



VISION

"Slave Lake is committed to building opportunities by growing business, industry and population, while promoting ourselves and our exceptional quality of life."

MISSION

"Working Together, Building a Better Community"

'Our Vision and Mission will serve as a guide in our decision making'

Land Acknowledgement

In the spirit of respect, authenticity, and reconciliation the Town of Slave Lake honours and acknowledges that we are situated on the traditional lands of Sawridge First Nation within Treaty 8 territory. Home to Indigenous, Metis and Inuit peoples who have occupied these lands since time immemorial.

Regular Meeting of Council

January 10, 2023 at 7 PM in Council Chambers

Agenda

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- 3 - 4 a) Special Meeting of Council December 5, 2022
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4 Question Period

5 Reports and New Business

- 20 - 22 a) Voyent Subscription Incentive Program
- 23 - 41 b) Proposed Changes to Commercial Advertising Policy and Bylaw #01-2023 - Facility and Community Electronic Signs Rate

**Regular Meeting of Council
Tuesday January 10, 2023 at 7:00 PM**

- c) Snow Removal - Verbal Discussion

6 Correspondence

- 42 - 43 a) Minister of Transportation
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7 Mayor's Corner

8 Closed Session

- a) Citizen Appointments to a Committee
(FOIP Sections 17, 23, 24 and 29)
- b) FOIP - Human Resources / Personnel

9 Adjournment

Council Present: Mayor: Tyler Warman Councillors: Shawn Gramlich, Francesca Ward, Kimberly Hughes, Julie Brandle, Steve Adams and Brice Ferguson

Staff Present: Jeff Simpson – CAO, Joanna Raymond – Executive Assistant, Roland Schmidt – Director of Finance

Meeting called to order 9:02 a.m. by Mayor Warman

1. Land Acknowledgement

2. Agenda:

Motion #462-22: Moved by Councillor Adams

That the Special Meeting of Council Agenda for December 5, 2022, be accepted as presented.

CARRIED

3. Closed Session

Motion: #463-22 Moved by Councillor Ferguson

Move that Council moves the December 5, 2022, Special Meeting of Council in to "Closed Session" for the purpose of discussion of the matters pertaining to Financial (FOIP Section 25) 9:04 AM.

CARRIED

Motion: #464-22 Moved by Councillor Ward

That Council moves the December 5, 2022, Special Meeting of Council out of "Closed Session" at 3:23 PM

CARRIED

4. Adjournment:

Motion #465-22: Moved by Councillor Ferguson

That Council adjourns the December 5, 2022, Special Meeting of Council at 3:25 pm.

CARRIED



**MINUTES OF SPECIAL MEETING OF COUNCIL
SAWRIDGE CREEK BOARDROOM
TUESDAY, December 5th, 2022, at 9:00 a.m.**

Tyler Warman, Mayor

Jeffrey Simpson, Chief Administrative Officer

Council Present: Mayor Warman, Councillor Ferguson, Councillor Ward, Councillor Gramlich, Councillor Hughes, Councillor Adams, and Councillor Brandle.

Staff Present: Jeff Simpson, CAO, Garry Roth – Consultant, Strategic and Special Projects, Jordan Schenkelberg-Communications Coordinator, Joanna Raymond – Executive Assistant

Media Present: Lakeside Leader

Others Present: Residents

1. Call to Order at 7:01 PM
2. Land Acknowledgement
3. Adoption of Agenda
 - a. 3a – remove the November 15, 2022, Minutes from the agenda.

Motion #465-22 Moved by Councillor Ferguson

Move to accept the Regular Meeting of Council Agenda for December 6, 2022 as amended.

CARRIED

4. Question Period

- a. Mayor Warman: Request to consider crosswalks at an intersection by the schools in the Northeast, possibly installing lights at the intersection. Previously a group of parents reached out to us regarding traffic by Roland Michener School, we have sent administration to investigate. The Community Christmas Tree has had an upgrade, thank you to the Administration for doing that.

5. Reports and New Business

- a. Automated Traffic Enforcement Update

Motion#466-22 Moved by Councillor Hughes

Move that Council receive this report as information.

CARRIED

- b. 2023 Interim Operating Budget

Motion#467-22

Moved by Councillor Brandle

Move that Council approve the 2023 Interim Operating Budget as presented.

CARRIED

6. Correspondence

- a. Slave Lake Curling Club

7. Mayor's Corner

- a. Council has been busy with budget meetings behind the scenes. We are trying to find a balance between a level of service residents ask for and what we can afford. Inflation is biting back in all aspects in of our lives.
- b. Inter-municipal Meeting is coming up next week. We will be discussing MAP and a possible new industrial area.
- c. We had a Wildfire Legacy Corporation meeting; events are being booked and revenue is being generated. We still have a vacant space and hoping to find a tenant soon.
- d. Waste Commission met and there has been some concerns come to light. Some of them are the lack of volume in our landfill, this helps on expenses, but it does hurt on the revenue end of things. The current deficit is offset by the MDLSR and TOSL, it is currently not enough to cover this. We also had an engineering report, and this has also presented some problems with out current cell.

8. Closed Session

- a. Citizen Committee Appointments
(FOIP Sections 17,23,24, and 29)

Motion#468-22

Moved by Councillor Adams

Move that Council move the December 6, 2022, Regular Meeting of Council into a Closed Session for the Purpose of discussion of Citizen Committee Appointments (FOIP Sections 17,23,24, and 29) at 7:23 PM.

CARRIED

Motion#469-22

Moved by Councillor Adams

Move that Council move the December 6, 2022, Regular Meeting of Council out of a Closed Session for the Purpose of discussion of Citizen Committee Appointments (FOIP Sections 17,23,24, and 29) at 7:39 pm.

CARRIED

9. Adjournment

Motion#470-22

Moved by Councillor Adams

Move to adjourn Regular Meeting of Council on December 6, 2022, at 7:40 pm.

CARRIED

Tyler, Warman, Mayor

Jeff Simpson, Chief Administrative Officer

Council Present: Mayor: Tyler Warman Councillors: Kimberly Hughes, and Steve Adams, Brice Ferguson, Shawn Gramlich, Francesca Ward

Council Absent: Councillor Julie Brandle

Staff Present: Jeff Simpson- CAO, Joanna Raymond – Executive Assistant, Jason Swanson-, Manager of Communications and Economic Development, Garry Roth-consultant, Strategic & Special Projects, Kush Patel – Project Manager, Laurie Skrynyk- Director of Planning and Development Ashley Whitford – HR/CAO Administrative Assistant & Recording Secretary,

Media Present: Lakeside Leader

Others Present: Residents

Meeting called to order 7:02 p.m. by Mayor Warman

1. Land Acknowledgement

2. Amendment of Agenda:

- Delegation- Remove Slave Lake District Chamber of Commerce

Motion #471-22: Moved by Councillor Ferguson

Move that the Regular Meeting of Council Agenda for December 13th ,2022, be accepted as amended.

CARRIED

3. CAO Update

December 13th , 2022

Human Resources:

Occupational Health and Safety:

- Under Alberta Occupational Health and Safety (OHS), workers and employers have a shared responsibility to comply with the health and safety legislation. With the departure of our Health and Safety Coordinator, Administration is restructuring the town's Occupational Health and Safety Program. To be effective, any occupational health and safety programme needs the active support and commitment of senior management to ensure the programme is carried out according to the legislative requirements and with no exceptions.

- The program will continue to be a key function of our Human Resources Department, but directors will assume more responsibility for preventative maintenance, incident reporting, hazard mitigation, investigations, and ensuring compliance for their respective departments.

Our Human Resources team will provide administrative support to all the departments for the program.

- As part of this transition, Human Resources will coordinate training for all of our supervisors and managers.

Recruitment:

- Positions currently posted and accepting applications:
 - Human Resources Advisor
 - Planning and Development Officer
- Positions recently filled:
 - Recreation Assistant III
- In progress:
 - Recreation Assistant I - at the offer stage
 - Senior Lifeguard – conducting reference checks
- Positions on hold:
 - MRC Supervisor
 - Public Works Operator

Finance:

- **General** – 2023 business licenses renewals have been sent out to all current business owners. Work continues on the 2023-2024 capital and operating budgets. Auditors were on site at the end of November for a part of the year end audit. They will be coming back in March to finish the remaining part of their work. Grant was received for the Canada Summer Jobs program. We received \$4,000. The final environmental assessment was completed and submitted to GMF for the Sewage Lagoon project. We will be receiving the final amount of the grant for this project in early 2023.
- There have been 10 new business licenses issued within the past month. Canadian Tire, Byte Hub – Recreation, Little Bitty Welding, Prologic Construction – general contractor, Diana's Catering, Jade Lucina Photography, Slave Lake Laundromat, Westside Village MHP, Wholistic Counselling and Wellness, Tilly's – food service.
- Due date communication coming up. The Due dates the latest utility bill and the final day of taxes falls on December 30th for utilities and the 31st for Taxes. Due to the office closure, we will be extending the due dates for both until January 4th, 2023.

Operations:

Utilities

- Flift pump replacement Year end maintenance and inventory/stocking.
- WTP analyzer change outs and calibrations

Public Works

- Snow removal collectors and mains
- Sanding as required
- Snow removal training for new operators

Projects:

- **SCADA Upgrades**- Project is slowly progressing. Material for the PLC upgrade is still backordered with no realistic timeline for delivery.
- **Lift Station C Force main**- Project is substantially complete, the new force main is in service. The bigger diameter installed main allow pumping at rate of 120-130 l/s on one pump compared to 40 l/s before upgrades.
- **Hilda Eben Park Upgrades**- Tomko is expected to complete the tennis court resurfacing work early next year. They confirmed work priority will be given to our project for the 2023 season. Bollards along the park have been replaced with 4 feet high chainlink fencing. A portion of fencing work is left and would now be completed in early spring. That section will be fenced off using temporary fencing to restrict other equipment through the wide opening.
- **New Spray Park**- All the spray pieces of equipment are installed and winterized. The remaining porting of landscaping including site furniture will be completed in early spring.
- **Downtown Revitalization**- Lights were installed last week. Orientation will be scheduled within the next couple of weeks to train the staff on how to program the lights. Art Sign and Kiosk will be installed next year. The work to extend the design on the east walkway will start next spring. The work will be carried out in phases to minimize impacts on businesses.
- **3rd St SW Road Rehabilitation**- All the work related to phase 1 is complete. The street is open for regular traffic use.
- **Drainage System Upgrade**- Installation of the concrete swale is complete and the order for the in - line check valve has been placed. There are long lead times for delivery of the materials.
- **Other**- Working with other departments to complete estimates for next year's potential capital project.

Planning and Development:

- Finalized second Endeavor to Assist Development Agreement for Dog Island Brewing.
- Continues on-going meetings with the operators of Big Fish Bay RV Resort regarding various development projects. These meetings are now held twice per month instead of weekly.
- Working with a developer on the approval of two row house developments.
- Working with a landowner on the potential closing of a Town lane/walkway and the required road closure bylaw.
- Received a new Land Use Bylaw amendment that will be processed over next 4 to 6 weeks.
- Working with HR on recruitment of a Development Officer.

Economic Development:

- Completed Alberta Emergency Alert/Alert Ready training allowing the Communications Department to broadcast intrusive alerts in the case of a life-threatening emergency.
- Revised Digital Advertising Rates for review and consideration by leadership.
- Updated Automated Traffic Enforcement page with 2023 information.

- Ongoing work on website site map to make it more navigable and accessible.
- Set up a booth at the All-Seasons Market to increase Voyent subscribers (10 new sign-ups during the event)
 - Digital advertisements went out with paperless utility bills for December.
 - Voyent Subscribers as of December 8th = 373
- Facebook Followers as of November 30th = 7,342
- Facebook Reach for November = 16,777 (9.2% increase from previous month)
- State of the Lake Event postponed until Q1 2023 - potential for Minister Brian Jean (Jobs, Economy, and Northern Development) to make an appearance at event.
- Brand Book has been finalized and is ready to print.
- EngagementHQ mock-up has been completed, waiting on senior-level review. Expected to launch in the coming weeks.
- Work on the TOSL Rural Renewal Community Designation Application has begun.
- Work has begun on establishing the Economic Development Advisory Committee in Q1 2023 with a draft Terms of Reference completed.

Fire Department:

Total Calls for 2022 = 500 (As of December 8, 2022)

Alarms – 11

Medical Co-Response – 13

Motor Vehicle Collision – 14

Search and Rescue – 1

Wildland Fire – 3 (smoke investigations/Controlled burns)

Structure Fire - 1

Animal Rescue – 1

Elevator rescue - 1

Hazmat -1

Total Calls for November 2022 – 46

Fire Service Summary

In November 2022 the LSRFS Completed 2 inspections, Slave Lake Manor and the Healing Lodge in Peavine. Town and MD operating, and capital budgets were completed and submitted for 2023 and 2024. Supervisor coaching was completed. And all regional halls completed special teams training (Ice Rescue, Confined space/Tech Rescue and advanced rescue) as part of their regular monthly training.

The new Rescue tools (Battery Powered Jaws of Life) for Smith and Widewater were delivered and installed. Smith, Flatbush and Widewater now have up to date, modern rescue tools to assist in extraction and specialized rescue. Northern Lakes College Primary Care Paramedic class attended a half day vehicle extrication exercise at station 1.

The Lesser Slave Regional Fire and Rescue Society hosted the annual Christmas Party for all stations. Our annual awards were handed out, as well as Provincial 12 year and 22 year long service awards, and Federal 20 Year Exemplary Service awards. This year we were also honoured

to Present a Federal 30-year Exemplary Service Bar and Canadian Volunteer Fire Services 30 year medal to Fire Fighter Terry Metzger from Station 4 in Flatbush. Ongoing work on our Regional Mental Health Program and Alberta Emergency Alert Training also took place in November.

Community Services:

Enforcement:

- Peace Officers dealt with 61 calls for service in November bringing the total number of calls for the year to 467 calls (excluding animal control pound duties)
- Peace Officers participated in a Joint Force Operation last Thursday. An impaired driver was caught as officers were enroute to the check stop. Charges were issued by Peace Officers and RCMP dealt with the impaired.
- Field training is continuing between the Senior Peace Officer and the junior CPO.

Aquatics:

- Christmas fun swim happening December 17.
- Fall swimming lesson sets are wrapping up this week. The schedule for winter set will be open for registration next week.
- Bronze medallion and cross courses will run in the new year. Lifesaving has introduced a new prerequisite of Standard First Aid for the Bronze Awards.
- Recruitment is continuing, however hours in the new year may see a temporary reduction until positions are filled.

Facilities & Parks:

- The toolcat (snow removal equipment) was out for repairs and has been returned to the fleet, snow removal has resumed.
- There was some damage to one of the shower walls in Dressing Room 1 at the MRC. A temporary wall has been erected that will disable the showers. The dressing room is usable along with the washroom. Estimated time of repair will be one week.
- The air handling unit is being used to heat the stands at the MRC in Arena 1 as there was numerous complaints that it was cold. We programmed the air handling unit to run all day Saturday and Sunday. Nothing is scheduled to turn on during the week since there isn't a lot of occupancy in the stands during the weekdays. This will be a work in progress to balance the temperature over the ice and the heat in the stands.
- Prioritizing repairs to the MRC washrooms including some broken door latches and faulty toilets. We are also putting some numbers on the stalls so hopefully this will make it easier to communicate which need repairs in the future.
- Grant received for the LED Lighting conversion at the MRC (Fieldhouse and Lobby areas). Work is forecasted to take place in early January, which will mean a closure of the fieldhouse for a few days.
- Repairs to the exterior walls at the Town Office are largely completed. Admin. Continues to investigate options for the interior renovations.

Family and Community Support Services (FCSS)

- Swizza (swimming and pizza) was held on November 24. 12 families, 28 participants

attended.

- December is being hosted in partnership with the Rex Theatre. Grinch night featuring the animated Grinch movie will be on December 12 at 6pm. This will be the final Family Fun Night of 2022. The event registration filled up in 25 mins with 165 participants and 38 families. There is an extensive waiting list for this event. Have collaborated with Sobeys to provide each family with a Gingerbread making kit to take home.
- Youth Paint event was hosted on November 26. Canvas painting was lead by Taylor Tonsi and pizza lunch was provided. 14 youth participated.
- Committed to host the NWFCSS Spring Regional Meeting in Slave Lake in May. This will be held in partnership with Big Lakes County FCSS and Smoky River FCSS.
- Will be partnering with Community Enforcement and other agencies on the Candy Cane Checkstop in December

Recreation & Programming:

- Busy at both the MRC with Tournaments and the Legacy Centre with Christmas Parties
- All available Christmas Party dates have been booked at the Legacy Centre
- Swan River Health Care Centre is the December Seniors Track Sponsor
- Holiday Skate Schedule will be released shortly
- The Winter MRC Drop In Schedule (January to March) and Winter Programming will be released over the next few weeks
- The Multi Rec Centre will be open December 27-31 with slightly reduced hours, we will promote these along with our Holiday Skate Schedule
- Frost Fest planning is slowly beginning, Frost Fest 2023 dates are February 11-20, 2023

December Events

December 2 – Christmas Party – Legacy Centre
December 3 – Christmas Party – Legacy Centre
December 3 – U9 Tournament – MRC
December 9 – Christmas Party – Legacy Centre
December 10 – Christmas Party – Legacy Centre
December 10 – U7 Tournament – MRC
December 12-15 – CJ Schurter Christmas Concert – Legacy Centre
December 16 – Christmas Party – Legacy Centre
December 17 – Christmas Party – Legacy Centre
December 17 – All Seasons Market – MRC
December 19 – Holiday Schedule starts – MRC
December 27-31 – Reduced Hours – MRC
January 2 – Regular Hours Resume – MRC

4. Question Period

- a) Councillor Adams: Under Economic Development it mentioned that our Brand book is ready to print. Are we sending it for print or are we downloading PDF copies and printing them as needed?

Jeff Simpson in response: There may be a combination of both.

b) Councillor Adams: When will you be needing copies of the brand book?
Jeff Simpson in response: The purpose would be for internal use; such as a new hire. The Brand book would be for informational use.

c) Councillor Hughes: Under Economic Development as well, you had mentioned the development of an *Economic Development Advisory Committee*, is this in reference to the recommendation from Incite with an *Economic Development Council*?
Jason Swanson In response: Yes. Incite has developed terms of reference for that committee. The goal would be to form a committee by January.

d) Mayor Warman: Have we advertised in our community for the *Economic Development Advisory Committee*? Have we started an application process? We would like to have a variety of community members from a variety of industries.
Jason Swanson In Response: Yes, point well taken. The terms of reference provided by Incite align with exactly that.

5. Committee Minutes and Verbal Updates

a) Finance Legislative and Governmental Affairs

- i. Intermunicipal Committee- Verbal update provided by Mayor Warman.
- ii. Slave Lake Watershed Council- Verbal update provided by Councillor Adams.
- iii. Slave Lake District Chamber of Commerce Meeting- Verbal update provided by Councillor Ward.
- iv. Alberta North Central Alliance- No update provided.

b) Community Services

- i. Lesser Slave Lake Regional Housing Authority Meeting- No update provided.
- ii. Tri-Council Health Committee- Verbal update provided by Councillor Ward.
- iii. Slave Lake Regional Tourism Society- Verbal update provided by Councillor Hughes.
- iv. Slave Lake Library Board Meeting – Verbal update provided by Councillor Adams.
- v. Naming Advisory Board- Verbal update provided by Councillor Gramlich.
- vi. Community Futures Lesser Slave Lake Region- Verbal update provided by Councillor Adams.
- vii. Community Education Committee – Verbal update provided by Councillor Ward.
- viii. Homelessness Coalition-Verbal update provided by Councillor Ferguson.
- ix. Children's Resource Centre- Verbal update provided by Mayor Warman.

c) Property Services

- i. Municipal Planning Commission- Verbal update provided by Councillor Gramlich.

- ii. Inter-Municipal Subdivision and Development Appeal Board Hearing- No update provided
- iii. Lesser Slave Lake Regional Waste Management Meeting-Verbal update provided by Councillor Ferguson.
- iv. Slave Lake Airport Commission Meeting- Verbal update provided by Councillor Ferguson.
- v. Lesser Slave Lake Region Wildfire Legacy Corporation Meeting- Verbal update provided by Mayor Warman.

d) Protective Services

- i. Protective Services Committee- No update provided.
- ii. Emergency Management Advisory Group (Meets four times yearly)- No update provided

e) Other

- i. Northern Alberta Mayors and Reeves Caucus- No update provided.
- ii. Northern Alberta Elected Leaders-No update provided.

Motion #472-22 Motion by Councillor Gramlich

Move to accept the verbal reports as information.

Carried

6. Reports and New Business:

- a) Amendment to the Land Use Bylaw #22-2007 Amending Bylaw #19-2022

Motion #473-22 Move by Councillor Adams

Move that Bylaw #19-2022 to amend the Land Use District Map of the Land Use Bylaw #22-2007 by redistricting Plan 5521 KS, Block 11, Lot 1 from R1 - Standard Detached Residential District to C1 - Downtown Commercial Mixed-Use District receives First Reading and the required Public Hearing is set for January 24, 2023.

CARRIED

- b) Application to amend the Land Use Bylaw #22-2007 Redistricting Bylaw #16-2022

Motion #474-22 Move by Councillor Ward

Move that Bylaw #16-2022 to amend the Land Use District Map of the Land Use Bylaw #22-2007 be redistricting Plan 897 NY, Block 12, Lot 19 from R1 - Standard

Detached Residential District to R2 - Medium Density Residential District receives First Reading and the required Public Hearing be scheduled for January 24, 2023.

CARRIED

Mayor Warman recused himself at 7:30pm.

c) Land Use Bylaw Amendment Regulatory Amending Bylaw #17-2022

Motion #475-22 Moved by Councillor Ferguson

Move that Bylaw #17-2022 to amend Section 87 (3) of the Land Use Bylaw #22-2007 receives First Reading and the required Public Hearing is scheduled for January 24, 2023.

CARRIED

Mayor Warman returned at 7:31pm

d) Municipal Development Plan Amendment Amending Bylaw #18-2022

Motion #476-22 Moved by Councillor Adams

Move that Bylaw #18-2022 to amend the Municipal Land Use Plan Map of the Municipal Development Plan by redesignating Plan 5521 KS, Block 11, Lot 1 from Residential and General Urban to Downtown receives First Reading and the required Public Hearing is set for January 24, 2023.

CARRIED

e) Industrial Land Strategy

Motion #477-22 Moved by Councillor Hughes

Move that Council accepts the report as information and directs Administration to begin discussions with affected landowners with respect to interest in an Industrial Land Study.

CARRIED

f) Traffic Congestion on 6 Ave S.E.

Motion #478-22 Moved by Mayor Warman

Moved that Council refer funding of formal traffic engineering assessments to the 2023 Capital Budget deliberations.

CARRIED

g) Flags & Commemorative Lighting Policy

Motion #479-22 Moved by Councillor Hughes

Move that Council approves the Flags & Commemorative Lighting Policy.

CARRIED

Mayor Warman and Councillor Ferguson recused themselves at 8:05pm.

h) Alberta Advantage Immigration Program - Rural Renewal Stream Update

Motion #480-22 Moved by Councillor Hughes

Move that Council accepts the information on the Rural Renewal Stream as presented and tasks Administration to proceed with the Rural Renewal Immigration Stream Application drafting and submission.

CARRIED

Mayor Warman and Councillor Ferguson returned at 8:19pm.

i) Proposed Changes to Commercial Advertising Policy and Bylaw #20-2022 - Facility and Community Electronic Signs Rate.

Motion #481-22 Moved by Mayor Warman

Move that Council tables the new digital advertising rates and the recruitment of a Commission-Based Salesperson to manage advertising sales and bylaw #20-22 until 2023 budget has been approved.

CARRIED

j) Weighting System for Tender- Information Report.

Motion #482-22 Moved by Councillor Adams

Move that Council accept this report on weighting system for tenders as information.

CARRIED

7. Correspondence

a) Victim Services

Motion #483-22 Move by Councillor Hughes

Move to task administration to reach out and invite Slave Lake's local Victim Services to be a delegation at a future council meeting.

CARRIED

b) Slave Lake Airport Commission

Motion #484-22 Move by Councillor Ferguson

Move to support the MD of Lesser Slave River and the Slave Lake Airport Services Commission's application for grant funding under the Alberta Community Partnership to fund an Airport Master Plan.

CARRIED

8. Mayor's Corner

- This is our last meeting of 2022.
- I think we are all anxious for some time off.
- I want to take a moment to reflect on a few items.
- 2022 highlights:
 - Communication: We have added more team members and reviewed our communication strategy. We are seeing more communication driven internally. Less coming directly from Council.
 - Budget for 2022 was completed early in the year.
 - We are deep into budget again and in the process of completing the 2023 budget.
 - Although inflation has added an 8%, 9%, 10% increase, I believe our community will see a budget below that.
 - We will see an increase level of services.
 - This year we invested in fixing our assets.
 - We added amenities such as water parks.

- We invested into homelessness. We have started a program and is running in the right direction.
- We continue to lobby in healthcare and in highways.
- Highway 88 we finally got some information from the Ministers Office.
- We suffered throughout Covid as we struggled with staffing issues.
- We have grown our team members, recruited a new CAO.
- We continue to work with our neighbors. We have healthy relationship with the MD and renewed our agreement.
- We secured a two hundred thousand dollar grant for our ANCA project. We will be meeting with our consultant in the new year to look at some strategic planning.
- We continue to focus largely on economic development.
- We continue to see tourism expand in our community along with community events.
- We are investing in our downtown core.
- We want to thank staff who continued throughout the past year's changes.
- We created a new brand.
- We couldn't have completed the listed tasks without our staff. Council is very appreciated.
- We have a brand-new council this year. For many councilors this is their first year in politics.
- We have diverse groups in our community who have strong opinions that we continue to navigate. Our job is to give them what they want.
- After talking to Alberta Municipalities, communities face the same challenges.
- I created this list tonight's, so I am missing 100 more accomplishments.
- Please be proud of the work we have accomplished.
- Lots of time it is lonely talking to ourselves, thank you, Joe, our regular for coming every Council meeting. The newspaper does an awesome job of sharing information.
- On behalf of Tyler, Merry Christmas everyone!

9. Adjournment

Motion #485-22 Moved by Councillor Gramlich

Move to adjournment of the Committee of the Whole meeting of Council, December 13th, 2022. At 9:11PM.

CARRIED

Tyler Warman, Mayor

Jeffrey Simpson, Chief Administrative Officer

REPORT TO COUNCIL



Meeting Date: January 10, 2023

Staff Contact: Jason Swanson, Manager of Communications and Economic Development

Department: Administration

Report Type: Request for Decision

Subject: **Voyent Subscription Incentive Program**

STRATEGIC ALIGNMENT:



Economic health



Livability



Good governance



Relationships and partnerships



Communication

How this Request for Decision meets the Strategic Objective:

Communication - Focus on Proactive Engagement and Communication

with Residents: Ensuring that residents receive accurate and relevant information in a timely manner.

Purpose:

The purpose of this report is to provide an overview of a potential incentive program to encourage Voyent subscriptions amongst residents for review and consideration.

Background:

Council has directed Administration to increase its communication efforts with Town residents so that they are informed on Town issues that are important to them. As such, the Town of Slave Lake introduced a new communication tool to Town residents (Voyent) on August 22, 2022. The purpose of this tool is to provide residents with accurate and relevant information on important Town issues in a timely manner. It allows the Town to send updates directly to residents through

SMS text message and email so that residents can receive important information and updates immediately.

Discussion:

To date, resident subscriptions have been limited. To encourage additional subscribers the Town introduced a prize draw (prize value of \$350) on October 21, 2022 for all residents that subscribed to the Voyent service. The following is a summary of Voyent subscriptions to date:

August 22, 2022 - October 21, 2022 = 301 subscribers
October 21, 2022 - January 5, 2022 = 404 subscribers

The introduction of a prize draw increased subscribers by 103 (approximately 34% increase). Recognizing the importance of Voyent as a communication tool, Administration has been tasked with providing additional incentive options for consideration to encourage more subscribers.

Options:

To encourage subscribers, Administration is proposing an incentive program that provides residents with a substantial rebate on their utility accounts. If a subscribed resident does not have a utility account with the Town, a one-time cash payment will be offered to winners in lieu. Cash cannot be accepted by a winner in lieu of a utility rebate if they are a utility account holder with the Town. The following are two options for prize distribution:

Option 1: 1 Grand Prize winner valued at \$2,000

Option 2: 3 Prize winners: 1st Place - \$1,000; 2nd Place - \$600; 3rd Place - \$400

Winners would be notified directly through the Voyent system. All residents subscribed to the Voyent service will be eligible for the prize draw with the exception of Town staff and previous prize winners.

Resource Impacts:

Minimal staff resources required; \$2,000 budget impact. \$2,350 - \$2,500 if advertisement is purchased.

Policy Implications:

None

Communications Strategy:

Prize Draw would be announced on social media, Voyent (for current subscribers), and website. Additionally, a half-page colour advertisement could be purchased from the Lakeside Leader for approximately \$350-\$500.

Relation to strategic planning, mission statement, or vision statement:

Communication - Focus on Proactive Engagement and Communication

with Residents: Ensuring that residents receive accurate and relevant information in a timely manner.

Recommendation to Council:

Task Administration to proceed with Voyent Subscription Incentive Program Option 2. This option offers residents three chances to win instead of one, this will likely encourage more new subscribers.

Motion:

Move that Council task Administration to proceed with Voyent Subscription Incentive Option 2.

Attachments:

N/A

Joanna Raymond, Executive Assistant

Approved
- 05 Jan
2023

Jeff Simpson, Chief Administrative Officer

Approved
- 05 Jan
2023

Ashley Whitford, Administrative Assistant

Approved
- 06 Jan
2023

REPORT TO COUNCIL



Meeting Date: January 10, 2023

Staff Contact: Jason Swanson, Manager of Communications and Economic Development

Department: Administration

Report Type: Request for Decision

Subject: **Proposed Changes to Commercial Advertising Policy and Bylaw #01-2023 - Facility and Community Electronic Signs Rate**

STRATEGIC ALIGNMENT:



Economic health



Livability



Good governance



Relationships and partnerships



Communication



How this Request for Decision meets the Strategic Objective:

Economic Health - Support and Promote Local Businesses: Administration will be focusing its Advertising Sales efforts on local and regional businesses to promote local first.

Relationships and Partnerships - Recognize the Key Roles Community Groups and Volunteers Play:

Groups and Volunteers Play: Administration will be offering significantly discounted advertising rates for local non-profit groups in recognition of the critical role they play in our community.

Purpose:

The purpose of this report is to present proposed changes to the current Commercial Advertising Policy and digital advertising rates for both the Facility Signs/TV's and Outdoor Community Signs based on feedback received from Council in December 2022.

Background:

This report builds directly off the report presented to Council on December 12, 2022 and presents proposed advertising rates based on feedback received from Council.

The current Advertising Rates for digital advertising (Community Signs and Facility Signs/TV's) are based on two classes of potential advertisers (Non-profit and Third-Party/Business) and two classes of potential advertising media (Static and Video) with discounts provided at irregular intervals. These irregular intervals have caused confusion in the past when organizing longer advertising campaigns as there was not a consistent weekly rate.

Administration presented proposed changes to the Facility and Community Electronic Sign Rate Bylaw as well as the Commercial Advertising Policy on December 13, 2022. During that meeting Council expressed concern that the new proposed rates were too aggressive and would deter potential advertisers. This report provides a range of reduced pricing options (still within current market conditions) for review and consideration by Council.

Advertising rates for the MRC (rink boards, wall advertising, stair risers, ice logos, etc.) are covered under Bylaw #04-2022. The proposed new rates for Community and Facility Signs is presented below.

Discussion:

Proposed New Advertising Rates

In the interest of consistency and simplicity Administration is proposing advertising rates based on weekly, monthly, quarterly, biannual, and annual campaign durations that better reflect current market conditions with similar daily traffic. The following proposed rate ranges (based on the assumptions presented below) for consideration and decision by Council better reflect the concerns expressed by leadership as well as current market conditions.

Assumptions

1. Leadership approves the purchase of two new community signs (with accompanying software) to replace the existing signs on Main Street.
2. Static advertisements run for an airtime of 10 seconds per cycle, 6 advertisements per cycle with the goal of each ad getting airtime every minute. It is envisioned that flexibility in advertisement length would be provided to those clients who sign longer term commitments.
3. A month if considered 4 weeks, quarter is 3 months, biannual is 6 months, and annual is 12 months.
4. Prices do not include GST or discounts.
5. It will be the responsibility of the advertiser to ensure that the ad is the correct size. The Town will not provide graphic design support or video

editing services. Advertisements will be aired as is or declined if they are not submitted in the correct size or format.

6. Video advertisements will air for a maximum of 30 seconds.
7. Video advertisements will not contain sound.

Schedule A: Static Advertisements

| Community (Outdoor) Signs | Original Proposed Rate (Weekly) | Revised Proposed Rate Range (Weekly) | Revised Proposed Rate Range (Monthly) | Revised Proposed Rate Range (Annual) |
|--|---------------------------------------|---|--|---|
| Third-Party / Business | \$150 | \$75-\$125 | \$300-\$500 | \$3,600-\$6,000 |
| Not-for-Profit | \$30 | \$15-\$30 | \$60-\$120 | \$720-\$1,440 |
| Facility (Indoor) Signs | Original Proposed Rate (Weekly) | Revised Proposed Rate Range (Weekly) | Revised Proposed Rate Range (Monthly) | Revised Proposed Rate Range (Annual) |
| Third-Party / Business | \$60 | \$40-\$60 | \$160-\$240 | \$1,920-\$2,880 |
| Not-for-Profit | \$20 | \$10-\$25 | \$40-\$100 | \$480-\$1,200 |
| All Signs | Original Proposed Rate (Weekly) | Revised Proposed Rate Range (Weekly) | Revised Proposed Rate Range (Monthly) | Revised Proposed Rate Range (Annual) |
| Third-Party / Business | \$200 | \$115-\$185 | \$460-\$740 | \$5,520-\$8,880 |
| Not-for-Profit | \$40 | \$25-\$55 | \$100-\$220 | \$1,200-\$2,640 |

Schedule B: Video Advertisements

| Community (Outdoor) Signs | Original Proposed Rate (Weekly) | Revised Proposed Rate Range (Weekly) | Revised Proposed Rate Range (Monthly) | Revised Proposed Rate Range (Annual) |
|--|---------------------------------------|---|--|---|
| Third-Party / Business | \$250 | \$150-\$200 | \$600-\$800 | \$7,200-\$9,600 |
| Not-for-Profit | \$100 | \$50-\$100 | \$200-\$400 | \$2,400-\$4,800 |

Proposed Discounting Scheme

To encourage longer advertising commitments the Town can consider offering a discounted rate based on commitment term. The following is a proposed discount

scheme based on length of commitment for review and consideration by leadership.

1. 10% off Quarter
2. 20\$ off Biannual
3. 30% Annual

Advertising Sales

The Communications department does not conduct advertising sales, all current advertising campaigns are initiated by the client. If the Town wishes to increase revenue from advertising sales, it will need to consider hiring a Commission-Based Salesperson to handle the Advertising Sales Portfolio. To attract a potential salesperson the Town will likely need to offer a commission rate of 25-30%. Historic data suggests that most advertisers are non-profits, however, with the addition of a salesperson it is likely that a larger portion of advertising clients will be third-party advertisers leading to increased revenue.

A potential salesperson has already been identified by Administration who has expressed interest in the proposed position. The salesperson will also source advertisers for the fixed advertising locations at the MRC. The MRC advertising rates can be seen in the attached Bylaw #04-2022 Commercial Advertising Rates Bylaw.

Options:

1. Council decides on a new weekly advertising rate (with or without proposed discount scheme) and task Administration to recruit a Commission-Based Salesperson to manage advertising sales.
2. Council decides on a new weekly advertising rate (with or without proposed discount scheme) and task Administration to manage advertising sales.
3. Council keeps advertising rates as defined in Bylaw #19-2019 and task Administration to recruit a Commission-Based Salesperson to manage advertising sales.
4. Council keeps advertising rates as defined in Bylaw #19-2019 and task Administration to manage advertising sales.

Resource Impacts:

Options 2 and 4 will draw further resources and capacity away from Administration leading to potential delay in other priority items identified by Council.

Policy Implications:

Bylaw #19-2019 Facility and Community Electronic Signs Rate Bylaw will be rescinded and replaced with Bylaw #01-2023 Facility and Community Electronic Signs Rate Bylaw.

Commercial Advertising Policy has been revised to reflect changes in roles and responsibilities within Administration and advertising procedures as it relates to the Facility and Community signs.

Communications Strategy:

The new advertising rates (if adopted) will be advertised on the Town website and a notice will be sent to regular advertisers.

Relation to strategic planning, mission statement, or vision statement:

Promoting Slave Lake's vision of growing business and industry through offering competitive advertising options to local and regional businesses.

Recommendation to Council:

Council select a new advertising rate within the ranges presented in this report and task Administration with recruiting a Commission-Based Salesperson to manage advertising sales and give all three readings to Bylaw #01-2023 Facility and Community Electronic Signs Rate.

Motion:

Move that Council approves the new digital advertising rates selected and tasks Administration with the recruitment of a Commission-Based Salesperson to manage advertising sales.

Move that Council give first reading to the Bylaw #01-2023 Facility and Community Electronic Signs Rate.

Move that Council give second reading to the Bylaw #01-2023 Facility and Community Electronic Signs Rate.

Move that Council gives unanimous consent to give third reading to Bylaw #01-2023 Facility and Community Electronic Signs Rate.

Move that Council gives third reading to Bylaw #01-2023 Facility and Community Electronic Signs Rate.

Attachments:

[Bylaw 04-2022 Commercial Advertising Rates Bylaw b9jwzkrbaz7](#)

[Bylaw 19-2019 Facility and Community Electronic Sign Rate](#)

[Bylaw 01-2023 Facility and Community Electronic Signs Rate Bylaw](#)

[D.209 Commerical Advertising Policy REVISED](#)

Joanna Raymond, Executive Assistant

Approved
- 09 Jan
2023

Jeff Simpson, Chief Administrative Officer

Approved
- 09 Jan
2023

**TOWN OF SLAVE LAKE
BYLAW #04-2022
COMMERCIAL ADVERTISING RATES BYLAW**

A BYLAW OF THE TOWN OF SLAVE LAKE, IN THE PROVINCE OF ALBERTA IN RESPECT TO RATES FOR COMMERCIAL ADVERTISING IN TOWN OWNED AND OPERATED FACILITIES IN THE TOWN OF SLAVE LAKE.

WHEREAS, paragraph 8 of the Municipal Government Act, Chapter M-26, 2000 and amendments, thereof authorizes a Municipality, by bylaw to establish fees for licenses, permits and approvals and,

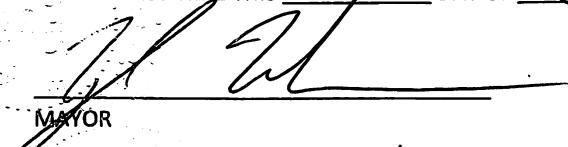
WHEREAS, paragraph 6 gives a municipality natural person powers, which imply the power to charge for goods and services provided,

WHEREAS, the municipality has developed a policy on commercial advertising inside recreation facilities describing the approval process,

NOW THEREFORE, the Council of the Town of Slave Lake, duly assembled, enacts as follows:

1. **THAT the rates specified in the Schedule(s) attached, be charged for the Commercial Advertising specified.**
2. **THAT the Schedule attached to this bylaw may be modified and amended from time to time, as Council desires, by resolution of Council.**
3. **THAT this bylaw shall come into full force and effect upon receiving third and final reading.**
4. **This Bylaw rescinds Bylaw #12-2018**

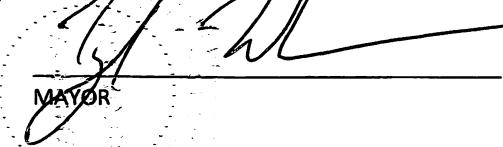
READ A FIRST TIME THIS 7th DAY OF June, 2022

 
MAYOR **CHIEF ADMINISTRATION OFFICER**

READ A SECOND TIME THIS 7th DAY OF June, 2022

 
MAYOR **CHIEF ADMINISTRATION OFFICER**

READ A THIRD TIME THIS 7th DAY OF June, 2022

 
MAYOR **CHIEF ADMINISTRATION OFFICER**

SCHEDULE A: COMMERCIAL ADVERTISING RATES MULTI REC CENTRE

ANNUAL CHARGE, GST NOT INCLUDED

Advertisements are placed on a first come, first serve basis

ARENA 1

RINK BOARDS

| | |
|--------------------------------|----------|
| Large (5'9" to 8' x 33 1/2") | \$420.00 |
| Small (3'6" to 4'3" x 33 1/2") | \$275.00 |

WALL ADVERTISING

| | |
|----------------------|-----------|
| Wall Mount – 8' x 4' | \$1100.00 |
|----------------------|-----------|

BLEACHER STAIR RISERS

\$500.00

ARENA BOARD GLASS

| | |
|---------------------------------|-----------|
| 6' x 200' (panel size 6' x 45') | \$2750.00 |
|---------------------------------|-----------|

ICE LOGO

| | |
|------------------------|-----------|
| Blue Line to Centre | \$1375.00 |
| Blue Line to Goal Line | \$1300.00 |

ARENA 2

RINK BOARDS

| | |
|--------------------------------|----------|
| Large (5'9" to 8' x 33 1/2") | \$400.00 |
| Small (3'6" to 4'3" x 33 1/2") | \$250.00 |

WALL ADVERTISING

| | |
|----------------------|-----------|
| Wall Mount – 8' x 4' | \$1000.00 |
|----------------------|-----------|

ARENA BOARD GLASS

| | |
|---------------------------------|-----------|
| 6' x 200' (panel size 6' x 45') | \$2500.00 |
|---------------------------------|-----------|

ICE LOGOS

| | |
|------------------------|-----------|
| Blue Line to Centre | \$1200.00 |
| Blue Line to Goal Line | \$1250.00 |

FIELD HOUSE

BOARDS

| | |
|--------------------------------|----------|
| Large (5'9" to 8' x 33 1/2") | \$400.00 |
| Small (3'6" to 4'3" x 33 1/2") | \$250.00 |

KIOSK \$2000.00

ZAMBONI ADVERTISING
Various location available \$1100.00

Advertisers are responsible for the creation of their ads.

Multiple Ads receive a 10% discount on their advertising.

**TOWN OF SLAVE
BYLAW# 19 - 2019
FACILITY AND COMMUNITY ELECTRONIC SIGNS RATES BYLAW**

**A BYLAW OF THE TOWN OF SLAVE LAKE, IN THE PROVINCE OF ALBERTA IN
RESPECT TO RATES FOR COMMERCIAL ADVERTISING ON TOWN OWNED AND
OPERATED DIGITAL SIGNS IN THE TOWN OF SAVE LAKE.**

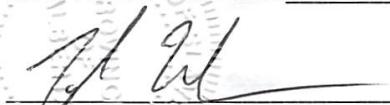
**WHEREAS, paragraph 8 of the Municipal Government Act, Chapter M-26, 2000 and
amendments thereof authorizes a Municipality, by bylaw to establish fees for licenses,
permits and approvals and,**

**WHEREAS, paragraph 6 give a municipality natural person powers, which imply the
power to charge for goods and services provided,**

**NOW THEREFORE, the Council of the Town of Slave Lake, duly assembled, enacts as
follows:**

1. That the rates specified in the schedule(s) attached, be charged for the
Community Electronic Signs and Facility Electronic Signs .
2. That the schedules attached to this bylaw may be modified and amended from
time to time, as Council desires, by resolution of Council.
3. That this bylaw shall come into full force and effect upon receiving third and
final reading.
4. This Bylaw rescinds Bylaw #13-2019

READ A FIRST TIME THIS 9 DAY OF July 2019


MAYOR


CHIEF ADMINISTRATIVE OFFIVER

READ A SECOND TIME THIS 9 DAY OF July 2019


MAYOR


CHIEF ADMINISTRATIVE OFFIVER

READ A THIRD TIME THIS 9 DAY OF July 2019


MAYOR


CHIEF ADMINISTRATIVE OFFIVER

Schedule A: Static Advertisements

| Community Electronic Signs | Third Party Advertising | Political Advertising | Not-for-Profit Advertising |
|----------------------------|-------------------------|-----------------------|----------------------------|
| One (1) Week | \$50.00 | \$50.00 | \$10.00 |
| Two (2) Weeks | \$75.00 | \$75.00 | \$20.00 |
| Three (3) Weeks | \$100.00 | \$100.00 | \$30.00 |
| One (1) Months | \$125.00 | \$125.00 | \$40.00 |
| Three (3) Months * | \$375.00 | \$375.00 | \$120.00 |
| Six (6) Months ** | \$750.00 | \$750.00 | \$240.00 |
| One (1) Year *** | \$1500.00 | \$1500.00 | \$480.00 |

| Facility Sign | Third Party Advertising/ Point of Sale Advertising | Political Advertising | Not-for-Profit Advertising |
|--------------------|--|-----------------------|----------------------------|
| One (1) Week | \$25.00 | \$25.00 | \$10.00 |
| Two (2) Weeks | \$50.00 | \$50.00 | \$15.00 |
| Three (3) Weeks | \$75.00 | \$75.00 | \$25.00 |
| One (1) Months | \$100.00 | \$100.00 | \$50.00 |
| Three (3) Months * | \$300.00 | \$300.00 | \$100.00 |
| Six (6) Months ** | \$600.00 | \$600.00 | \$200.00 |
| One (1) Year *** | \$1200.00 | \$1200.00 | \$400.00 |

| All Facility Sign | Third Party Advertising | Political Advertising | Not-for-Profit Advertising |
|--------------------|-------------------------|-----------------------|----------------------------|
| One (1) Week | \$100.00 | \$100.00 | \$30.00 |
| Two (2) Weeks | \$150.00 | \$150.00 | \$60.00 |
| Three (3) Weeks | \$200.00 | \$200.00 | \$90.00 |
| One (1) Months | \$300.00 | \$300.00 | \$120.00 |
| Three (3) Months * | \$600.00 | \$600.00 | \$240.00 |
| Six (6) Months ** | \$1200.00 | \$1200.00 | \$480.00 |
| One (1) Year *** | \$2400.00 | \$2400.00 | \$960.00 |

| Facility Signs And Community Electronic Signs | Third Party Advertising | Political Advertising | Not-for-Profit Advertising |
|---|----------------------------|--------------------------|-------------------------------|
| One (1) Week | \$150.00 | \$150.00 | \$40.00 |
| Two (2) Weeks | \$300.00 | \$300.00 | \$80.00 |
| Three (3) Weeks | \$320.00 | \$320.00 | \$120.00 |
| One (1) Months | \$390.00 | \$390.00 | \$160.00 |
| Three (3) Months * | \$925.00 | \$925.00 | \$320.00 |
| Six (6) Months ** | \$1875.00 | \$1875.00 | \$640.00 |
| One (1) Year *** | \$3000.00 | \$3000.00 | \$1200.00 |

1. Static Advertising will air for a runtime of 30 seconds.
2. Prices above do not include GST.

Schedule B: Video Advertisements

| Facility Sign | Third Party Advertising/ Point of Sale Advertising | Political Advertising | Not-for-Profit Advertising |
|-----------------------|--|--------------------------|-------------------------------|
| One (1) Week | \$100.00 | \$100.00 | \$25.00 |
| Two (2) Weeks | \$150.00 | \$150.00 | \$50.00 |
| Three (3) Weeks | \$200.00 | \$200.00 | \$75.00 |
| One (1) Months | \$250.00 | \$250.00 | \$100.00 |
| Three (3) Months * | \$400.00 | N/A | \$200.00 |
| Six (6) Months ** | \$800.00 | N/A | \$400.00 |
| One (1) Year *** | \$1600.00 | N/A | \$600.00 |

| All Facility Sign | Third Party Advertising/ Point of Sale Advertising | Political Advertising | Not-for-Profit Advertising |
|-----------------------|--|--------------------------|-------------------------------|
| One (1) Week | \$250.00 | \$250.00 | \$50.00 |
| Two (2) Weeks | \$500.00 | \$500.00 | \$100.00 |
| Three (3) Weeks | \$750.00 | \$750.00 | \$150.00 |
| One (1) Months | \$1000.00 | \$1000.00 | \$200.00 |
| Three (3) Months * | \$2000.00 | \$2000.00 | \$400.00 |
| Six (6) Months ** | \$3000.00 | \$3000.00 | \$800.00 |
| One (1) Year *** | \$4000.00 | \$4000.00 | \$1600.00 |

1. Video Advertising is not recommended on Community Electronic Signs
2. Video Advertising will air for a runtime of up to 60 seconds.
3. Prices above do not include GST.



TOWN OF SLAVE LAKE

BYLAW #01-2023

FACILITY AND COMMUNITY ELECTRONIC SIGNS RATE BYLAW

A BYLAW OF THE TOWN OF SLAVE LAKE, IN THE PROVINCE OF ALBERTA IN RESPECT TO RATES FOR COMMERCIAL ADVERTISING ON TOWN OWNED AND OPERATED DIGITAL SIGNS IN THE TOWN OF SLAVE LAKE.

WHEREAS, paragraph 8 of the Municipal Government Act, Chapter M-26, 2000 and amendments thereof authorizes a Municipality, by bylaw to establish fees for licenses, permits and approvals and,

WHEREAS, paragraph 6 give a municipality natural person powers, which imply the power to charge for goods and services provided,

NOW THEREFORE, the Council of the Town of Slave Lake, duly assembled, enacts as follows:

1. That the rates specified in the schedule(s) attached, be charged for the Community Electronic Signs and Facility Electronic Signs.
2. That the schedules attached to this bylaw may be modified and amended from time to time, as Council desires, by resolution of Council.
3. That this bylaw shall come into full force and effect upon receiving third and final reading.
4. This Bylaw rescinds Bylaw #19-2019.

That this Bylaw comes into effect upon the date of its Third and Final Reading.

READ A FIRST TIME THIS _____ DAY OF _____ 2023

MAYOR

CHIEF ADMINISTRATIVE OFFICER

READ A SECOND TIME THIS _____ DAY OF _____ 2023

MAYOR

CHIEF ADMINISTRATIVE OFFICER

READ A THIRD TIME THIS _____ DAY OF _____ 2023

MAYOR

CHIEF ADMINISTRATIVE OFFICER



Assumptions

- Static advertisements run for an airtime of 10 seconds per cycle, 6 advertisements per cycle with the goal of each ad getting airtime every minute. It is envisioned that flexibility in advertisement length would be provided to those clients who sign longer term commitments.
- A month is considered 4 weeks, quarter is 3 months, biannual is 6 months, and annual is 12 months.
- Prices do not include GST or discounts.
- It will be the responsibility of the advertiser to ensure that their ad is the correct size. The Town of Slave Lake will not provide graphic design support or video editing services. Advertisements will be aired as is or declined if they are not submitted in the correct size or format.
- Videos will air for a maximum of 30 seconds.
- Video advertisements will not contain sound.

Schedule A: Static Advertisements

| Community (Outdoor) Signs | Revised Proposed Rate Range (Weekly) | Revised Proposed Rate Range (Monthly) | Revised Proposed Rate Range (Annual) |
|--|--|---|--|
| Third-Party / Business | \$75-\$125 | \$300-\$500 | \$3,600-\$6,000 |
| Not-for-Profit | \$15-\$30 | \$60-\$120 | \$720-\$1,440 |
| • | | | |
| Facility (Indoor) Signs | Revised Proposed Rate Range (Weekly) | Revised Proposed Rate Range (Monthly) | Revised Proposed Rate Range (Annual) |
| Third-Party / Business | \$40-\$60 | \$160-\$240 | \$1,920-\$2,880 |
| Not-for-Profit | \$10-\$25 | \$40-\$100 | \$480-\$1,200 |
| • | | | |
| All Signs | Revised Proposed Rate Range (Weekly) | Revised Proposed Rate Range (Monthly) | Revised Proposed Rate Range (Annual) |
| Third-Party / Business | \$115-\$185 | \$460-\$740 | \$5,520-\$8,880 |
| Not-for-Profit | \$25-\$55 | \$100-\$220 | \$1,200-\$2,640 |

**Schedule B: Video Advertisements**

| Community (Outdoor) Signs | Revised Proposed Rate Range (Weekly) | Revised Proposed Rate Range (Monthly) | Revised Proposed Rate Range (Annual) |
|---------------------------------|--|---|--|
| Third-Party / Business | \$150-\$200 | \$600-\$800 | \$7,200-\$9,600 |
| Not-for-Profit | \$50-\$100 | \$200-\$400 | \$2,400-\$4,800 |

Discounting Scheme

To encourage longer advertising commitments the Town is offering a discounted rate based on commitment term. The following is the discount scheme based on length of commitment:

1. 10% off Quarter
2. 20% off Biannual
3. 30% off Annual



COMMERCIAL ADVERTISING POLICY

CATEGORY: Public Service

POLICY#: XXXX

OWNER DEPARTMENT: (1) Community Services; (2) Economic Development and Communications

POLICY STATEMENT:

The Town of Slave Lake is committed to the provision of an advertising program that will permit the sale of advertising on designated areas within the Town owned and operated recreation facilities and other town assets to be consistent and equal to all parties involved.

POLICY OBJECTIVE:

To establish and regulate advertising within Town of Slave recreation facilities and other town assets including board signage, equipment storage, ice logos, kiosks, facility signs, and community signs.

X

Jeff Simpson
Chief Administrative Officer

Date: _____



RESPONSIBILITIES:

Manager of Community Relations: will approve all advertising (including locations) excluding the facility and community signs.

Manager of Parks and Facilities: will be responsible for the installation, maintenance, and removal of all advertising excluding the facility signs and community signs.

Manager of Economic Development and Communications: will approve all advertising related to the facility signs and community signs.

Communications Coordinator: responsible for uploading all advertisements to the facility and community signs.

Director of Community Services or Designate: has the right to refuse any advertisement that he/she feels is inappropriate.

Advertiser: responsible for all costs associated with design, painting, set-up fees, as well as the repair or replacement of the sign as a result of damage, destruction, defacing, alteration, or vandalism.

PROCEDURES:

1. All interested businesses and organizations shall have equal opportunity to advertise for a fee in Town operated facilities and on Town assets. Space will be available on a first-come, first-served basis.
2. Acceptable advertising will be guided by the Canadian Code of Advertising Standards (CCAS) and advertising that reflect negatively on the municipality will not be accepted.
3. In the event of a home/tradeshow, or a sporting even it may be necessary to temporarily cover existing advertisements, this may be done for a short period of time by the Director of Community Services at their discretion.
4. The Town of Slave Lake must provide prior approval of all advertising signage and digital advertisements including location and term. Any third-party advertising for the facility and community signs will need to be approved by the Manager of Communications and Economic Development. Any third-party advertising signage to be located in Town facilities will need to be approved by the Manager of Parks and Facilities.
5. All signage and advertisements must conform to Town specifications. All costs associated with the development of the advertisement, sign, design, painting, and set-up fees are the responsibility of the advertiser. The advertiser will be responsible for damages or problems arising from materials used in the installation of the sign or advertisement.
6. The advertiser of ice logos are responsible for payments of any stencil and pantone paint required to place their logo on the ice surface.
7. Monthly internet and power fees will be included within the annual cost of any advertisements on the kiosk. Installation charges are not included in the annual cost.
8. The Town of Slave Lake will install approved arena advertising signage and cover the sign with the appropriate protective material where applicable. Installation charges are not included in the annual cost.
9. The Advertiser will be responsible for repair or replacement of the sign (excluding facility and community signs), kiosk, or ice logo as a result of damage, destruction, defacing, alteration, or vandalism. In the event the Town identifies the signage showing wear, the advertiser will be notified and steps must be taken by the advertiser to complete the necessary repairs and/or upgrades.



10. The Town of Slave Lake will not be responsible for damaged or stolen signage.
11. Advertising fees for Town facilities will be invoiced in September of each year, and will be payable on or before December 31, of the year of invoice.
12. Advertising fees for community and facility signs will be invoiced within ten (10) business days of the signed advertisement agreement with payment due prior to the uploading of the digital advertisement.
13. A signed advertising agreement must be in place prior to the placement of signs, uploading of digital advertisements, placement of signs, installation of logos, kiosks or any other approved form of advertising. Signs or other forms of advertising shall be removed if any amounts due are not paid.
14. The Commercial Rate Bylaw identifies the Advertising Fees associated with each location and type of advertising (excluding facility and community signs).
15. The Facility and Community Electronic Signs Rate Bylaw identifies Advertising Fees associated with the facility and community signs.



ALBERTA

TRANSPORTATION AND ECONOMIC CORRIDORS

*Office of the Minister
MLA, Innisfail-Sylvan Lake*

December 21, 2022

AR 91518

His Worship Tyler Warman
Mayor
Town of Slave Lake
PO Box 1030
Slave Lake, AB T0G 2A0
tyler@slavelake.ca

Dear Mayor Warman:

I understand the Honourable Nate Horner, Minister of Agriculture and Irrigation, met with you at the Alberta Municipalities Conference on September 23, 2022 where the condition of Highway 88 was raised. The responsibility for the provincial highway network falls under my jurisdiction as the current Minister of Transportation and Economic Corridors and as such, I am able to provide the following information.

As you are aware, the rehabilitation of Highway 88 is not planned at this time; however, I assure you it will be considered as part of the upcoming capital planning discussions. Additionally, in an effort to ensure the Highway 88 rehabilitation project is ready to proceed once funding is allocated, Transportation and Economic Corridors is finalizing the project scope which will allow the department to hire an engineering consultant to begin design activities. Having the scope finalized and design underway, will assist with the project being prepared to move into the construction phase quickly and efficiently, once the project is prioritized and funding is allocated.

In the meantime, safety-related issues will continue to be addressed as soon as possible and the highway maintenance contractor will continue with pothole patching as a year-round maintenance activity.

I trust you will find this information helpful.

Sincerely,

A handwritten signature in blue ink that reads "Devin Dreeshen".

Honourable Devin Dreeshen, ECA
Minister of Transportation and Economic Corridors

cc: Honourable Nate Horner, Minister of Agriculture and Irrigation

Royal Canadian Mounted Police

Commanding Officer
Alberta



Gendarmerie royale du Canada

Commandant
de l'Alberta

December 21, 2022

Mayor Tyler Warman
Town of Slave Lake
10 Main Street SW Box 1030,
Slave Lake, AB T0G 2A0

Dear Mayor Warman:

RE: Return of Traffic Services to Slave Lake

At the recent Fall 2022 AM Conference in Calgary, you met with me and my senior leadership team to discuss your desire to build a new police detachment in Slave lake, and have some of our Traffic Services resources permanently relocated to your community to work out of the new building. To follow up on my commitment to providing you an answer on your request, we have engaged our internal stakeholders on what that would look like going forward.

As you are aware, Traffic Services personnel were stationed at the Slave Lake Detachment until the devastating fires of 2011, which unfortunately caused our member housing to be compromised. Prior to the fires, the Traffic Services footprint in your community consisted of 1 Corporal and 2 Constables with a remote Sergeant operating out of the Westlock Detachment. In the aftermath of the fires, 1 member lost their home while a second had irreparable fire damage, which led to a decision at the time to permanently relocate the Slave Lake Traffic team to Westlock to ensure primacy of operations. The Westlock Traffic team has since provided consistent coverage to Slave Lake via regular scheduled patrols where they stay overnight at least once per month.

We have had several follow up discussions internally and I am pleased to inform you of our intention to relocate three Traffic Services resources back to Slave Lake. These relocations will be contingent on the design and completion of your new police building and will be achieved through attrition by relocating existing Westlock positions upon rotational vacancies, to mitigate any internal relocation costs.

I look forward to the return of our Traffic Services members to your community. Re-establishing a traffic team in Slave Lake will strengthen enforcement in your area, while also signalling to you and your community the unwavering support of your Alberta RCMP. Should you have any questions or concerns on next steps, please do not hesitate to contact our Client Services Officer, Inspector Ed Moreland at 780-412-5259 or edward.moreland@rcmp-grc.gc.ca; or me at 780-412-5444 or curtis.zablocki@rcmp-grc.gc.ca.

Yours Truly,


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