Municipality of Jasper
Committee of the Whole Meeting Agenda
October 22, 2019 | 9:30 am
Quorum Room, Jasper Library & Cultural Centre

1. Call to Order (Deputy Mayor Damota to chair meeting)

2. Additions to Agenda

3. Approval of Agenda
3.1 October 22, 2019 Committee of the Whole Agenda   attachment

4. Approval of Minutes
4.1 October 8, 2019 Committee of the Whole Minutes   attachment

5. Presentations

6. Business Arising from Minutes

7. Brief Updates

8. Correspondence for information, consideration or action
8.1 Peace Officers – *Matt Hogan, former Jasper Peace Officer*   attachment
8.2 Cannabis Store Separation Distance – *Darren Bondar, Spirit Leaf Inc.*   attachment
8.3 Studded Bicycle Tire Rebate Program – *Randal Riddell, The Bench Bike Shop*   attachment
8.4 History Check mobile app – *Jason, Kenney, Premier of Alberta*   attachment

9. Other new business

10. Council representation on various boards, upcoming meetings

11. Upcoming Events
Oct. 22: Organizational meeting, Quorum Room, following COTW meeting
Nov. 4: No Stone Left Alone, Jasper Cemetery, 10:30 am
Nov. 7: JPCC's Business and Ambassador Awards Gala, Sawridge Inn, 6:00pm
Nov.11: Remembrance Day Ceremony, Jasper Activity Centre, 10:30 am
Nov. 26 and 27: Budget presentations, Quorum Room, 6 pm

12. In Camera
12.1 Deliberative Matter: Strategic Plan – Property Discussion, FOIP *S. 22*

13. Adjournment

Please note: All regular and committee meetings of Council are audio-recorded.

Present	Mayor Richard Ireland, Deputy Mayor Rico Damota, Councillors Helen Kelleher-Empey, Paul Butler, Jenna McGrath, Scott Wilson and Bert Journault
Also Present	Mark Fercho, Chief Administrative Officer Christine Nadon, Legislative Services Manager Neil Jones, Licensing and Enforcement Manager Greg Van Tighem, Director of Protective Services Kathleen Waxer, Director of Community and Family Services Lisa Riddell, Community Development Manager John Greathead, Director of Operations Fuchsia Dragon, Fitzhugh
Call to Order	Deputy Mayor Damota called the meeting to order at 9:31 am.
Approval of Agenda	MOTION by Councillor Kelleher-Empey to approve the agenda for October 8, 2019 as presented. CARRIED
Approval of Minutes	MOTION by Councillor Journault to approve the minutes of the August 27, 2019 meeting as presented. CARRIED
Business Arising	Mayor Ireland inquired about the status of the trees by Mr. Netherton's property in Cabin Creek. Administration indicated that the trees were still in place. In response to an inquiry from Mayor Ireland, Mr. Fercho indicated that Council could direct Administration whether or not to conduct more research on the Traffic Safety Bylaw. This item is on hold until Council provides further direction to Administration.
Bylaw Enforcement Services Staff Designation	Mr. Jones presented a report including information requested by Council at a previous meeting. Councillors discussed the need to conduct a strategic service level review before making a decision on this item, and the need to ensure officers are properly trained and equipped to perform their duties in a safe manner, regardless of the outcome of a decision on position designation. Councillors encouraged Administration to include training and equipment costs in the upcoming 2020 operating budget.
Council Boards and Committees	Ms. Nadon proposed a new *Council Appointments to Boards and Committees* document in preparation for the upcoming organizational meeting. Councillors confirmed the boards and committees listed in the document were adequate, and requested that the Jasper Community Housing Corporation be presented under a different heading. Councillors discussed the need for more in-depth discussion on the structure and purpose of Council boards and committees. Administration will schedule a workshop to that effect.
Recess	Deputy Mayor Damota called a recess from 11:03 am to 11:13 am.
Correspondence	Council received a letter from Sergeant Rick Bidaisee of the Jasper Royal Canadian Mounted Police detachment outlining the support role of Peace Officers in Jasper.

Council also received correspondence from Communities in Bloom announcing the results of the 2019 National and International competition, where the Municipality of Jasper received a 5 Blooms – Silver rating, a special mention for Grassroots Waste Reduction and an outstanding achievement award for the Community of Gardeners award.

Other new business

Deputy Mayor Damota will circulate a list of topics he would like to see included in upcoming agendas for consideration.

Council Representation on Boards

Councillor Journault will attend a Culture and Recreation board meeting on October 9, and noted the lack of representation of youth on this board.

Councillor McGrath will attend a brunch and learn on social return on investment as well as community conversations on October 9.

Councillor Butler participated in a teleconference board meeting of the Evergreens Foundation last week, and attended a meeting in Wildwood the week before. A new facility will be developed in Hinton, and another facility is tentatively slated for development in Wildwood. Councillor Butler also noted that the Evergreens Foundation CAO, Kristen Chambers, will be presenting at the next council meeting on October 15.

Councillor Kelleher-Empey and Councillor Wilson attended a Community Futures West Yellowhead meeting in Edson last week. A strategic planning session is planned for December 6 at the Sawridge Inn in Jasper.

Upcoming Events

Council received a list of upcoming events. Mayor Ireland noted the addition of the grand opening of the new stage in Commemoration Park on October 18, and the No Stone Left Alone at the Jasper Cemetery on November 4.

In Camera

MOTION by Councillor McGrath that Council move in camera at 11:41 pm to discuss agenda items 12.1 Legal Matter – FOIP, s. 27; 12.2 Municipal Service Review – FOIP s. 24; and 12.3 Performance Evaluation – FOIP s. 17.   CARRIED

Revert to Open Meeting

MOTION by Councillor Wilson that Council revert to open meeting at 1:17 pm.
                                                                                                         CARRIED

Adjournment

MOTION by Councillor Kelleher-Empey that, there being no further business, the meeting of August 27, 2019 be adjourned at 1:17 pm.   CARRIED

His Worship Richard Ireland
Mayor Town of Jasper

25-09-2019

With the changes coming down the pipe from SOLGEN, namely removing Community Peace Officer level 2 appointments, the Town of Jasper has the choice to either drop their Officers down to strictly Bylaw Officer appointed under the Municipal Governance Act, or to train them to the Community Peace Officer level 1.

Licensing & Enforcement Manager Neil Jones has proposed to Council that they hire qualified level 1 Officers and then by policy reduce their ability to be "Real" level 1 Peace Officers who can enforce moving violations, public consumption of liquor/cannabis, and a multitude of other Provincial Acts. This would allow them access to the databases that a level 1 officer would have, but the job responsibilities stay the same.

As a current Peace Officer and a previous Town of Jasper Peace Officer, I feel that I must vehemently express my concern for your peace officers. We wanted to go to CPO level 1 in Jasper well before 2012 and we faced rationale from administration/council that Jasper wasn't ready for the changes and that we didn't need use of force equipment as our job wasn't dangerous. However, our job must have been somewhat dangerous, as we were provided with Kevlar vests. In my time in Jasper I have been in situations where I have been physically assaulted, threatened, and too many times where I was the first responder to escalated incidents as the RCMP were unavailable due to call volume.

I believe that if Town Council approves the decision to allow Municipal Enforcement to upgrade to level 1 Peace Officer status (Unrestricted) they are going to see a positive change in the community, such as improved traffic safety! Gone are the days of relying only on RCMP to focus on traffic safety in school zones and on Main Street. CPO 1's can do that! That means the RCMP can focus on doing other criminal enforcement activities.

I feel that as a former Jasper Peace Officer I have an obligation to make it clear to administration and Council that if they don't make the necessary changes for officer safety, then they are part of the problem. I strongly suggest that Council read the Lazenby Inquiry at whole and speak with neighbouring municipalities before they make a decision that will not only impact the safety of peace officers, but the safety of the community as a whole.

Matt Hogan,

Former Jasper Peace Officer 2012-2015
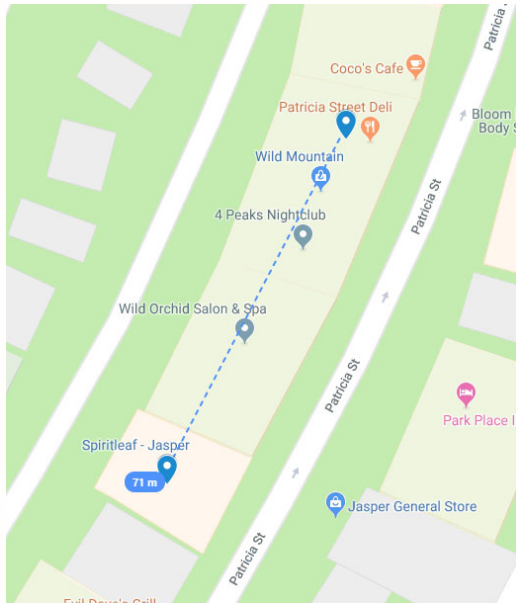
October 8, 2019

Town of Jasper
303 Pyramid Lake Road
Jasper, AB, T0E 1E0

<u>Attention: Planning Department</u>

Dear Sir/Madam:

RE: Cannabis Store Separation Distance

We are the owner and operator of our Spiritleaf store located at 102, 618 Patricia Street.   The proposed store is to be located roughly 71m from our store at 610F Patricia Street by West Coast Cannabis.

We would like to write to object to this future store location. We have spoken to someone in the planning department and they have advised that currently in the bylaws, no separation distance is required.

From a business aspect, we think that we should have a balance of various retail opportunities by ensuring the clustering of Cannabis Stores is avoided. With a distance of roughly 71m and without any separation rules this would result in a cluster of Cannabis Stores in the area.

The objectives of having Cannabis Store Guidelines are:

1.   To ensure opportunities for Cannabis Stores on main streets and in communities are balanced with opportunities for other types of commercial uses. A variety of commercial uses provide

#102, 5740 2nd Street SW
Calgary, AB, T2H 1Y6

www.spiritleaf.ca
high@spiritleaf.ca

P: 1-833-777-4748
F: 587-390-0169

communities with options, supports economic diversification and helps build a complete retail street.

2.   To promote a full range and a mix of commercial uses and opportunities along main streets and in communities.

3.   To avoid the potential for negative perceptions that may be created about a community when there is a over concentration or clustering of Cannabis Stores along a main street or in a community.

4.   To manage the potential socio-economic impacts of the clustering and concentration of Cannabis Stores.

The Development Authority must consider the overall number and density of Cannabis Stores on a main street, community or other area in comparison to other main streets, communities or areas in Jasper. We would suggest that the proposed store should relocate to a new location within 300 metres of its original location, provided that it does not move within the separation distance of a different Cannabis Store.

We hope the above provides you with our point of view why this proposed Cannabis Store should be objected to.

I would like to discuss this matter with you further if you wish to reach out to me.

Yours truly,

SPIRIT LEAF INC.

Per:

Darren Bondar

Good afternoon Paul,

I'm just wondering whether the MOJ is planning on bringing back the Studded Bike Tire Rebate program this year? I've had people asking me throughout the summer and especially now with the weather turning colder if the MOJ is doing this again.

Thanks very much for your time, I appreciate it.

Randal Riddell
thebenchbikeshop@gmail.com
780-852-7768

MESSAGE FROM THE PREMIER OF ALBERTA

On behalf of the Government of Alberta, it is my pleasure to send greetings as we celebrate the province-wide expansion of the History Check mobile app.

History Check has been a remarkable success since its launch in 2017, providing Albertans and visitors with a comprehensive guide to exploring northern Alberta's heritage sites, points of cultural or historical interest, attractions and services. Now, with additional content, this unique application will become a province-wide heritage and travel companion.

History Check is an innovative and collaborative project that brings together the resources of municipalities, organizations, Indigenous communities, historical societies, businesses and non-profits to help promote our province and its abundant tourism opportunities. My thanks to Impact Tourism and the Friends of Historical Northern Alberta Society for your vision and commitment to preserving history and helping Alberta's regions and communities to flourish.

Best wishes for continued success.

Hon Jason Kenney, Premier of Alberta

Become an Alliance in Alberta Wide Tourism App Municipal Guide for Budget Deliberations

Forming Alliances Across Alberta in Collaboration, Cooperation & Cross Marketing

History Check Timeline

Jan. 2015—The concept of a map-based heritage app for northern Alberta is born.

March 2015—The Friends of Historical Northern Alberta Society Formed to support the History Check project.

2015/16—Fundraising, collaboration, product development and awareness continues.

Sept. 2017—The Northern Alberta beta version is released as a test model and to present the 'live' concept to form additional alliances.

2017/18—Continuation of gathering, entering & publishing sites. Awareness, alliances and collaboration continues.

Oct. 2018—Recipient of Outstanding Achievement Award in Heritage Awareness from Alberta Historical Resources Foundation.

Dec 2018—Impact Tourism begins managing the History Check to place the project in a better fiscal environment. FHNAS is closed.

2019—Nominated for AWE Award presented by Alberta Women's Entrepreneurs

Feb. 2019—Recipient of the Marketing Award at Growing Rural Tourism.

2019—Nominated for Governor General's History Award for Excellence in Community Programming AND for the Tourism Industry Association of Canada, (TIAC) Tourism Innovation Award

**June 2019—Alberta Wide Expansion of the History Check Mobile App.**

Combining Trends & $8.5 Billion Industry for Maximum ROI

Tourism is an $8.9 billion industry in Alberta .

Studies show that up to 70% of travelers are using mobile apps to find travel services.

History Check is the first app of its kind to cover such a broad geographical area and include such a diverse amount of information.

You can place your region in a strategic position to take advantage of this increased app usage & create economic diversity through tourism.

History Check will enable Alberta travelers to download one app to explore each Alberta community & region.

This eliminates multiple online searches to gather information on what each community has to offer.

Where other apps or websites are available, the links direct the users to this information, supporting the idea. We believe that by working together—everyone wins!

Costs of Mobile Apps vs Connected, Collaborative Network

The average cost to build a mobile app is $171,450. Apps with less features can cost $10,000 to $50,000.

The History Check project allows your municipality to participate in an Alberta wide mobile app, and in most cases at a fraction of the cost of creating a regional app.

The 'ask' is based on a guideline formula for financial contribution and submission of your regions attractions, services & other tourism opportunities. _(See page 3 for details)._

This positions your municipality to see long term return on investment through visitation and tourism dollars.

Once the initial information is added, app users will be able to access it for years. Adjustments can made as necessary.

As a municipal alliance the information you supply us for your region will take precedence in data entry.

App users will be able to your explore your region in full, with information at their fin-

gertips without the need to do multiple searches for each region traveled.

Cross-marketing has started across the province. Other organizations are promoting History Check and in turn History Check is promoting other organizations.

This amplified message encourages visitation, staycations, and other forms of specific market tourism in Alberta.

User Friendly Design for History Check App Users

The map based mobile app displays heritage sites and stories, attractions & services through 650+ individual community guides across Alberta.

Each community includes sites placed by GPS coordinates.

Each of these site can include images, site descriptions, contact details & links.

App users find sites through the "Community Menus", by using "Near Me" location services, or by searching for needs, wants and interests.

Included links direct them to regional direct marketing organizations and sources to engage in that community and region.

The 650+ community guides are growing through alliances, collaborators and through crowd sourcing.

We are currently marketing to Albertans and will begin the marketing to a worldwide audience in Spring 2020.

Become an Alliance in Alberta Wide Tourism App
Municipal Guide for Budget Deliberations

Forming Alliances Across Alberta in Collaboration, Cooperation & Cross Marketing

Future Marketing:

Fall 2019 to Spring 2020:
Awareness Campaign targeting Albertan's begins with focus on cross-marketing and crowd sourcing information.

"Get Your ING-On"
Alberta students will be invited to create their version of an ING-On.

ING-On is a character that will replace the 'green guy' used as our location marker. He will be used as a promotion of all the ING Things in Alberta. Camp-ING, FishING, RidING, etc.

"Show Me the App"
specials is a cooperative effort to share History Check. Business and organizations can use this as a promotion where the person renters a contest or draw, receives a discount etc. by showing the App.

"Take Over Tuesdays"
First tried during our Alberta wide expansions, other organizations will be invited to post live from their location on our Facebook page.

This cross-marketing tactic was well received and we heard about great results from participants.

To see examples visit the Facebook page and view the videos.

Strength in Numbers— Working Together—Everyone Wins!

A Single Board Does Not Build A House

To build a solid, long term structure, it takes a variety of materials and expertise.

The History Check project follows the same model.

The message to Explore Alberta is amplified by this combination of information from multiple sources.

This project is about collaboration. It is not meant to replace, but to support the tourism organizations, individual businesses and non-profits in Alberta.

Roads Go Both Ways

In addition to the sharing of content, cross marketing plays a vital role in the project development.

This is a two street. While History Check, is a marketing tool in itself, we also strive to create awareness of other organizations in our social media reach.

Likewise, other organizations are promoting History Check through addition of the download link to their websites, in printed advertisements, on attraction maps, and on signage.

As the project develops these additions will increase, roadside banners, printed materials, window stickers and other forms of marketing will be implemented across the provinces to attract app users.

Combined, this circular marketing amplifies the message to explore Alberta.

We are currently creating awareness of the project throughout Alberta. Spring 2020 this promotion extends to a world wide audience.

Self Sustainability and Giving Back to Community

Free Site Listings

Early discussions with those outside the project, revealed that many businesses or organizations were unable to participate in advertising due to financial limitations.

In order to be inclusive of everyone, we offer free site listings to businesses, and non-profit organizations.

Low Cost Advertising

Our plans for long-term self-sustainability is based on business advertising.

Businesses can choose to add products or services to our search functions through Keyword In-App Advertising.

At a minimal cost of $350 annually, this allows easy participation, an effective way to drive customers to their doors, and continued support to local advertisers.

While the individual cost is low, once the project is well known the quantity of ads expected, satisfies our budget.

Non-Profits No Charge

To further support Alberta non-profits they are not charged for Keyword In-App Advertising.

This allows them complete promotion of their organization, services and other fund-

raising opportunities through the History Check app.

Affiliate Marketing

Fundraising, and residual income is often a challenge for Alberta non-profits.

Keyword In-App Advertising can be used as a fundraising initiative.

Essentially, local non-profits can share the project with local businesses. The non-profit then receives 25% from any paid ads arising from that contact.

As the fees are annual, this creates long term fundraising and residual income opportunities for the non-profit.

HISTORY CHECK

Forming Alliances Across Alberta in Collaboration, Cooperation & Cross Marketing

Links & Details:

Impact Tourism
A Division of 578443 Alberta Ltd.
346 Center Street
Kinuso, AB T0G 1K0

Project Manager:
Sheila.Willis@ImpactTourism.ca
780-805-1390 (Call or Text)

Technical Manager:
Scott.Astle@ImpactTourism.ca

General Information
info@ImpactTourism.ca

Facebook:
@HistoryCheck
@ImpactTourism.ca

Twitter:
@HistoryCheckApp
@Tourism_Impact

Instagram:
@history_check_app

Linked-In:
@Sheila-Willis-History-Check

Please contact us for reference material links.

History Check is owned and operated by Impact Tourism.

ImpactTourism.ca

Worksheets To Help the Decision Making Process

Financial Request

The formula below will give you the suggested amount of contribution.

In some cases, such as large unpopulated areas, this formula does not work.

We encourage you to contact us to arrive at a fair value, economically viable figure for your individual situation.

Population: _____

Square Km: _____

Sub-Total: _____

Divide by 2:

Total = $_____

Site Listing Details

Below is a suggested check list to inventory sites that may be municipal run or of interest or need by those Exploring Alberta.

For a list of other suggested sites and associated keywords please visit https://impacttourism/ca/travel-services-in-Alberta

To create a site listing the title, location with nearest services, GPS coordinates, site description, contact details and links are required.

To facilitate the data entry, site listings can be submitted individually, in bulk, with partial or complete information.

Cross Promoting

As an municipal alliance we encourage you to let your community members know about History Check.

Follow and share us on Social Media, add our download link to your website, or use other methods and means.

As we develop our marketing materials, we ask to use your logo as to display your participation at public events, trade shows, etc.

Please notify us, or tag us in online postings that you feel we can share to reach a broader audience.

Suggested Municipal Site Listings

___ Campgrounds & RV Parks	___ Cross Country Skiing	___ Museums & Archives
___ Splash & Skate Parks	___ Greenhouses	___ Visitor Information Centres
___ Local Historical Sites & Stories	___ Walking Tours	___ Art Galleries
___ Trout Ponds & Fishing Access	___ Boat Launches	___ Theatres
___ Libraries	___ Docks & Water Access	___ Viewpoints or Scenic Views
___ Trail Access Points	___ Cemeteries	___ Picnic Area
___ Curling Rinks	___ Sani-Dumps	___ Canoeing / Kayaking Routes
___ Recreation Centres	___ Community Halls	___Fall Fairs & Rodeos
___ Provincial Historic Resources	___ Emergency Services	___Wildlife & Bird Viewing
___ Municipal Offices	(RCMP, Hospitals, Firehalls)	___ World Records
___ Baseball Diamonds	___ Farmers Markets	___Roadside Attractions
___ Aquatic Centres	___ Local Breweries & Wineries	___ Nature Walks
___ Swimming Pools	___ Greenhouses & U-Pick	___ Historic Sites
___ Potable Water Access	___ Artisan Markets	___ Interpretive Centres
___ Skating Rinks	___ Music Festivals	
___ Skiing & Snowboarding Hills	___ Murals & Artwork	

To see additional suggestions go to https://impacttourism.ca/travel-services-in-alberta/