

MUNICIPALITY OF JASPER  
**REGULAR COUNCIL MEETING AGENDA**  
March 17, 2026 | 1:30 pm  
Jasper Library & Cultural Centre – Quorum Room  
[Municipality of Jasper Strategic Priorities 2022-2026](#)



**Notice:** Council members and staff are at the Jasper Library and Cultural Centre. Members of the public can attend meetings in person; view meetings through the Zoom livestream; or view archived Council meetings on YouTube at any time. **To live-stream this meeting starting at 1:30 pm, use this Zoom link:**  
<https://us02web.zoom.us/j/87657457538>

**1 CALL TO ORDER**

**2 APPROVAL OF AGENDA**

2.1 Regular meeting agenda, March 17, 2026 attachment

*Recommendation: That Council approve the agenda for the regular meeting of March 17, 2026 as presented.*

**3 APPROVAL OF MINUTES**

3.1 Regular meeting minutes, March 3, 2026 attachment

*Recommendation: That Council approve the minutes of the March 3, 2026 Regular Council meeting as presented.*

3.2 Committee of the Whole meeting minutes, March 10, 2026 attachment

*Recommendation: That Council approve the minutes of the March 10, 2026 Committee of the Whole meeting as presented.*

**4 DELEGATIONS**

**5 CORRESPONDENCE**

5.1 Habitat for the Arts - Letter of Support Request attachment

*Recommendation: That Council authorize the Mayor to sign the letter of support for Habitat for the Arts.*

5.2 Jasper Pride Festival Society - Flag Raising Request attachment

*Recommendation: That Council approve the flag raising request for a 'Progressive' Pride flag at Commemoration Park on Friday, April 10th, as requested by the Jasper Pride Festival Society; and to keep it raised for the duration of the Jasper Pride & Ski Festival.*

**6 NEW BUSINESS**

6.1 Director's Report – Urban Design & Standards attachment

*Recommendation: That Council receive the report for information.*

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6.2 Capital Budget Carry Forward to 2026

*Recommendation: That Council approve the carry forward capital list of incomplete 2025 projects to the 2026 Capital Budget as presented.*

6.3 Wastewater Treatment Plant Primary Clarifier Repair RFP Award

*Recommendation: That Council award the Request for Proposal for the Wastewater Treatment Plant Primary Clarifier Rake Arm Replacement, for an amount not to exceed \$717,000, to Ovivo Water Inc., as the highest evaluated proponent.*

6.4 Parking Authority Bylaw Update attachment

*Recommendation: That Council read for the first time, Bylaw #277, being a bylaw of the Municipality of Jasper in the province of Alberta to establish the Municipality of Jasper Parking Authority 2026.*

*That Council read for the second time, Bylaw #277, being a bylaw of the Municipality of Jasper in the province of Alberta to establish the Municipality of Jasper Parking Authority 2026.*

6.5 Memorial Bench & Tree Program

*Recommendation: That Council approve the Memorial Bench & Tree Program as presented.*

6.6 Jasper Municipal Housing Corporation Director Selection attachment

*Recommendation: That Council, representing the Municipality of Jasper as sole Jasper Municipal Housing Corporation (JMHC) Shareholder, appoint the following individual, to the JMHC Board of Directors:*

- *For a 1-year term (March 2026 to March 2027): Irish Caunceran*

6.7 Municipality of Jasper 2026–2030 Strategic Priorities attachment

*Recommendation: That Council adopt the Municipality of Jasper 2026–2030 Strategic Priorities as presented.*

**7 NOTICES OF MOTION**

**8 COUNCILLOR REPORTS**

**9 UPCOMING EVENTS**

[Public Hearing on proposed 2026 Off-Site Levies Bylaw](#) – 1:30pm, March 24, Quorum Room

[Jasper Job Fair](#) – 4-6pm, March 25, Jasper Employment & Education Centre

[AB Munis 2026 Spring Municipal Leaders Caucus](#) – March 26-27, Edmonton

[Jasper Pride & Ski Festival](#) Opening Ceremony & Flag Raising – 12:15pm, April 10, Commemoration Park

[Federation Canadian Municipalities Annual Conference](#) – June 4-7, Edmonton

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**10 ADJOURNMENT**

*Recommendation: That, there being no further business, the regular meeting of March 17, 2026 be adjourned at*

\_\_\_\_\_.

*Please note: All regular and committee meetings of Council are video recorded and archived on YouTube.*

Municipality of Jasper  
**Regular Council Meeting Minutes**  
 Tuesday, March 3, 2026 | 1:30pm  
 Jasper Library and Cultural Centre, Quorum Room

**AGENDA ITEM 3.1**

Virtual viewing and participation Council attendance is in Council chambers at the Jasper Library and Cultural Centre. This meeting was also conducted virtually and available for public livestreaming through Zoom. Public viewing during Council meetings is through both Zoom livestreaming and in-person attendance. Public participation is facilitated through in-person attendance.

Present Deputy Mayor Danny Frechette, Councillors Kathleen Waxer, Ralph Melnyk, Kable Kongsrud, Laurie Rodger, and Wendy Hall.

Absent Mayor Richard Ireland

Also present Bill Given, Chief Administrative Officer  
 Beth Sanders, Director of Urban Design & Standards  
 Natasha Malenchak, Director of Finance & Administration  
 Christopher Read, Director of Community Development  
 Michael Fark, Director of Recovery  
 Courtney Donaldson, Director of Operations & Utilities  
 Christine Nadon, Director of Protective & Legislative Services  
 Leanne Pelletier, Housing Manager  
 Emma Acorn, Legislative Services Coordinator  
 Yvonne Barker & Salina Fairbank, West Central Airshed Society  
 David Argument, Resource Conservation Manager, Parks Canada  
 Amy Cairns, Director of Recovery, Parks Canada  
 Bob Covey, The Jasper Local  
 14 observers

Call to order Deputy Mayor Frechette called the March 3, 2026 Regular Council meeting to order at 1:30pm.

Additions or deletions to agenda none

Approval of agenda #79/26 MOTION by Councillor Hall – BE IT RESOLVED that Council approve the agenda for the March 3, 2026 Regular Council meeting as presented.

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Approval of Regular minutes #80/26 MOTION by Councillor Waxer – BE IT RESOLVED that Council approve the minutes of the February 17, 2026 Regular Council meeting as presented.

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Approval of Committee of the Whole minutes #81/26 MOTION by Councillor Rodger – BE IT RESOLVED that Council approve the minutes of the February 24, 2026 Committee of the Whole meeting as presented.

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Business arising from minutes none

Delegations Council received a presentation from West Central Airshed Society Engagement Coordinators Yvonne Barker and Salina Fairbank.

#82/26 MOTION by Councillor Waxer – BE IT RESOLVED that Council receive the presentation for information.

FOR	AGAINST	
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	6 Councillors	0 Councillors	CARRIED
#83/26	MOTION by Councillor Waxer – BE IT RESOLVED that Council direct Administration to work with the West Central Airshed Society to promote their upcoming event in Jasper.		
	FOR 6 Councillors	AGAINST 0 Councillors	CARRIED
#84/26	MOTION by Councillor Waxer – BE IT RESOLVED that Council direct Administration to work with the West Central Airshed Society to investigate creative funding solutions and bring back information to a future meeting.		
	FOR 2 Councillors (Waxer, Kongsrud)	AGAINST 4 Councillors	DEFEATED
Correspondence	none		
Jasper Recovery Coordination Centre Progress Update	Council received a Jasper Recovery Coordination Centre progress update from the Municipality of Jasper’s Director of Recovery Michael Fark, Jasper National Park Resource Conservation Manager David Argument and Director of Recovery for Parks Canada Amy Cairns. Highlights include a summary of key recovery activities; details on insurance issues; as well as a deeper dive into Jasper National Park recovery.		
#85/26	MOTION by Councillor Hall – BE IT RESOLVED that Council receive the Jasper Recovery Coordination Centre progress update for information.		
	FOR 6 Councillors	AGAINST 0 Councillors	CARRIED
Recess	Deputy Mayor Frechette called a recess from 3:20pm to 3:30pm.		
Director’s Report – Community Development	Council received a department update from Christopher Read, Director of Community Development. The report provided information on Wildflowers Childcare; Out of School Care; the Jasper Activity Centre; Arena; Fitness and Aquatic Centre; Outreach; Settlement; and more.		
#86/26	MOTION by Councillor Rodger – BE IT RESOLVED that Council receive the report for information.		
	FOR 6 Councillors	AGAINST 0 Councillors	CARRIED
Utilities Emergency Capital Funding Request #87/26	MOTION by Councillor Rodger – BE IT RESOLVED that Council approve the allocation of \$1,230,000 from the Utility Capital Reserve for the emergency replacement of Water Supply Pump 1 and the Wastewater Treatment Plant Primary Clarifier rake arms.		
	FOR 6 Councillors	AGAINST 0 Councillors	CARRIED
2026 Paid Parking #88/26	MOTION by Councillor Waxer – BE IT RESOLVED that Council increase 2026 paid parking rates to: <ul style="list-style-type: none"> <li>• \$7/hour on street</li> <li>• \$7/hour off street; and</li> <li>• \$28 full day off street.</li> </ul>		
	FOR 6 Councillors	AGAINST 0 Councillors	CARRIED
Notices of Motion	none		

Councillor Reports Mayor Ireland, Councillor Frechette, Councillor Waxer, and Councillor Kongsrud were in attendance for the fourth annual staff Impact Awards. Former Mayor of Edmonton Don Iverson spoke at the event.

Councillors Hall, Waxer, and Rodger participated in a Recovery Advisory Committee meeting Monday.

Last Monday Councillor Hall participated in a zoom meeting facilitated by FCM with the Prairies chapter of the Climate Caucus.

Councillor Frechette was in Edson on February 26<sup>th</sup> for a Community Futures West Yellowhead meeting. He also attended the Pathfinders celebration last week.

Councillor Melnyk participated in an Alberta Municipalities webinar on February 27<sup>th</sup> regarding the recently released provincial budget.

Upcoming events Council received a list of upcoming events for information.

Move In-camera #89/26 MOTION by Councillor Waxer to move in-camera at 4:22pm to discuss agenda items:

- 10.1 Board Appointments ATIA s. 22(1), 29(1)(a)

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Mr. Given, Ms. Pelletier, and Ms. Acorn also attended the in-camera session.

Move out of camera #90/26 MOTION by Councillor Waxer to move out of camera at 4:36pm.

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Board Appointments #91/26 MOTION by Councillor Hall – BE IT RESOLVED that Council, representing the Municipality of Jasper as sole Jasper Municipal Housing Corporation (JMHC) Shareholder, appoint the following individuals, to the JMHC Board of Directors:

- For a 1-year term (March 2026 to March 2027): Virginilla Cerezo, Marlissa Moro
- For a 2-year term (March 2026 to March 2028): Scott Wilson, Serge Martin

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Adjournment #92/26 MOTION by Councillor Waxer – BE IT RESOLVED that, there being no further business, the Regular Council meeting of March 3, 2026 be adjourned at 4:41pm.

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

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Mayor

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Chief Administrative Officer

## ATTACHMENT TO MARCH 3, 2026 MINUTES

### REQUEST FOR DECISION

**Subject:** Jasper Municipal Housing Corporation Director Selection  
**From:** Bill Given, Chief Administrative Officer  
**Prepared by:** Leanne Pelletier, Municipal Housing Manager  
**Reviewed by:** Bill Given, Chief Administrative Officer  
**Date:** March 3, 2026

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#### Recommendation:

That Council, representing the Municipality of Jasper as sole Jasper Municipal Housing Corporation (JMHC) Shareholder, appoint the following individuals, to the JMHC Board of Directors:

- For a 1-year term (March 2026 to March 2027): \_\_\_\_\_ and \_\_\_\_\_
- For a 2-year term (March 2026 to March 2028): \_\_\_\_\_ and \_\_\_\_\_

#### Alternatives:

That Council direct administration to readvertise and see additional applications.

#### Background:

The Jasper Municipal Housing Corporation as a Municipally Controlled Corporation, is a legally separate entity, to be governed by an appointed Board of Directors and formalized through a Unanimous Shareholders Agreement and Articles of Incorporation. Board member selection and appointment is necessary under the MGA, Business Corporations Act and Unanimous Shareholders Agreement (USA).

Under Council Policy B-123 (Jasper Municipal Housing Corporation Shareholder policy) the municipality's actions as a shareholder must be documented via formal motion at a regular council meeting.

- *All actions of the Municipality as a shareholder of the Corporation require a resolution of Council, passed at Regular or Special Meeting of Council.*

Article 2 of the Jasper Municipal Housing Corporation USA states the following with regard to Appointment of Directors:

- *The Board shall consist of an odd number of Directors, of up to seven (7) Directors at the discretion of the MOJ, all of which are appointed by the MOJ, from time to time. The MOJ has the sole and unfettered right to elect, appoint or remove any Director, from time to time.*

Two Director positions are assigned to Municipal Councillors, to ensure the municipally controlled corporation will at all times continue to be in alignment with the municipality's interests and community needs.

In **2023**, Council approved the JMHC Board Skills Matrix as a tool to assist in evaluating and ranking JMHC Public at Large Director applications.

In **February 2024**, the first JMHC Board of Directors were appointed by Council for the term February 20, 2024, to March 1, 2026.

**Discussion:**

The Municipality of Jasper, as sole JMHC Shareholder, holds the responsibility for operationalizing the MCC and ensuring the completion of all necessary corporate actions, including the crucial task of selecting and appointing Directors. After Council appointments, five (5) open Director positions exist on the JMHC Board.

As the term appointments of current JMHC Public at Large Directors are coming to an end, administration issued a call for submissions for JMHC Director positions in January of 2026. JMHC Board Director positions were advertised on numerous platforms from January 12, 2026, to January 26<sup>th</sup>, 2026 including the local newspaper, municipal website and municipal social media posts.

Eight applications for the five open Director positions were received. Applications have been evaluated and scored by administration using the JMHC Board Skills Matrix. The Skills Matrix is a Council approved tool developed to assist with evaluating and ranking Board applications. This tool ensures that the collective expertise of the Board covers all required areas and identifies potential gaps, guiding the recruitment process.

Administration has reviewed and evaluated the JMHC Director submissions and individuals were assigned a level of experience/knowledge for each category, including None, Low, Medium, and High. Levels were assigned points; 0, 1, 2 and 4 respectively, and an individual score was calculated.

High ranking individuals were then considered in relation to the Board's over all composition, ensuring that the Board, as a collective entity, has expertise and experience in all required areas by ensuring individual Directors have complimentary skills.

**Strategic Relevance:**

- Build our internal capacity to advance our housing priorities.
- Facilitate others in developing diverse housing options.
- Welcome the expertise, innovation, creativity and commitment of community members, groups, associations and businesses.

**Inclusion Considerations:**

The Skills Matrix enables a more objective evaluation of candidates. By clearly defining the desired skills and competencies, it helps reduce the influence of unconscious bias that can hinder diverse candidates' selection.

**Relevant Legislation:**

- Business Corporations Act
- Jasper Policy B-123 (JMHC Shareholder)

**Financial:**

The recommendation does not have financial implications and no additional resources are needed.

**Attachments:**

- None

Municipality of Jasper  
**Committee of the Whole Meeting Minutes**  
 Tuesday, March 10, 2026 | 9:30am  
 Jasper Library and Cultural Centre, Quorum Room

Virtual viewing and participation	Council attendance is in Council chambers at the Jasper Library and Cultural Centre. This meeting was also conducted virtually and available for public livestreaming through Zoom. Public participation is through in person attendance and public viewing during Council meetings is through Zoom livestreaming and in person attendance.		
Present	Mayor Richard Ireland, Deputy Mayor Danny Frechette, Councillors Kathleen Waxer, Ralph Melnyk, Kable Kongsrud, Wendy Hall, and Laurie Rodger		
Absent	none		
Also present	Bill Given, Chief Administrative Officer Courtney Donaldson, Director of Operations & Utilities Natasha Malenchak, Director of Finance & Administration Christine Nadon, Director of Protective & Legislative Services Michael Fark, Director of Recovery Emma Acorn, Legislative Services Coordinator Bob Covey, The Jasper Local 13 observers		
Call to Order	Deputy Mayor Frechette called the March 10, 2026 Committee of the Whole meeting to order at 9:41am due to technical difficulties.		
Additions/ deletions to the agenda #93/26	MOTION by Mayor Ireland that Committee amend the agenda for the March 10, 2026 Committee of the Whole meeting by adding the following item: <ul style="list-style-type: none"> <li>• 11.2 Board Appointments, ATIA s. 22(1), 29(1)(a)</li> <li>• 11.3 Strategic Priorities Legal matter, ATIA s. 26(1)</li> </ul>		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Approval of agenda #94/26	MOTION by Councillor Waxer that Committee approve the agenda for the March 10, 2026 Committee of the Whole meeting as amended: <ul style="list-style-type: none"> <li>• Add In-camera 11.2 Appointments to Boards and Committees</li> <li>• Add In-camera 11.3 Strategic Priorities Legal matter</li> </ul>		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Business arising from minutes	none		
Delegations	none		
Correspondence	none		

Jasper Wildfire Insurance Statutory	Committee received an information report regarding insurance for the 2024 Jasper Wildfire Complex from Administration with Director of Recovery Michael Fark reviewing the material and CAO Bill Given assisting with Committee questions.		
#95/25	MOTION by Councillor Kongsrud that Committee receive this report for information; and  That Committee direct Council to continue its advocacy efforts.		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Capital Budget Carry Forward to 2026	Natasha Malenchak, Director of Finance & Administration, presented the Capital Budget Carry Forward to 2026 list to Committee.		
#96/26	MOTION by Mayor Ireland that Committee recommend Council approve the carry forward capital list of incomplete 2025 projects to the 2026 Capital Budget as presented.		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Wastewater Treatment Plant Primary Clarifier Repair RFP Award	Director of Operations & Utilities Courtney Donaldson reviewed the scoring and evaluation process used by Administration in reaching a recommendation.		
#97/26	MOTION by Councillor Hall that Committee recommend Council award the Request for Proposal for the Wastewater Treatment Plant Primary Clarifier Rake Arm Replacement, for an amount not to exceed \$717,000, to Ovivo Water Inc., as the highest evaluated proponent.		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Recess	Deputy Mayor Frechette called a recess from 10:49am to 10:58am.		
Parking Authority Bylaw Update	Ms. Donaldson reviewed a draft bylaw and key changes from the current parking authority bylaw for Committee's consideration.		
#98/26	MOTION by Mayor Ireland that Committee recommend Council give first and second readings to the updated Parking Authority Bylaw 2026 at the next regular meeting.		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Memorial Bench & Tree Program	Committee received a draft Memorial Bench & Tree Program from Administration. Ms. Donaldson reviewed the past history of memorial benches in the townsite and considerations for maintenance and moving forward.		
#99/26	MOTION by Councillor Rodger that Committee recommend Council approve the Memorial Bench & Tree Program as presented.		

	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
2027 Paid Parking Program #100/26	Councillor Hall requested this item be added to agenda for discussion.		
	MOTION by Councillor Hall that Committee direct Administration to explore the feasibility of a year-round visitor paid parking program; including potential winter operating models, and to engage with the community and report back at a future Committee of the Whole meeting.		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
#101/26	MOTION by Councillor Hall that Committee direct Administration to return to a future Committee of the Whole meeting with a draft visitor paid parking revenue policy.		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Motion Action List	Administration reviewed the Motion Action List.		
#102/26	MOTION by Councillor Hall that Committee approve the updated Motion Action List with the removal of the following items:		
	<ul style="list-style-type: none"> <li>• Insurance Statutory Deadline</li> </ul>		
	And date changes for the following items:		
	<ul style="list-style-type: none"> <li>• Recovery Advisory Committee Terms of Reference</li> </ul>		
	FOR 7 Councillors	AGAINST 0 Councillors	CARRIED
Councillor upcoming meetings	Councillor Hall will be participating in 3 days of online training in support of her appointment to the Regional Assessment Review Board.		
	Councillor Hall hopes to attend a Transit workshop with the rest of Council next Tuesday morning before the Regular Council meeting.		
	Councillor Waxer will be attending a meeting of the Family and Community Support Services of Alberta meeting this Friday.		
	Councillor Frechette will be participating in a zoom meeting with Community Futures West Yellowhead this evening.		
Upcoming Events	Council reviewed a list of upcoming events.		
Move In-camera #103/26	MOTION by Mayor Ireland to move in-camera at 11:59am to discuss agenda items:		
	<ul style="list-style-type: none"> <li>• 11.1 Mayor's Recognition Awards ATIA s. 19(1)(b), 22(1)</li> </ul>		

- 11.2 Board Appointments, ATIA s. 22(1), 29(1)(a)
- 11.3 Strategic Priorities Legal matter, ATIA s. 26(1)

FOR	AGAINST	
7 Councillors	0 Councillors	CARRIED

Mr. Given and Ms. Acorn also attended the in-camera session.

Move out of camera  
#104/26

MOTION by Mayor Ireland to move out of camera at 1:22pm.

FOR	AGAINST	
7 Councillors	0 Councillors	CARRIED

Mayor's Recognition Awards  
#105/26

MOTION by Councillor Hall that Committee direct Administration to update the criteria for the Mayor's Awards to include a dedicated Youth category intended to acknowledge outstanding contributions, achievements, or leadership demonstrated by youth in the community.

FOR	AGAINST	
7 Councillors	0 Councillors	CARRIED

Board Appointments  
#106/26

MOTION by Councillor Kongsrud that Committee direct Administration to bring forward a recommendation to fill the final vacancy on the Jasper Municipal Housing Corporation Board at the next regular meeting.

FOR	AGAINST	
7 Councillors	0 Councillors	CARRIED

Adjournment  
#107/26

MOTION by Councillor Melnyk that, there being no further business, the Committee of the Whole meeting of March 10, 2026 be adjourned at 1:25pm.

FOR	AGAINST	
7 Councillors	0 Councillors	CARRIED

Jasper Habitat for the Arts  
500 Robson Street  
Jasper AB

AGENDA ITEM 5.1



March 10, 2026

We offer this letter in support of the advocacy work undertaken by the Canadian Arts Coalition, grounded in the shared belief that together we strengthen the arts and culture of Canada.

In the summer of 2024, Jasper, Alberta was devastated by wildfire. Over the past twenty months, as the community has navigated a long and complex rebuilding process, arts-based programming has played an important role in supporting community wellness, connection, and recovery. A meaningful portion of community support funding, including resources distributed through the Red Cross, has supported arts-related activities — a clear reflection of the value these programs bring during times of crisis and healing.

Through this experience, we have witnessed firsthand how investment in arts and culture contributes not only to economic vitality, but also to the wellbeing and resilience of residents, particularly during periods of disruption and recovery. The outcomes of this recent investment reinforce the strong case for continued government support of Canadian arts and cultural programs.

With this in mind, we are pleased to contribute this letter to the Canadian Arts Coalition's letter-writing campaign, affirming the importance of sustained public investment in the arts. Jasper's experience offers a clear example of the positive and meaningful role that arts and culture play in strengthening communities.

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Marianne Garrah, Habitat for the Arts Jasper Alberta

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Mayor Richard Ireland

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Red Cross

## THE ASK

**That the Government of Canada allocate at least 1% of its overall spending towards arts, culture, and heritage, increasing its current investment of 0.94% by 0.06%.**

To achieve this for the 2025-26 fiscal year, the Government should increase its allocations by **\$330 million**, via:

1. An increase of **\$140 million** to the Canada Council for the Arts; and
2. An increase of **\$190 million** to the Department of Canadian Heritage.

This allocation would allow:

- **An on-going investment in arts, culture, and heritage** that is responsive to changes in our civic and economic contexts, bringing Canadian investment closer to global best practices of 1.1% of GDP.
- **A policy that recognizes the intrinsic civic and economic value to Canadian society of the cultural sector**, and supports the sustainability of its artists and institutions.
- **A continuous support of a sector widely backed by the public**, as 94% of Canadians believe that arts and culture make a community a better place to live.

## THE IMPACT

**For every \$1 invested by the federal government in the arts, the sector generates:**



\$5.92 in earned and private revenue.

\$16.32 in economic activity. The requested addition commitment of 0.06% will turn into a projected economic impact of **\$4.4 billion** in 2025.

We anticipate this investment will create:

- **69,500 new artist and FTE staff jobs** spread across every riding in Canada.
- Millions of opportunities for Canadians of all ages and backgrounds to build meaningful connections with their communities.

**According to a recent Culture Days 2023 survey highlighting the essential role of the arts and culture and their profound socio-economic impact and amongst 1,156 respondents:**



believe the arts and culture make Canada unique by enhancing our country's economy and quality of life.



assert they help build strong communities and create new opportunities.



acknowledge that the sector promote cultural and social inclusion.

## STATUS OF THE SECTOR

### **850,000 jobs**

in the cultural sector - more than agriculture, forestry, fishing, mining, oil and gas combined.

### **- 24% in public participation**

since 2019, while operating expenses increased by 18%, and philanthropic donations decreased by 45%.

### **\$4.9 billion**

in economic impact for Canada from cultural grant recipients (federal and provincial).

### **50% of Canadian artists**

have total personal income below \$40,000 and nearly 70% experience financial stress.

## ABOUT

The Canadian Arts Coalition is a collaborative non-partisan advocacy movement of national associations, arts organizations and artists, lead by a volunteer Steering Committee comprised of representatives of national, provincial, regional, territorial arts organizations and/or associations committed to equity in the arts and inclusive of Indigenous, racialized, the deaf and disabled.

## MISSION

The Canadian Arts Coalition is united in the belief that the future of our citizens, their towns and cities, and the nation itself depends on a rich, vibrant and diverse arts and heritage community and in support of this belief, the Coalition works to:



Strengthen Canadian cultural policies based on the needs of the professional arts communities



Ensure investments in arts and culture at the federal level to support the vitality of the cultural sector and the many peoples of Canada



Advocate to the general public by promoting sustainability of the arts sector

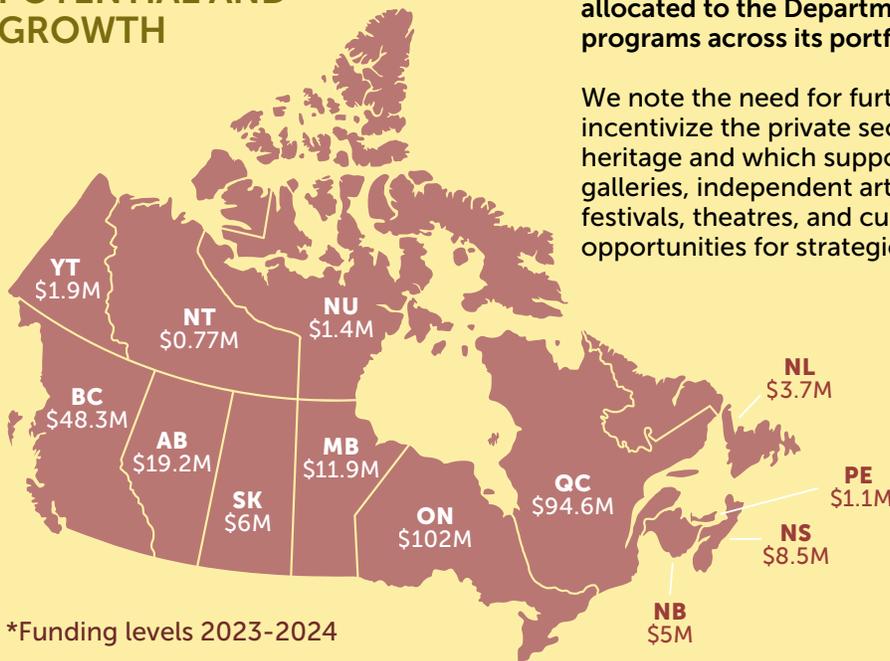
## ENABLING CANADIAN HERITAGE AND THE CANADA COUNCIL FOR THE ARTS TO UNLOCK OUR SECTOR'S POTENTIAL AND GROWTH

From coast to coast to coast, the Canada Council for the Arts invests in every riding in Canada

We ask for the Government of Canada to increase its allocation by \$270 million, including an increase of \$140 million to the Canada Council for the Arts.

We believe the remaining \$130 million should be allocated to the Department of Canadian Heritage to programs across its portfolio.

We note the need for further investment in programs that incentivize the private sector to fund arts, culture and heritage and which support music, museums and galleries, independent arts organisations, book publishers, festivals, theatres, and cultural infrastructure as opportunities for strategic cultural investment.



\*Funding levels 2023-2024



### Did you know ?

This percentage is comparable to the Australian government's annual allocation of nearly \$7 billion to the arts and culture, representing around 1% of their total combined spending.



Rowan Bell-Marusich  
Jasper Pride Festival Society  
780-852-7980

March 11, 2026  
Jasper Municipal Council  
Municipality of Jasper  
303 Pyramid Lake Road  
Jasper, AB T0E 1E0

**Request to Raise the Progressive Pride Flag for the 2026 Jasper Pride & Ski Festival**

Dear Mayor and Members of Council,

I am writing on behalf of the Jasper Pride Festival Society to formally request that the Municipality of Jasper raise the Progressive Pride Flag at Commemoration Park at 12:15pm on April 10<sup>th</sup> and keep it raised for the duration of the Jasper Pride & Ski Festival.

The Jasper Pride & Ski Festival celebrates diversity, inclusion, and the 2SLGBTQIA+ community while showcasing Jasper as a welcoming and inclusive destination for residents and visitors alike. The flag raising has become an important kick-off to the Pride Festival and a visible symbol of support, demonstrating Jasper's commitment to creating a community where everyone feels they belong.

We kindly ask Council to approve this request so the Progressive Pride Flag may be raised from April 10<sup>th</sup> to April 19<sup>th</sup>, 2026, continuing this meaningful tradition of recognition and support. We would also be honoured to invite Mayor Richard Ireland to attend the flag raising and offer brief remarks to mark the opening of the festival.

Thank you for your time and consideration. Please feel free to reach out if any additional information is required.

Sincerely,

A handwritten signature in black ink, appearing to be 'Rowan Bell-Marusich', written in a cursive style.

Rowan Bell-Marusich  
Co-Chair  
Jasper Pride Festival Society



## DIRECTOR'S REPORT

Beth Sanders RPP

Director of Urban Design & Standards

December 15, 2025 to March 13, 2026

### Major Projects

#### Development Planning

- Work planning for transfer of land use planning and development authority
- Ongoing support to Park Canada's Land Use Policy updates
- Support to Transportation Master Plan
- Coordinate municipal approvals for utility applications for new development
- Improve Street and Public Space Use permitting review and approval process
- Formalize addressing guidelines for new dwelling units
- Final e-Permitting platform testing

#### Housing

- Housing Action Plan:
  - 74 Accessory Dwelling Unit (ADU) Incentive Program applications; 55 signed funding agreements
  - Catalogue of pre-approved residential building designs in progress
  - GIS Site Development Tool: beta version complete, finalizing for public release
- Housing Accelerator Fund (HAF):
  - Annual Report submitted and a second grant payment of \$2.3M is received
  - 365 total dwelling units with building permits in 2025 (total HAF goal: 250)
  - 195 were net new dwelling units added to housing stock
- Jasper Municipal Housing Corporation
  - New board member campaign launched; all director positions filled
  - 2025 audit commenced
- Connaught Below Market Housing project (construction completion: January 2027):
  - CMHC grant of \$5M and low interest loan of \$9.2M secured
  - Funding secured to support installation of solar array (max 30% of cost)
  - Ministerial visit and building tour (March 5, 2026)

#### Energy and Environment

- Ongoing work on the feasibility study to prioritize actions from the Climate Adaptation Action Plan
- 2 applicants for the Clean Energy Improvement Program for low interest loans

### Staffing

- One Town Planner position shifted to Development Planning Manager (no budget change)

### Service Trends

- 20 online meetings with development applicants
- 136 development inquiries (phone calls, emails, in-person meetings).
- 54 Active Street and Public Space Use Permits (March 11, 2026)
- 5 event permits approved or under review (March 11, 2026)

### Communications & Engagement

- Off-site Levies Bylaw public engagement (public hearing on March 24, 2026)
- Road Sidewalk closure map (February 20, 2026)
- Delivered 3 "Navigating Rebuild" modules for the Pathfinders Program (Jan-March)

**MUNICIPALITY OF JASPER**  
**BYLAW #277**

**AGENDA ITEM 6.4**

**BEING A BYLAW OF THE MUNICIPALITY OF JASPER IN THE PROVINCE OF ALBERTA TO ESTABLISH THE MUNICIPALITY OF JASPER PARKING AUTHORITY 2026.**

**Contents**

1. Citation
2. Definitions
3. Parking Authority
4. Parking Authority Contributions
5. Parking Stall Value
6. Revenues and Operations
7. Notice
8. Severance

**Purpose**

**WHEREAS** the provisions of the Municipal Government Act, R.S.A. 2000, c-M26 provide that a council may regulate and control public parking in the Municipality of Jasper;

**AND WHEREAS** pursuant to the Canada National Parks Act, the Parks Canada Agency may regulate, and control commercial and residential parking located on-site with new developments in the Municipality of Jasper;

**AND WHEREAS** the Parks Canada Agency may waive or set aside all or part of an on-site parking requirement when equal parking can be obtained by parking authority;

**NOW THEREFORE, THE COUNCIL OF THE MUNICIPALITY OF JASPER, IN THE PROVINCE OF ALBERTA, DULY ASSEMBLED, ENACTS AS FOLLOWS:**

**1. CITATION**

- 1.1 This Bylaw may be cited as Bylaw #277“Jasper Parking Authority Bylaw 2026”
- 1.2 This Bylaw rescinds Bylaw #196 “Parking Authority Bylaw 2017”.

**2. DEFINITIONS**

In this Bylaw:

- 2.1 “*Chief Administrative Officer*” or “*CAO*” means the chief administrative officer who is the individual duly appointed to that position for the Municipality of Jasper at any given time and includes any person authorized to act for and in the name of that individual or designate.
- 2.2 “*Leaseholder*” shall mean a grantee or a person or other legal entity holding a valid lease or licence of occupation with the federal Crown for the use or occupation of land in Jasper National Park, and shall mean Canadian National Railway in respect of lots or land parcels held by Canadian National Railway, and shall mean Jasper National Park of Canada in respect of lots or land parcels held by the Crown;
- 2.3 “*Municipality*” shall mean the Municipality of Jasper.

2.4 “*Parking Authority*” shall mean the Municipality of Jasper parking authority established by this Bylaw.

2.5 “*Development Authority*” means the body or official authorized to issue development approvals within the Municipality of Jasper.

2.6 “*Parking Stall*” shall mean a paved, asphalted, or concrete surface space intended for the temporary parking or storage of a vehicle, accompanied with adequate provision for the ingress and egress of such vehicle, accessible to members of the public, and measuring not less than 2.73m in width by 6.06m.

2.7 “*Person*” shall mean an individual, society, partnership, or corporation.

2.8 “*Vehicle*” shall mean a device in, on, or by which any person or property may be transported or drawn on land.

### **3. PARKING AUTHORITY**

Council hereby:

3.1 establishes the parking authority,

3.2 designates the CAO to be responsible for the management and operation of the parking authority; and

3.3 authorizes the parking authority to accept contributions and to provide and maintain parking stalls, as well as other transportation infrastructure, including but not limited to transit, active transportation, and transportation demand management infrastructure within the Municipality.

### **4. PARKING AUTHORITY CONTRIBUTION**

4.1 Every person contributing to the parking authority shall:

4.1.1 be a leaseholder or authorized applicant of lands subject to possessing a valid development approval issued by the applicable development authority,

4.1.2 have been granted as part of that development approval, a reduction, waiver, or relaxation of required on-site parking; and

4.1.3 contribute to the parking authority for each of the parking stalls specified in such waiver or relaxation, the amount specified in Schedule “A” herein.

4.2 The CAO shall issue to every person contributing to the parking authority an accounting detailing the amount of the contribution, the value of a parking stall as specified in Schedule “A” herein and, by dividing the amount of the contribution by the value of a parking stall, as specified in Schedule “A” herein, the number of stalls or parts thereof with respect to which the contribution has been made.

4.3 Notwithstanding the provisions of section 4.1, the applicable development authority or land administration authority may contribute to the parking authority:

4.3.1 on behalf of persons who have promised to contribute to the parking authority as a condition of development approval for developments completed prior to the coming into force of this bylaw;

4.3.2 in amounts calculated by multiplying the number of parking stalls specified in each promised contribution by the value of a parking stall specified in Schedule “A”; and

4.3.3 the contributing authority shall not be held liable for unpaid contributions.

4.3.4 Parking Authority contributions are in addition to any other levies, fees, or charges required as a condition of development.

4.4 Upon receipt of a contribution, the Chief Administrative Officer shall issue an accounting detailing:

4.4.1 the total contribution amount;

4.4.2 the value of a parking stall as specified in Schedule “A”; and

4.4.3 the number of parking stalls, or portions thereof, to which the contribution relates.

4.5 Parking authority contributions made pursuant to section 4.1 shall become payable by the leaseholder to the Municipality prior to the development authority issuing a building permit for the leasehold to which the levies apply or at the time specified in the approved development agreement if one is executed for the project. Parking authority contributions shall be in addition to other levies, fees or charges required by the development authority as a condition of development.

## **5. PARKING STALL VALUE**

5.1 The value of a parking stall shall be:

5.1.1 as calculated on the best available estimate of the actual cost of provision of parking stalls as determined from time to time by Council, and including:

5.1.1.1 subgrade preparation;

5.1.1.2 paving;

5.1.1.3 lighting;

5.1.1.4 storm drainage;

5.1.1.5 associated curbs, gutters and sidewalks;

5.1.1.6 access and egress requirements;

5.1.1.7 landscaping;

**5.1.1.8 parking signage, pavement markings, and traffic control devices;** and

5.1.2 as specified in Schedule “A”.

5.1.3 The value of a parking stall shall be adjusted annually on or about the first day of January by increasing the cost charged in the previous calendar year by a factor equal to the most recently published Statistics Canada annual “all goods and services” Consumer Price Index figure for the Province of Alberta. The revised cost shall be published by the Municipality.

**6. REVENUE AND OPERATIONS**

6.1 Parking authority revenues shall be used to maintain, improve, and provide transportation infrastructure in the Municipality of Jasper. Without limiting the generality of the forgoing, revenues may be used for:

6.1.1 the creation, improvement, and maintenance of parking stalls;

6.1.2 active transportation infrastructure, including but not limited to bicycle lanes, sidewalks, and pedestrian crossings;

6.1.3 roads and parking-related infrastructure maintenance, including curbs, gutters, sidewalks, painting, markings, and signage;

6.1.4 transit infrastructure and facilities;

6.1.5 any additional works, equipment, or activities reasonably required to service, operate, and maintain the foregoing.

6.2 The CAO shall place all unexpected parking authority revenues in a parking authority reserve fund.

6.3 Every parking stall provided by the parking authority shall, upon completion, become the property and responsibility of the Municipality and shall be operated and maintained to the same standards as other off-street public parking stalls in the care and control of the Municipality.

**7. NOTICE**

7.1 Any notice provided for in this Bylaw shall be in writing.

**8. SEVERANCE**

8.1 If any section of this Bylaw is found by a court of competent jurisdiction to be invalid, it shall be severed from the remainder of the Bylaw and shall not invalidate the whole Bylaw.

**COMING INTO FORCE AND REPEAL**

This bylaw shall come into force on the final day of passing thereof.

Bylaw #196, Jasper Parking Authority Bylaw 2017 is hereby repealed.

READ a first time this \_\_\_\_ day of \_\_\_\_\_, 2026.

READ a second time this \_\_\_\_ day of \_\_\_\_\_, 2026.

READ a third time and finally passed this \_\_\_\_ day of, \_\_\_\_\_ 2026.

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Mayor

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Chief Administrative Officer

**SCHEDULE "A"**

The value of each parking stall provided by the Jasper Parking Authority in 2026 is \$9,820.00. The parking stall value will be adjusted annually in January based on the most recently published Statistics Canada All-Items Consumer Price Index for Alberta.

## AGENDA ITEM 6.6

### REQUEST FOR DECISION

**Subject:** Jasper Municipal Housing Corporation Director Selection  
**From:** Bill Given, Chief Administrative Officer  
**Prepared by:** Leanne Pelletier, Municipal Housing Manager  
**Reviewed by:** Bill Given, Chief Administrative Officer  
**Date:** March 17, 2026

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#### Recommendation:

- That Council, representing the Municipality of Jasper as sole Jasper Municipal Housing Corporation (JMHC) Shareholder, appoint the following individual, to the JMHC Board of Directors:
  - For a 1-year term (March 2026 to March 2027): Irish Caunceran

#### Alternatives:

- That Council receive this report for information and maintain the number of JMHC directors at 6.
- That Council appoint a different individual to the JMHC board of directors.

#### Background:

The Jasper Municipal Housing Corporation (JMHC) is a Municipally Controlled Corporation governed by a Board of Directors and established through a Unanimous Shareholders Agreement and Articles of Incorporation. Director appointments are made in accordance with the Municipal Government Act, the Business Corporations Act, and the Unanimous Shareholders Agreement.

Under Council [Policy B-123 – Jasper Municipal Housing Corporation Shareholder](#), actions of the Municipality as shareholder must be authorized by Council resolution at a Regular or Special Council meeting.

Article 2 of the JMHC Unanimous Shareholders Agreement provides that:

- The Board shall consist of an odd number of Directors, up to seven (7), appointed by the Municipality of Jasper.
- The Municipality of Jasper may elect, appoint, or remove Directors from time to time.

Two Director positions are held by members of Municipal Council to maintain alignment between the corporation and municipal priorities.

Relevant Council Direction:

- **October 2023:** Council approved the JMHC Board Skills Matrix to evaluate Public at Large Director applications.
- **February 20, 2024:** Council appointed the first JMHC Board of Directors for the term February 20, 2024 to March 1, 2026.
- **March 3, 2026:** Council, acting as shareholder, filled four of the five expiring JMHC Director positions.

- **March 10, 2026:** Committee directed Administration to bring forward a recommendation to fill the final vacancy on the JMHC Board of Directors at the next Regular Council meeting.

### **Discussion:**

The Municipality of Jasper, as sole JMHC Shareholder, holds the responsibility for operationalizing the MCC and ensuring the completion of all necessary corporate actions, including the crucial task of selecting and appointing Directors. After recent Council representative and March 2026 Director appointments, one (1) open Director position exists on the JMHC Board.

With term appointments of past JMHC Public at Large Directors coming to an end, administration issued a call for submissions for JMHC Director positions in January of 2026. JMHC Board Director positions were advertised on numerous platforms from January 12, 2026, to January 26, 2026, including the local newspaper, municipal website and municipal social media posts.

Eight applications for the five open Director positions were received. Applications were evaluated and scored by administration using the Council approved JMHC Board Skills Matrix. This tool ensures that the collective expertise of the Board covers all required areas and identifies potential gaps, guiding the recruitment process. Four of the five vacant Director positions were appointed by Council at the March 3rd meeting.

At the March 10, 2026, Committee meeting, a Motion was passed requesting administration bring forward a recommendation to fill the remaining Director position. As a result of the Board Skills Matrix scoring, and considering the Board's over all composition has expertise and experience in all required areas, administration is recommending the following individual be appointed to the JMHC Board of Directors:

- For a 1-year term (March 2026 to March 2027): Irish Caunceron

### **Strategic Relevance:**

- Build our internal capacity to advance our housing priorities.
- Facilitate others in developing diverse housing options.
- Welcome the expertise, innovation, creativity and commitment of community members, groups, associations and businesses.

### **Inclusion Considerations:**

The Skills Matrix enables a more objective evaluation of candidates. By clearly defining the desired skills and competencies, it helps reduce the influence of unconscious bias that can hinder diverse candidates' selection.

### **Relevant Legislation:**

- Business Corporations Act
- [Policy B-123 Jasper Municipal Housing Corporation Shareholder](#)

### **Financial:**

The recommendation does not have financial implications and no additional resources are needed.

### **Attachments:**

- JMHC Board Skills Matrix Evaluation Tool

## Board Skills Matrix - Jasper Municipal Housing Corporation

		Candidates – expand as needed							
Category		1	2	3	4	5	6	7	8
<b>Industry &amp; Domain Experience</b>									
	Real Estate Development								
	Building Construction								
	Finance and Investment in Housing								
	Staff Accommodation Provider Experience								
	Residential Building Management								
<b>Affordable Housing</b>									
	Affordable Housing Policy and Regulation								
	Affordable Housing Advocacy								
<b>Leadership Skills</b>									
	Strategic Planning								
	Experience with Board Governance and Policy Development								
	Knowledge of Equity, Diversity and Inclusion Fundamentals								
<b>Legal and Regulatory Knowledge</b>									
	General Law Experience								
	Familiarity with PC Land Use Regulations								
<b>Financial Acumen</b>									
	Budgeting and Forecasting								
	Business Financial Management								
	Strategic Fundraising								
	Grant Processes and Requirements								
	Marketing and Promotions								
<b>Community &amp; Stakeholder Engagement</b>									
	Public Relations/Community Outreach								
	Understanding of Local Social Needs								
	Understanding Local Business Operations								
	Stakeholder Collaboration								
<p><i>Applicants are rated on a scale (None, Low, Medium, High) with a goal of having all desired skills represented within the collective board – rather than to have all the skills within individual board members.</i></p>									

None / Low / Medium / High

## AGENDA ITEM 6.7

### REQUEST FOR DECISION

**Subject:** Municipality of Jasper 2026–2030 Strategic Priorities  
**From:** Bill Given, Chief Administrative Officer  
**Reviewed by:** Emma Acorn, Legislative Services Coordinator  
**Date:** March 17, 2026

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#### **Recommendation:**

That Council adopt the Municipality of Jasper 2026–2030 Strategic Priorities as presented.

#### **Alternatives:**

- That Council direct administration to revise the Municipality of Jasper 2026–2030 Strategic Priorities and return with an updated version for Council consideration.
- That Council receive the report for information and maintain the current Strategic Priorities.

#### **Background:**

- **October 2025** the municipal election was held and the new Council was sworn in on October 24, 2025.
- **February 2026** Council participated in a facilitated Strategic Planning session with Tracey Lorensen of Civic Excellence.

#### **Discussion:**

Strategic priorities provide a framework to guide Council decision making over the term of Council. They establish the areas where Council intends to concentrate attention, allocate resources, and evaluate opportunities and trade-offs.

The priorities were developed through a facilitated strategic planning process involving all members of Council. Through that process Council identified key areas of focus for the term and organized them into a structured set of priorities intended to guide governance, administration, and resource allocation over the 2026–2030 period.

**All priorities are considered within the broader context of the community's ongoing recovery from the 2024 Jasper Complex Wildfire.** The recovery context informs how the priorities will be implemented, recognizing that rebuilding community capacity, restoring infrastructure, supporting housing availability, and strengthening resilience will continue to influence municipal decisions throughout the Council term.

The resulting Strategic Priorities are organized into six focus areas. Each focus area includes a small number of specific priorities that describe the direction Council intends to pursue within that area.

- **Community Connection** includes priorities related to mobility and access, social supports, community spaces, and strengthening cohesion and belonging. These priorities emphasize maintaining a connected and inclusive community while ensuring that residents and visitors can access transportation systems, recreational opportunities, and social infrastructure.
- **Housing** addresses the supply and diversity of housing available within the community. Priorities in this area include facilitating development across the housing continuum, increasing the supply of below-market

housing through the Jasper Municipal Housing Corporation, and aligning land use decisions with community needs.

- **Climate & Emergency Preparedness** emphasizes prevention, readiness, and resilience. Priorities include strengthening emergency management and preparedness, addressing climate-related risks, and ensuring the municipality is better positioned to respond to future environmental challenges.
- **Governance & Organizational Excellence** focuses on strengthening internal municipal practices. Priorities within this area include improving decision-making processes, supporting staff capacity, and ensuring that municipal governance systems function effectively and transparently.
- **Economic Health** addresses the importance of maintaining a resilient and diverse local economy. Priorities in this area focus on supporting economic activity, sustaining Jasper's role as a destination community, and ensuring that economic conditions support long-term community stability.
- **Financial Stewardship** focuses on disciplined financial management and responsible use of municipal resources. Priorities within this area support long-term financial sustainability, informed budgeting decisions, and maintaining the municipality's capacity to deliver services.

Once adopted, the Strategic Priorities will guide the work of Council and administration over the 2026–2030 term. Administration will use the priorities to align departmental work plans, inform annual operating and capital budgets, and help evaluate initiatives brought forward for Council consideration. The priorities also provide a common reference point for communicating Council's direction to residents, partners, and other orders of government.

Adopting the Strategic Priorities establishes a clear structure for governance and organizational planning over the term of Council and supports consistent decision making aligned with Council's stated direction.

#### **Strategic Relevance:**

- Invest in practices and processes which support high quality decision making.

#### **Inclusion Considerations:**

The strategic planning process considers the diverse needs of residents and stakeholders in the community. The priorities support transparent decision making and public accountability. Clear strategic direction also supports equitable access to municipal programs, services, and engagement opportunities.

#### **Relevant Legislation:**

- [Jasper Community Sustainability Plan](#)
- [Agreement for the Establishment of Local Government in the Town of Jasper](#)
- [Alberta Municipal Government Act](#)

#### **Financial:**

Adoption of the Strategic Priorities has no direct financial impact. The priorities will inform future operating and capital budget decisions during the 2026–2030 Council period.

#### **Attachments:**

- Municipality of Jasper 2026–2030 Strategic Priorities

Municipality of Jasper 2026-2030

# Strategic Priorities





## VALUES



**Forward Thinking** - We evaluate decisions for long-term impact, align choices with strategic priorities, and avoid short-term trade-offs that undermine future sustainability.



**Respectful** - We debate issues vigorously while treating colleagues, staff, and the public with professionalism and fairness.



**Curious** - We ask clarifying questions, seek complete information, and avoid premature conclusions.



**Open-Minded** - We consider diverse perspectives without partisanship and remain willing to adjust our position based on evidence.



**Ethical** - We apply consistent principles, declare conflicts transparently, and make decisions the public can trust.



**Dedicated** - We prepare thoroughly, participate actively, and remain accountable for the outcomes of our decisions.

# STRATEGIC PRIORITIES

*These priorities define how the Municipality will lead, allocate resources, and concentrate its effort over the 2025-2029 term.*

*All priorities exist within the context of the community's ongoing recovery from the 2024 Jasper Complex Wildfire.*

*They translate community input into focused areas of action, connecting governance and organizational excellence with housing, community connection, climate responsibility, economic health, and disciplined financial stewardship.*

*Together, they provide a clear structure for setting direction, navigating trade-offs, and aligning Council and administration around the decisions that shape long-term resilience, livability, and sustainability.*





AREA OF FOCUS

# Community Connection

Foster belonging and connection across the community.

## STRATEGIC PRIORITIES

- **Mobility & Access** - Improve transportation systems so movement works for residents and visitors.
  - **Social Supports** - Maintain our system of community-based social infrastructure.
  - **Cohesion & Belonging** - Strengthen social cohesion to reinforce community belonging.
  - **Community Spaces** - Leverage recreational and cultural opportunities and spaces to increase community connection.
-



AREA OF FOCUS

## Housing

Increase housing supply for the benefit of eligible residents and the local economy.

### STRATEGIC PRIORITIES

- **Housing Continuum** - Facilitate development of diverse housing options to meet community needs.
  - **Housing Supply** - Leverage JMHC to increase supply of below market housing.
  - **Land Use** - Align land use decisions to local priorities.
-



AREA OF FOCUS

## Climate & Emergency Preparedness

Transition from recovery to long-term resilience.

### STRATEGIC PRIORITIES

- **Emergency Management & Readiness** - Focus on prevention, mitigation and preparation for natural disasters.
- **Climate Adaptation** - Advance initiatives to mitigate the local impacts of climate change.
- **Environmental Stewardship** - Include an environmental lens in decision-making and operational plans.
- **Climate Leadership** - Leverage our national profile to advance climate initiatives locally and nationally.



AREA OF FOCUS

## Governance & Organizational Excellence

Focus on strong governance and external relationships to advance Jasper's priorities.

### STRATEGIC PRIORITIES

- **Quality Governance** - Invest in practices and processes which support high quality decision making.
  - **Internal Capacity** - Empower our staff by investing in the training and tools they require.
  - **Advocacy** - Advance interests of strategic importance to secure policy and funding outcomes.
  - **Engagement** - Foster public engagement and informed dialogue to strengthen trust and clarity.
  - **Relationships** - Nurture relationships that advance the community's interests.
  - **Reconciliation** - Follow a path of Reconciliation to deliver on TRC Calls to Action.
-



AREA OF FOCUS

## Economic Health

Recognize the fundamental importance of the visitor economy.

### STRATEGIC PRIORITIES

- **Business Vitality** - Support local businesses to enhance economic resilience.
- **Visitor Economy** - Provide and maintain the core services and infrastructure that enable the visitor economy.



AREA OF FOCUS

## Financial Stewardship

Responsible stewardship of financial resources.

### STRATEGIC PRIORITIES

- **Fiscal Priorities** - Align fiscal capacity to sustain priority services.
- **Financial Understanding** - Adopt strategies to simply communicate the facts around our finances.
- **Asset Management & Maintenance** - Proactively plan and invest in maintenance and management of natural and built infrastructure
- **Recovery Funding Transition** - Manage funding transitions to protect service stability.