers from 6:30 – 8:00 pm. These sessions are being advertised on our Facebook page, website, Newsletter, E-newsletter, poster at a few locations and on the Community event sign.

**Family Day**

This event took place on February 18 and we had approx. 70 people in attendance (down from 80 last year). The event cost roughly \$325 for the supplies, hot dog lunch, and door prize. Donations for the Food Bank consisted of \$20 in cash and several bags of food. Surveys that were filled out by the families indicated that they thoroughly enjoyed their time and felt closer to their families. Out of the 13 surveys completed: 9 families heard about the event on the Facebook page, 1 website, 1 flyers around town, and 2 word of mouth. Only suggestion made was to send out tickets or invites to the schools for each child, this comment will be taken into consideration for 2020.

**2019 Spring Program Guides**

Spring program guides have been finalized; they are scheduled to be mailed out with the February Utility bill in the beginning of March.

**EVENTS/MEETINGS**

**Summer Temporary Employment Grant**

Public Works and Community Services department have applied for the STEP grant and the Canada Summer Jobs grant for the temporary summer jobs available in Town. Postings have been made for the positions.

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**Outcomes Measures Feb. 22 – 23**

Recording and reporting program Outcome measures are required for FCSS Provincial funding. This 2-day training provided information on new outcomes, measures, and formatting that will help streamline the reporting process.

**Summer Camp meeting**

Preliminary discussions with Gibbons Recreational department took place on January 31. Discussions on possible collaborations and to see if joint fieldtrips would continue this year.

**ICS 200 Training**

I attended a 2-day training in Redwater, and I am now ICS 200 certified. I hope to obtain ICS 300 by the end of 2019.

**Medically At-Risk Drivers (MARD)/Sturgeon Region Collaboration Meeting Feb. 6**

A member from the Wainwright Medically At-risk transportation board presented to our group. He discussed how their program has been running for 5+ years, how it has been supported by the Council of Wainwright, Corporations and individuals. Most of the funding comes from donations, grants, and sponsorships. Their paid driver service offers individual and group trips to surrounding areas and larger centers such as Edmonton, Camrose and Calgary.

**Sturgeon Adult Learning Coalition February 12**

Discussed the new legal host being transferred from Sturgeon County to Gibbons. Discussed programming available in our area.

**UPCOMING MEETINGS/EVENTS**

**Senior's Mental Health First Aid (Feb. 25- 26)**

Has been postponed due to low registration; new dates will be decided in the early Spring.

**MARD/STURGEON REGION COLLABERATION FEBRUARY 27**

This is the last meeting that the UofA partners will attend, we are to have our budget and final report ready for the grant funding received from the UofA.

**PINK SHIRT DAY**

Pink shirt day is also known as anti-bullying day, it is a day were people mainly wear pink shirts to symbolize a stand against bullying, an idea that originated in Canada. It brings awareness to bullying and discrimination in schools, communities, workplaces, and online.

**Jenny Larson**

*Community Services Coordinator  
Town of Bon Accord*

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REPORT #3

**OPERATIONS**  
**FEBRUARY 2019**

**PUBLIC WORKS**

- Ordered the new Ventrac tractor and attachments.

**ROADS**

- Finished 1 full snow removal cycle. 1800 liters of fuel per cycle. 3 total for this winter to date.

**EQUIPMENT/VEHICLES**

- Regular maintenance continues on equipment and vehicles when necessary.

**CEMETERY**

- No burials or cremations for this reporting period.

**WATER**

- Monthly water reads occurred on January 31.
- Completed 2 Alberta 1<sup>st</sup> Calls in January.

**SEWER**

- Town employees witnessed a resident sewer line being inspected by CCTV video. The resident claimed the line was broken at the main. The video showed the problem was roots. The sewer line is in good condition and it would be beneficial for the resident and Town to install a liner.
- Burnt brush pile at lagoon.

**ARENA/PARKS & RECREATION**

- Arena has continued to very busy this season.

**SAFETY/TRAINING**

- Held weekly Public Works/Parks & Recreation Safety Meetings.

**Ken Reil**

*Operations Manager  
Town of Bon Accord*

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REPORT #4

**PLANNING & ECONOMIC DEVELOPMENT**  
**FEBRUARY 2019**

**ECONOMIC DEVELOPMENT**

MLA Sarah Hoffman – Minister of Health

Met with Minister Hoffman to discuss the lack of Doctors in Rural Alberta. The exchange of information did not advance our position. Minister Hoffman mentioned there are 400 nurse practioners working in the Province providing excellent care. Currently there are pilot projects in Slave Lake, Wabasca and SAGE (downtown Edmonton) in which nurse practioners are utilized for full health care services.

Councilor Bidney, CAO Pierce and I will be pursuing other avenues with a direct approach to Regional Hospitals and existing Doctors.

Urban Developers Institute (UDI)

ATB Financial Chief Economist Todd Hirsch was the guest speaker at the UDI Luncheon January 11/19, presenting 2019 Economic Outlook. Todd focused on five key trends that will affect 2019 and coming years:

*Trans-Mountain Pipeline*

The pipeline is the number one issue facing the province. He noted the Federal Government asked for 22 weeks last September to meet the requirements of the National Energy Board regarding construction, putting the decision deadline at the end of March, which will be one the most important economic landmarks of 2019. Todd also eluded to other alternatives for transportation of oil rather than the pipeline, including turning bitumen into pucks – innovative thinking.

*Economic Diversity*

From a policy perspective this has always bedeviled all different levels and orders of Government, Federal, Provincial and Municipal. Diversity happens organically, need to get out of old-fashioned ways of thinking about energy and agriculture. Energy involves far more than hydrocarbons such as renewable, geothermal energy's, wind and solar, etc. Agriculture is not just wheat, beef and canola, there is more opportunity in specialty crops such as cannabis, organic crops and all the food and beverage processing around that.

*Artificial Intelligence and the Future*

Artificial intelligence and the future of the workforce not only affects Alberta, but every country, industry and person. No one is immune to the forces of technology, artificial intelligence, robotics and automation such as the transition of full-serve to self-serve gas stations in Canada. The rate of change can be alarming, however if we remain flexible in our workforce, this will give workers the best opportunities to find those jobs and those new sectors which will emerge.

*Disparity in Wages, Income and Opportunities*

Disparity in wage, income and opportunity is often seen as social issue, however it is both social and economic with a greater disparity among young people over time. It is a social problem that will give rise to discord and



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discontentment, which translates into economic problems and challenges. Todd does not have a solution to deal with income disparity other than civil engagement. Need to start communicating about ways to promote equity with other income opportunities. It is time Albertan's start a conversation around how we deal with this growing gap between those who have and those that do not have.

*Global Economy*

The direction of the global economy will directly affect Alberta in 2019. The disappearance of the neo-liberalism, encouragement of free trade and the trend of countries moving insular will affect Canada and Alberta in the years to come. Canada is very export, very globally orientated. If the world does not tend to move more into anti-trade positions, it will impact activity in Canada. Unfortunately, this is something that Alberta and Canada do not have control over.

Rural Health Professions Action Plan (RhPAP)

Communicated to Kim Flemming (Rural Community Consultant) action steps the Town has taken to date. The Town has been in contact with the Primary Care Network and have attended resident recruitment sessions with the U of A and Rural Alberta Red Deer. Other connections that may be helpful to pursue would be Redwater Hospital (Site Manager), Alberta Medical Association, Dr. jobs website, and the Alberta Medical Association.

Sturgeon County Regional Education Sessions

Regional Education session have been confirmed and to be facilitated by Community Futures:

- |                   |                          |                    |
|-------------------|--------------------------|--------------------|
| • February 28/19  | Financial Management     | Town of Gibbons    |
| • March 21/19     | Negotiation Skills       | Town of Redwater   |
| • April 18/19     | Goal Setting             | Town of Morinville |
| • May 9/19        | Leadership and Influence | Town of Bon Accord |
| • September 19/19 | TBA                      | Town of Legal      |

Courses will be geared for small business entrepreneurs looking to increase their knowledge base on how to improve upon their business.

Veterans Service Centre – 12325-97<sup>th</sup> Street NW, Edmonton

Through this project, the Government of Alberta brings together existing service providers in one convenient location to make it easier for veterans to get the support they need, when and where they need it. Staff and peer-volunteers are onsite at the service center to provide a wide range of support and services:

- Financial programs and supports
- Employment and training services
- Housing location and supports
- Crisis supports
- Community services and opportunities

Edmonton Global

Edmonton Global has hired new personnel to complement the team: Lynette Tremblay (Vice Pres. Strategy & Innovation), Chris McLeod (Director, Marketing & Communications), Perry Eddy (Manager, Business Development), Thomas Nilsson (Director, Research & Market Intelligence), and Karra-Lee Gerrits (Director, Business Development).

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A presentation was provided by Conway and Incite for the Phase II, In-Market Positioning (reference attachment) regarding key items to address and timelines for key deliverables. Majority of deliverables will be completed prior to the Annual AGM for all regional shareholders, April 11/19.

## **PLANNING AND DEVELOPMENT**

### Safety Codes Council

Safety Codes Council initiated an audit of Sturgeon County, Bon Accord, Gibbons, Legal and Redwater regarding code systems of the building, electrical, plumbing, and gas disciplines on January 21 and 24/19. Random permit files were selected for both open and closed files for auditors to review. Overall findings discussed at the Audit Exit Meeting were positive with recommendations to add more detailed notes in the permits as per service provider. Inspections Group is the Towns service provider for Building Permits. The Town is a partner in the regional Quality Management Plan, including Sturgeon County, Gibbons, Legal and Redwater. The QMP Manager is a representative from Sturgeon County.

### Town of Bruderheim

A Strathcona County-based Canadian Rockies Hemp company will be locating an industrial hemp production facility in Bruderheim. Situated before the town between the CP and CN tracks on 75 acres of agriculture land, the hemp fiber decorticator plant will see area farmers grow hemp set at a certain price per pound which would then be processed, and based on the length of grain, it could be used in textiles or manufacturing of fiberglass, car panels, insulation products and plane parts. The facility will process three hemp products: fiber, hurds and biomass. The company expects to break ground in the Spring, with construction taking 3-4 months for completion and operational by August 2019.

### The Grey Market

With indications that many older Canadians have become interested in medical cannabis product, Canadian licensed producers such as CanniMed, a division of Aurora Cannabis have been focused on supporting patients older than 55 along their medical journey. Statistics Canada reports that several Canadians aged 65 and older has climbed to nearly 17 per cent of the population. That number could climb as high as one in four by 2031. At the same time in both Canada and the USA indicate that use of cannabis is increasing sharply among baby boomers.

As the senior demographic in Canada continues to grow, licensed producers must stand with older Canadians to ensure that medical cannabis is used to optimize treatments considering a growing base of medical research, while providing them with the support and education required to devise effect treatment plans.

### Business and Development Inquiries

- Consolidate 2 residential lots into one
- Garage construction on residential lot
- Process of building a house on a residential lot
- 4 lots across from Town office
- 4.59 Acres across from Lillian Schick School
- Holy Trinity Anglican Church
- Business License to do electrical job

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Complaints

Complaints received and investigated for this reporting period include:

- Snow removal (satisfied / file closed)

Business Inquiries	Compliance Certificates	Development Permits	Business Licenses	Bylaw Complaints	
4	0	1	26	1	This Period
4	0	1	26	1	YTD

**Meetings/Events Attended/Education**

- Manager Meetings – internal exchange of information & updates of Council
- Council Meetings
- Administration staff (Town office) - meeting
- Edmonton Global – meetings
- GEEDT – meetings
- Minister Hoffman – meeting
- Urban Developers Institute Luncheon
- Safety Codes Council – meeting
- Emergency Incident Action Plan – Workshop
- RPAP (Rural Health Professionals Action Plan) - Meeting
- Municipal Planning Services – discuss / review permits
- Investigation / Inspection – complaints
- Communities in Bloom – meeting
- Resident Meetings – development questions
- Sturgeon County Regional Business Education Sessions Committee

**Dianne Allen**

*Planning & Economic Development  
Town of Bon Accord*



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About Conway and Incite	The Team	Approach for Phase II
Phase I Results	Immediate Next Steps	Discussion

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Conway – Overview



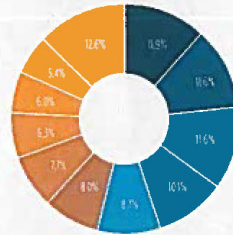
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- Conway is the world's only full-service agency in the global corporate investment industry, with a 64-year-old publications division, a 50-year-old association management division, a site selection consulting division and decades of event management.

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- Dallas, TX, USA
- Düsseldorf, Germany
- Frankfurt, Germany
- Hamburg, Turkey
- Hankou, China
- Hong Kong, Hong Kong
- Kuala Lumpur, Malaysia
- Lisbon, Portugal
- London, UK
- Los Angeles, CA, USA
- Manila, Philippines
- Munich, Germany
- Nairobi, Kenya
- Paris, France
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- Wuhan, China
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**Conway – Advisory**



*Conway Advisory, headquartered in Germany, helps companies decide to which markets to expand and by which mode (trade, partnerships, acquisitions or greenfield investments). We also assist investment promotion agencies to attract more investment to their locations.*

CORPORATE SERVICES	GOVERNMENT SERVICES
<ul style="list-style-type: none"> <li>▪ Assess the customer potential and competitor landscape in new markets</li> <li>▪ Identify, assess and establish contact to suitable sales or joint-venture partners, local suppliers and new customers</li> <li>▪ Research, qualify and evaluate M&amp;A acquisition targets</li> <li>▪ Analyze and compare potential locations and sites for new operations</li> <li>▪ Negotiate and secure investment incentives and other government support</li> <li>▪ Advise on closing facilities and assist in finding new users</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop investment attraction strategies</li> <li>▪ Promote and market locations to key target groups</li> <li>▪ Identify and attract companies with the potential for making investments</li> <li>▪ Increase the skills of agencies employees through customized training and coaching</li> <li>▪ Retain existing investors through processes and tools for successful aftercare</li> <li>▪ Build agencies capacities for investment, promotion, attraction and retention</li> </ul>





## Conway – PR & Marketing



*Conway PR & Marketing is specialized in government-to-business and business-to-government communications and marketing. Our team helps to create and manage perceptions and promote business environments, specific industry sectors and regional assets to attract investment, retain existing investors, and facilitate cross-border-business.*



In 2016, there were an estimated 12,096 greenfield investment projects in the world. Over 10,000 economic development agencies around the world are competing for these projects. Over 3,000 of these agencies are in the U.S. Getting your community top of mind amongst investors ... that's where CONWAY PR & Marketing comes in.

## Incite – Overview

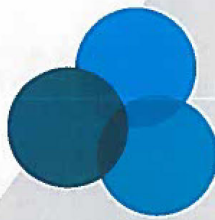


- Incite is a strategy consulting firm specializing in growth, brand, and communications.
- Our clients partner with Incite to access our strategic expertise, business networks, and relationship-driven philosophy for growth.
- From market expansion and brand development, to supporting post-merger integration and building internal engagement, Incite's strategic approach helps clients to better understand their market, clearly articulate value, align organizational resources, and connect with key stakeholders to achieve success.



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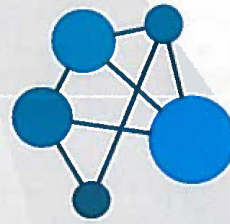
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**CLARIFY**



**ALIGN**



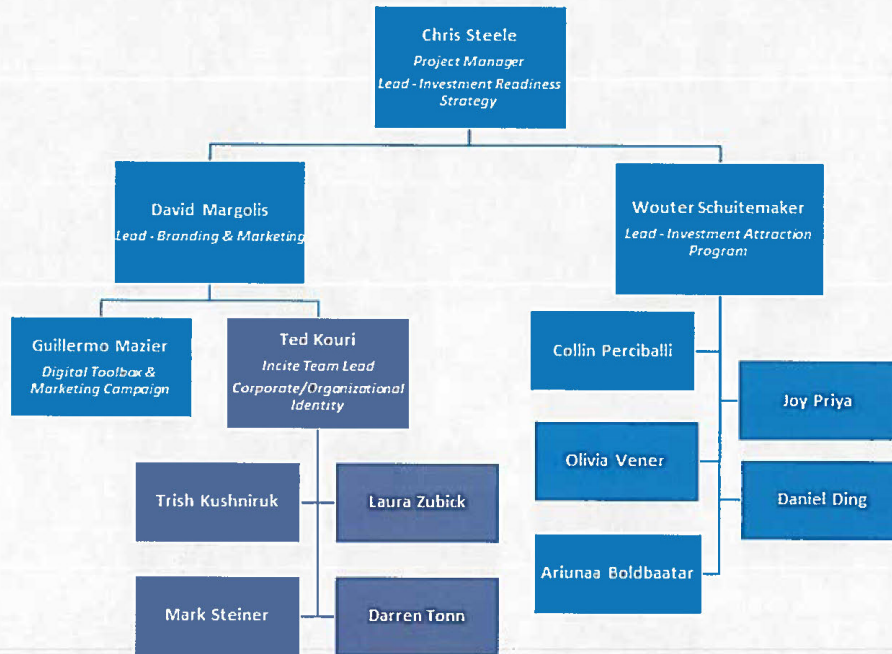
**CONNECT**

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2 | The Team

The Team – Joint Conway/Incite to Match Talent to Need



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## Approach for Phase II – Key Items to Address



Work with Edmonton Global to develop and plan for the implementation of an overarching competitive positioning and value proposition. This competitive positioning will include in-market campaigns tailored to regional/sectoral markets and will be used for marketing to global business.

- Identify, articulate, and package the region's competitive advantages in a variety of formats for multiple investment audiences;
- Develop Edmonton Global branding and marketing materials, including associated collateral such as a website redesign, branding guidelines, and related products (letterhead, PPT templates, etc.);
- This will include readiness assessments for the Stakeholder communities and for Edmonton Global as a whole;
- Development of a digital toolbox, and practices for both sourcing and servicing new investment in the region.
- Conduct in-market testing of branding and marketing materials;
- Work with the Edmonton Global Steering Committee on the approvals process of the materials developed; and
- Coordinate the launch and rollout of the Edmonton Global branding and marketing materials.

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## Approach for Phase II – Key Deliverables



### Stage 1

- Communication Plan – January 23
- Document Summaries – February 8
- Regulatory & Organizational Structure Review – February 15

### Stage 2

#### Corporate Identity

- Corporate Branding Recommendations Presentation– February 15
- Visual Identity– February 28
- Brand Guidelines– March 29
- Creative Campaign Concept– March 29

#### Digital Toolbox

- Digital Tools Framework for 2019 and 2020 – March 29
- Year 1 Base Tools to Implement/Optimize – March 29 (except as noted)
- Year 2 Planning – April 30

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## Approach for Phase II – Key Deliverables



### Stage 3

- Site Selection 101/FDI Trends Familiarization Session and Materials – February 8
- Mock Project RFI and Summary Review Memo – February 15
- Readiness Assessment Memo, identifying Key Areas to Address – March 15
- Communications Protocols Memo – March 29

### Stage 4

- Reverse Site Selection Analysis (accompanied by raw data) – March 15<sup>th</sup>
- International Target Identification – March 15<sup>th</sup>
- Regional Asset Mapping - March 22<sup>nd</sup>
- Target Industry Sector Export Evaluation Report – March 29<sup>th</sup>
- Detailed Sales Process and Methodology for Edmonton Global Staff (to integrate w/ shareholders) – March 29<sup>th</sup>
- Performance Measures and Outcome Metrics (Guidelines for tracking impact) – March 29<sup>th</sup>

### Stage 5

#### 2-Year Marketing Plan & Calendar – June 28

- Plan components:
  - Goals
  - Setting clear marketing and communications goals and metrics for:
    - Business attraction communications
    - Opportunities
  - Identifying marketing opportunities and communication challenges

#### Content Development – June 28

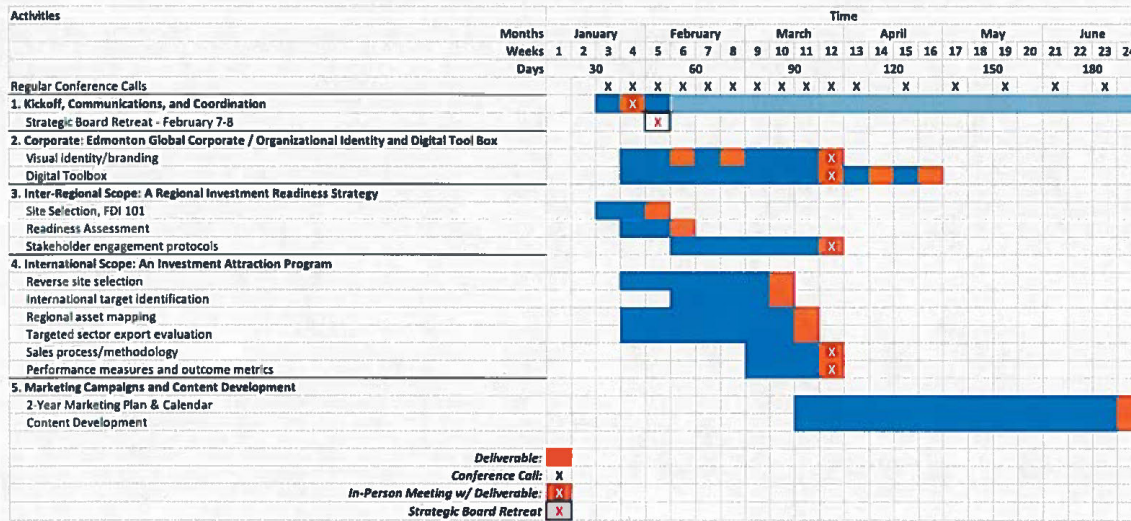
- Creative Messaging for 4 key industry sectors
- 5 Industry One Sheets

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## Immediate Next Steps – Project Timeline



### Immediate Next Steps – In Process



- Document review complete this week
- Stakeholder meeting Feb 13
- Stakeholder municipality readiness assessment
- Perception surveys out to Site Selectors
- Branding and visual identity work to be complete by end of February
- Initial competitiveness assessment work underway

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REPORT #5

**CHIEF ADMINISTRATIVE OFFICER (CAO)  
FEBRUARY 2019**

Animal Control is currently working on a dog complaint that has been received.

Administration has been working on cleaning up of documents in accordance with the Town's retention bylaw.

Continuing with the Municipal Leadership Training in Camrose.

**Joyce Pierce**

*Chief Administrative Officer  
Town of Bon Accord*

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REPORT #6

**MAYOR REPORT**  
**FEBRUARY 2019**

December 13, 2018      Attended Roseridge Commission Board Meeting  
December 18, 2018      Attended Regular Meeting of Council

Notes:

I wish to offer a correction to my Oct. 2018 report and include it here:

October 12, 2018      Attended Northern Mayors' and Reeves' Caucus

Presenters:

US-Mexico-Canada Agreement

US and Mexico finalized an agreement in principle on Aug. 27, 2017

All three countries settled USMCA on Oct. 1, 2018

To be signed at the G20 summit

Each country to ratify in 2019

Substantive changes that will affect businesses in North America and beyond

Sunset clause set at 6 years

Autos: rules of origin:

Higher levels of NA components

Labour value content provision

Labour

National laws provide rights of workers (unions, migrant workers, gender based discrimination, importation of goods made by forced labour

Agriculture/Dairy (supply management)

Increase US market access by tariff quotas

Eliminate milk Class 7

Amounts to less than 1% more market share

Modernized and empowered committee on Agricultural trade

IP (Intellectual property) Projections

Biologics – patent protection extended to 10 years

Copyright extended to 20 years

Cultural Industries

Exemption for Canadian cultural industries preserved

Modify CRTC rules regarding retransmission of programming

Chapter 19: Dispute Resolution Mechanism

Trade disputes outside of the courts

Government procurement:

Countries will retain access to each other's procurement markets

Between Canada and Mexico – Comprehensive and Progressive Agreement for

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Trans-Pacific Partnership  
Section 232: US steel & aluminium tariffs/Canadian countervailing tariffs:  
Remain in place outside of USMCA  
Non-market economy clause  
Must notify 3 months notice on any free trade talks  
Potential FTA with China as the main motivation – stop any pass through of Chinese products to the US

Conclusions:  
Less a revolution than an incremental modernization of the NAFTA  
Essential principles of free trade have been preserved  
Agreement will have varying impacts, if ratified

Alberta and the environment: a closer look

“They call me [the girl who played with tax data](#) and uncovered the foreign funding of Canadian green groups. But it wasn't always this way...”

This information is also copyrighted so I can't include it here.)  
There is too much to include here so please go to:

[http://fairquestions.typepad.com/rethink\\_campaigns/about-the-author-vivian-krause.html](http://fairquestions.typepad.com/rethink_campaigns/about-the-author-vivian-krause.html)

VERY INTERESTING

Election advocacy

This was presented at the summer AUMA conference in Red Deer and was repeated here.

Infrastructure and Communities Minister Francois-Philippe Champagne

“Investing in Canada”  
Long Term Infrastructure Plan  
The 2016 federal budget provided for infrastructure expenditures as part of “Phase 1.”

\$3.4 billion to modernize and improve public transit systems  
Alberta received \$347,190,000  
\$2 billion for water projects, wastewater, green infrastructure  
Alberta received \$196,714,129  
\$3.4 billion for social infrastructure  
not administered by Infrastructure Canada  
Public Transit Infrastructure Fund  
73 projects for a federal contribution of \$347,177,593  
and a total investment of \$701,929,682



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Clean Water and Waste Fund

66 projects for a federal contribution of \$196,714,130  
and a total investment of \$404,866,963

Previous Programs

27 projects for a federal contribution of \$1,030,251,148  
and a total investment of \$3,101,060,173

All of the projects are listed online at [www.infrastructure.gc.ca](http://www.infrastructure.gc.ca)

(We are on the map)

Phase 2:

\$180 billion infrastructure plan over 12 years.

The Four Funding Streams

Investment over the next 10 years.

\$20.1 billion for Public Transit

Alberta portion \$2,096,548,228

Cost sharing:

50% of rehabilitation projects

40% for new infrastructure

\$9.2 billion for green infrastructure

Alberta portion \$1,001,082,871

3 funding streams

1. Climate change mitigation (Invest at least 45% of the total)
2. Adaptation, Resilience and Disaster Mitigation
3. Environmental Quality

Asset maintenance and upgrading of wastewater treatment  
and collection infrastructure or

Asset maintenance and upgrading of drinking water treatment  
and distribution infrastructure or

Increased capacity to reduce and/or remediate soil and/or air  
pollutants.

\$1.3 Billion for community, culture and recreational infrastructure

Alberta portion \$140,575,109

Objective: increased social inclusion and engagement of citizens (community centers, meeting  
places, amateur sports, cultural and recreational facilities)

Minimum level of funding for off-reserve indigenous populations \$14 Million

\$2.4 billion for other infrastructure needs that exist in rural and Northern communities

Alberta portion \$159,650,831

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Objective: help meet the unique and very diverse needs of rural and remote communities  
60% funding for communities under 5,000 population

**Cost Sharing**

Federal government

- Up to 40% municipal & not for profit projects
- Up to 60% municipal projects for under 5000 pop
- Up to 50% of provincial projects
- Up to 75% of territorial and indigenous projects
- Up to 25% of for-profit private sector project costs

Provinces will cost share on municipal projects at 33.33% of eligible costs

Project Example #1 – Local Road

Project Description: A municipality with a population of under 5000 people has applied for funding to construct 16km of new roads within the community.

Cost Sharing:

Federal	60%
Provincial	33%
Municipal	7%

Why artificial intelligence matters

Machine Learning 101 (or Why a Mayor should care about ML)

“I have a hard time thinking of an industry that I don’t think AI will transform in the next several years” – Andrew Ng, founder DeepLearning.AI

AI – artificial intelligence – Replicating part, all, or more than human intelligence

Machine Learning – Enabling computers to learn without being explicitly programmed (usually with large datasets)

Deep Learning – Building multiple layer of abstraction on datasets to construct higher-level meaning

Moore’s Law:

Computer power/\$ increases exponentially, with a doubling time of 18-24 months  
(5 years = 10x)

This trend has held for at least 60 years and will continue for the foreseeable future.

The Albertan Edge

“The AI community in Edmonton may have gotten off to a quite start, but it is now viewed as a world leader in the field” – a quote from the Financial Post 2017 –

Google’s Deepmind opens in Edmonton

Example:

Deepmind cut energy used for cooling by 40% at Google’s data centers.

COIN (Contract Intelligence) Program Saved JPMorganChase 360,000 hours of work annually and reduced mistakes in 12000 contracts

Flint, Michigan used AI to determine if pipes should be dug up

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1. Before 20% needed replacement
2. After 97%
3. Saved \$10 million with over 2000 additional homes remediated

**David Hutton**

*Mayor*

*Town of Bon Accord*

REPORT #7

**DEPUTY MAYOR REPORT**  
**FEBRUARY 2019**

January 15, 2019	Attended Regular Meeting of Council
January 24, 2019	Attended tour of the EL Smith Water Treatment Plant with CRNWSC. This was a great experience to see this operation up close.
February 5, 2019	Attended Regular Meeting of Council
February 7, 2019	Attended Special Meeting of Council
February 12, 2019	Attended Edmonton Global Presentation at E.G. Headquarters. MP Randy Boissonnault Announced that the Federal Government will be investing 2.3 million dollars with Edmonton Global. This is a good sign that the Feds believe in where Edmonton Global is headed.
February 14, 2019	Attended Emerging Trends conference. There was a lot of good information for our town to use as we move forward with new development.

**Brian Holden**

*Deputy Mayor*

*Town of Bon Accord*

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REPORT #8

**COUNCILLOR REPORT  
FEBRUARY 2019**

January 10, 2019	Attended meeting with Sara Hoffman, Minister of Health to discuss possible provincial funding for Nurse Practitioner.
January 15, 2019	Attended Regular Meeting of Council
January 18, 2019	Attended ACRWC Board Workshop Committee and regular meeting.
January 28, 2019	Met with RhPAP Kim Fleming to discuss what steps to take next in attempt to recruit a physician.
January 31, 2019	Attended Homeland Housing Board meeting.
February 5, 2019	Attended the Regular Meeting of Council.
February 7, 2019	Attended Special Meeting of Council.
February 11, 2019	Attended SREMP Advisory Committee meeting

**Lynn Bidney**  
*Councillor*  
*Town of Bon Accord*

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**Board Highlights — January 2019**

**Alberta Environment and Parks—Water Management Framework**

Mike Darbyshire gave a presentation on the status of the Province's Water Management Framework for the North Saskatchewan River and what it means to the ACRWC. In summary:

- The ACRWC will continue to work with Alberta Environment, EPCOR and Industry to identify the impact of its effluent loading on North Saskatchewan River and will need to budget extra costs in 2020 for additional monitoring.
- The outcome of the framework in terms of loading allocation will be reflected in future operating approvals issued by the Province.
- Possible management actions for contaminants of concern could include source control measures and/or may require higher levels of treatment.
- Meeting higher limits on effluent quality will require capital investment and will have an impact on the rate charged to members.

**Asset Management Policy**

The Board adopted an updated Asset Management Policy that better reflects the requirements of an effective asset management program and will be the foundation for the development of all other aspects of the program.

Alberta Capital Region Wastewater Commission  
[info@acrwc.ab.ca](mailto:info@acrwc.ab.ca)  
23262 Township Road 540  
Fort Saskatchewan, AB T8L 4A2  
(780) 467-8655

[www.acrwc.ab.ca](http://www.acrwc.ab.ca)

*As part of its communication and outreach program, the ACRWC has an open invitation to member councils and staff for tours and information sessions about the ACRWC hosted at our plant site in Strathcona County. The information session and tour takes about 90 minutes to two hours. Please contact us if you would like to arrange a session.*

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REPORT #9

**COUNCILLOR REPORT  
FEBRUARY 2019**

January 17	Attended Joint Use Meeting New no dogs allowed signs in place at both schools They need written approval for the removal of the L.S. kitchen When would be the best time that the old unit came be removed? They are hoping they can be removed during the summer break. L.S. looking for new stoves for the kitchen. 3-4 will be required Next meeting May
February 5	Regular meeting of council
February 7	Special meeting of council
February 12	Library Board Meeting

**Tanya May**  
*Councillor*  
*Town of Bon Accord*

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REPORT #10

**COUNCILLOR REPORT  
FEBRUARY 2019**

January 15	Regular meeting of council
January 25	Edmonton Salutes Committee Meeting and Business Luncheon Discussions included: Guest speakers at Salutes Meetings, Day Sail opportunity on HMCS Edmonton, Attendance at upcoming events, MFRC Annual Yellow Ribbon Gala, Christmas Volunteer Appreciation Dinner and By-Law review.
February 5	Regular meeting of council.
February 7	Special meeting of council.
February 14	Attended 2019 Emerging Trends in Municipal Law course.
February 18	Attended Economic Development Committee Family Friendly Fire Roast. Attendance was good, lots of chatting and mingling and great job by the committee for putting it on and having refreshments.

**Jennifer MacArthur**  
*Councillor*  
*Town of Bon Accord*