

**MINUTES OF THE REGULAR MEETING OF THE TOWN OF STETTLER COUNCIL  
HELD ON TUESDAY, MARCH 20, 2012 IN THE MUNICIPAL OFFICE,  
COUNCIL CHAMBERS**

**Present:** Mayor Dick Richards  
  
Councillors A. Campbell, D. Bachman, M. Fischer, L. Thorogood, P. Simons & S. Wildeboer  
  
CAO R. Stoutenberg  
Assistant CAO G. Switenky  
  
Press (2)

**Absent:** None

**Call to Order:** Mayor D. Richards called the meeting to order at 6:30 p.m.

1/2. **Agenda Additions/Approval:**

**Motion 12:03:18** Moved by Councillor Thorogood to approve the agenda as presented with the following additions:

- 12(a) Municipal Policing Assistance Grant (2012-2015)
- 12(b) Municipal Police Service Agreement (2012-2032)
- 13(a) Incamera – IDP
- 13(b) Incamera – Health

MOTION CARRIED  
Unanimous

3. **Confirmation of Minutes:**

- (a) Minutes of the Regular Meeting of Council held March 6, 2012

**Motion 12:03:19** Moved by Councillor Bachman that the Minutes of the Regular Meeting of Council held on March 6, 2012 be approved as presented.

MOTION CARRIED  
Unanimous

- (b) Business Arising from the March 6, 2012 Meeting Minutes

None

- (c) Minutes of the Committee of the Whole Meeting held March 13, 2012

**Motion 12:03:20** Moved by Councillor Fischer that the Minutes of the Committee Meeting of Council held on March 13, 2012 be approved as presented.

MOTION CARRIED  
Unanimous

- (d) Business Arising from the March 13, 2012 Meeting Minutes

None

- 4. **Citizen's Forum:** (a) No one was present at the Citizen's Forum

- 5. **Delegations:** (a) 7:05 P.M. re: Lee Penner, Melissa Robbins & Aubrey Brown Discussion re: Communications Plan

This item was dealt with later in the meeting.

- (b) 7:30 P.M. – Melissa Robbins re: Airport Hangar Lease Fees Review

This item was dealt with later in the meeting.

6. **Administration:**

- (a) Discussion re: Today In America Proposal – “Emerging Cities to Live, Work and Play”

Mayor Richards advised that the Town has been contacted by the Producer from the TV show “Today in America” who is interested in a 5 minute segment respecting Stettler on one show during the 2012 season.

The segment would air one time nationally in Canada on the Business News Network, and nineteen times regionally in Canada on Regional News Networks. Should Council desire this exposure, there would be a fixed scheduling fee of \$19,800.

Mayor Richards informed Council that he has communicated directly with another Canadian municipality (with an approximate regional service population of 50,000) which was previously included in a segment on the show. The contact person for this municipality was extremely positive regarding the professionalism of “Today in America” and the promotional value their community received as a result of this same opportunity.

Discussion ensued regarding whether the County of Stettler would be willing to partner with this marketing opportunity.

It was noted further Aubrey Brown has recently taken over the Executive Director position with the Board of Trade from Keith Ryder. It is expected that Aubrey (given his previous newspaper skills) will eventually assume a significant role respecting communications for the Town of Stettler.

Further that in 2012 the Town is expecting to undertake a communications review and assessment, including the development of a new Communications Policy. It would be great if this promotional opportunity could become part of the whole process a little later in the year.

Mayor Richards concluded that Members of Council generally supported the “Today in America” proposal however noted that timing was a concern. He will discuss Council’s concerns with the program’s Producer in a telephone conversation (tomorrow) on Wednesday March 21<sup>st</sup>, 2012.

- (b) Joint Town/County Meeting – March 28 at 3:00 P.M. at the Town Office – Reminder of Pre-Meeting March 21, 2012 at 12:00 Noon at the Town Office

CAO R. Stoutenberg reminded Council of the Pre-Meeting of March 21, 2012 at 12:00 noon at the Town Office.

He noted items for discussion on the March 28, 2012 Joint Town/County Meeting include:

- a. Rural/Hwy Patrol Policing Enhancement
- b. HYC Funding
- c. Stettler Seed Cleaning Plant
- d. Senior’s Centre
- e. County Office and Shop
- f. SRC Upgrade
- g. Library

- h. Physician Recruitment and Retention/Facility Updating
- i. Agriculture Road Access (West to South)
- j. IDP Review
- k. Field House – Indoor Facility
- l. Waste 2 Energy Project

(c) 2012 Trade Show Schedule

CAO, R. Stoutenberg explained that the annual Stettler Trade Show will be held from April 13-15, 2012.

Each year Council and staff members have worked shifts at the Trade Show because it is a great opportunity for Council and staff to informally meet with the public to discuss their concerns, promote many Town initiatives and gather input and general feedback.

The shift schedule for the weekend was reviewed and each Town Council Member committed to a time they are available/responsible to work in the booth.

Roundtable discussion ensued regarding various information items and reference materials that should/could be included in the booth/display area as follows:

- Concerts in the Park, Art Walk, Cemetery
- Beautification – Home Composting, Rain Barrels, Community Gardens
- Fire Prevention and Recruitment
- 2012 Construction Projects
- Lane Cleanup
- Residential Lot Sales
- Major Construction Project Map
- Promote Public Works

This item was presented for information and coordination purposes.

(d) Memo re: Stettler Alliance Church & Bylaw 2027-12

Three members representing the Stettler Alliance Church entered the meeting at approximately 6:42 p.m.

Mayor Richards welcomed Stettler Alliance Church members to the meeting.

CAO R. Stoutenberg explained that the Stettler Alliance Church is proposing development of an addition consisting of approximately 12,000 square feet to the existing church at 6710 – 50 Avenue.

The development is proposed in the Land Use District C2: Highway Commercial, public assembly is not listed as a permitted or a discretionary use in this zoning, therefore the applicant is requesting a bylaw amendment to have a “public assembly” allowance under discretionary use.

In 1997 the Town of Stettler Municipal Planning Commission approved the relocation of the Stettler Alliance Church building from 4709 – 61 Street to this location and an addition to such. At that time there was a surplus of highway commercial land and the economy was weak.

In 2001 the Town of Stettler Development Authority approved the construction of a new 4228 sq. ft. building for the use of the Stettler Alliance Church.

In 2011 after lengthy discussion the Town of Stettler Council passed a new Land Use Bylaw removing "Public Assembly" from the Highway Commercial zoning. Prior to the amendment it was identified that there is a lack of Highway Commercial property, it was determined that the highest and best use of land along the highway was for commercial purposes.

Land Use Bylaw 2018-11 permits "Public Assembly" in the following land use districts:

- R1: Residential Low Density District
- R1A: Residential Low Density Narrow Lot District
- R1B: Residential Low Density Large Lot District
- R2: Residential General District
- R2A: Residential Mixed District
- P: Public Use District

**Option 1:**

That Town of Stettler Council denies the applicant's request for a bylaw amendment to have a "Public Assembly" allowance under discretionary use.

**Option 2:**

The Town of Stettler Council approves the applicant's request for a bylaw amendment to have a "Public Assembly" allowance under discretionary use and gives first reading to the Land Use Bylaw Amendment 2027-12.

**Option 3:**

That the Town of Stettler Council meet with Stettler Alliance Church to further discuss potential alternative locations and the need to reserve the Highway Commercial land.

Mayor Richards welcomed Stettler Alliance Church members to join in the discussion.

Discussion ensued regarding the strategic value of the property for both existing Public Assembly purposed and alternatively for future Highway Commercial use.

Discussion continued regarding the three options as presented in the memorandum, and the timing of such.

**Motion 12:03:21**

Moved by Councillor Fischer that the Town of Stettler meets, as soon as reasonably possible with Stettler Alliance Church representatives to further discuss potential alternative locations and the need to reserve the Highway Commercial land.

MOTION CARRIED (5-2)

Opposed: Councillors Campbell & Wildeboer

Delegation members departed the meeting at 6:55 p.m.

6. **Administration:**

(e) **Alberta Capital Finance Authority Annual General Meeting**

Mayor Richards advised that the Town has received the agenda for the Annual General Meeting of the Alberta Capital Finance Authority to be held on Thursday, March 29<sup>th</sup>, 2012 in Edmonton.

The Alberta Capital Finance Authority requires a resolution of Council appointing a person to represent and vote the Town's shares, if necessary.

It is customary practice to authorize CAO, R. Stoutenberg to attend the Annual General Meeting of the Alberta Capital Finance Authority. It was stated that the meeting usually includes a very topical, relevant and knowledgeable guest speaker. The luncheon also provides a worthwhile administrative networking opportunity.

**Motion 12:03:22**

Moved by Councillor Campbell that CAO R. Stoutenberg, or designee, be appointed to represent and vote the shares of the Town of Stettler at the Annual General Meeting of the Alberta Capital Finance Authority to be held on Thursday, March 29, 2012 in Edmonton.

MOTION CARRIED  
Unanimous

- (f) Stettler & District FCSS Financial Statements as of December 31, 2012

**Motion 12:03:23**

Moved by Councillor Fischer that the Stettler & District FCSS Financial Statements as of December 31, 2012 be accepted as presented.

MOTION CARRIED  
Unanimous

- (g) Bank Reconciliation as of February 29, 2012

**Motion 12:03:24**

Moved by Councillor Thorogood that the Bank Reconciliation as of February 29, 2012 be accepted as presented.

MOTION CARRIED  
Unanimous

- (h) Accounts Payable in the amount of \$294,855.57

**Motion 12:03:25**

Moved by Councillor Bachman that Accounts Payable in the amounts of \$1,528.83 (VOID), \$89.79 (VOID), \$209,760.23, \$25.00 (VOID) and \$86,738.96 for the period ending March 16, 2012 for a total amount of \$294,855.57 having been paid, be accepted as presented.

MOTION CARRIED  
Unanimous

7. Council:

Mayor and Councillors outlined highlights of meetings they attended.

- (a) Mayor Richards

- Mar 7 - IDP Prep Meeting.
- Mar 8 - Recycling Plant Tour.
- Mar 9 - Met with County Council re: IDP.  
- Town Office duties.
- Mar 12 - Conference call with CAO re: Today in America.  
- Seniors Meeting at the SRC.
- Mar 13 - Board of Trade re: Oaths of Office.  
- Seniors Meeting at the SRC.  
- Committee Meeting.
- Mar 14 - Central AB Mayors & Reeves Meeting in Red Deer.
- Mar 16 - IDP Meeting with the County.  
- Brought Greetings at the Bantam Girls Provincials.  
- Town Office duties.
- Mar 19 - Lunch Meeting with CAO R. Stoutenberg, Reeve W. Nixon and CAO T. Fox re: IDP.

(b) Councillor Bachman

- Mar 8 - Library Board Meeting.
- Mar 9 - IDP Meeting with County Council.
- Mar 12 - FCSS Meeting.
  - Seniors Meeting re: Facility.
- Mar 13 - Committee Meeting.
- Mar 16 - MPC Meeting.

(c) Councillor Campbell

- Mar 7 - IDP Prep Meeting.
- Mar 8 - Recycling Plant Tour in Edmonton.
- Mar 9 - Meeting with County re: IDP.
- Mar 12 - Seniors Meeting re: Facility.
- Mar 13 - Seniors Meeting re: Facility.
- Mar 16 - MPC Meeting.
  - Site tour with CAO R. Stoutenberg.
  - IDP Meeting with County.

(d) Councillor Fischer

- Mar 7 - Q-14 Interview re: Seniors projects.
  - IDP Prep Meeting.
- Mar 8 - Recycling Plant Tour.
- Mar 12 - FCSS Meeting re: review rental agreement.
  - Seniors Meeting at the SRC.
- Mar 13 - Seniors Meeting at the SRC.
  - Committee Meeting.
- Mar 15 - Met with citizens re: brownfield issues.
  - Met with citizen re: development issue.
  - Met with Planning & Development Officer.
- Mar 16 - IDP Meeting with County.
- Mar 19 - Seniors Society Annual General Meeting.
  - HYC Awards Night.

(e) Councillor Simons

- Mar 8 - Recycling Plant Tour.
- Mar 9 - IDP Meeting with County.
  - Airport Board Meeting.
  - SWMA Meeting.
- Mar 13 - Seniors Meeting at the SRC.
  - Board of Trade AGM and Regular Meeting.
  - Committee Meeting.
- Mar 14 - Beautification Committee Environmental Sub-Committee.
  - Community Advisory Committee.
- Mar 16 - IDP Meeting with County.

(f) Councillor Thorogood

- Mar 7 - IDP Prep Meeting.
  - Stettler Hospital Foundation Meeting.
- Mar 8 - Recycling Plant Tour in Edmonton.
- Mar 9 - IDP Meeting with County.
- Mar 12 - Seniors Forum at the SRC.
- Mar 13 - Seniors Forum at the SRC.
  - Committee Meeting.
- Mar 16 - MPC Meeting.
  - IDP Meeting with County.

(g) Councillor Wildeboer

- Mar 7 - IDP Prep Meeting.
- Mar 9 - IDP Meeting with Council.
- Mar 12 - Seniors Forum at the SRC.
- Mar 15 - Heritage Conservation Meeting.

5. Delegations:

(a) 7:05 P.M. re: Lee Penner, Melissa Robbins & Aubrey Brown  
Discussion re: Communications Plan

Lee Penner, Director of Parks & Leisure Services, Melissa Robbins, Director of Operations & Aubrey Brown, Executive Director of Stettler Regional Board of Trade and Community Development entered the meeting at 7:05 p.m.

Mayor Richards welcomed L. Penner, M. Robbins & A. Brown to the meeting.

L. Penner, Director of Parks & Leisure Services explained that a regular item that continues to surface at the Town's annual Strategic Planning Session is communications. Although it does not receive a rating that requires an action plan, Administration feels that we could better optimize our methods of communicating both internally and with the public by developing a formal Communication Policy for the entire organization.

Currently the Town spends \$40,000 a year on external communications utilizing the media, publications and radio. A review of the methods and materials used to communicate to the public and media coverage are items we'd like to see addressed in a corporate policy.

L. Penner advised that M. Robbins, K. Ryder and himself met with Lorelei Fiset of Pinnacle Communications and Media Inc. in January to discuss how the Town currently handles communication. At that time she provided some recommendations and an action plan to move forward based on practical, realistic solutions to our concerns.

Pinnacle Communications has worked with many communities and businesses to handle all types of communication issues. She has recently worked with CAEP and the Town of Didsbury. In Didsbury she developed and presented a workshop to improve communications and to coach elected officials and management in effectively communicating with the media and public. CynDee Walden, Human Resource and Communications Coordinator for the Town of Didsbury spoke very highly of Ms. Fiset and stated they found her input very valuable.

Dale Barr, CAEP Manager has worked on several projects with Pinnacle Communications and has found Lorelei to be extremely accommodating in fitting her programs and strategies to her client's needs and also very reasonable in her rates and fees.

The following action plan requires the involvement and participation of Council, Department Heads, Board of Trade and staff who are involved with communication.

Pinnacle Communications will:

- Review the Town's current communication systems, including interviewing Council and staff to evaluate what is working.

- Prepare a report on the findings, recommending policies, priorities, resources, etc.
- Develop a custom workshop for Council and management on departmental communication planning, issues management, messaging and media relations.
- Create a one year operational communication plan including strategies and objectives, roles and responsibilities, draft policies, templates, details for communication materials, messaging and monthly priorities based on budget and resources available.

There is also opportunity to expand the scope of Pinnacle's work to include developing a Strategic Communication Plan. The plan would include communication strategies and tactics for areas including tourism, parks/recreation, planning, fire, transportation, and infrastructure. Administration will consider this step as the project moves forward.

Cost of this work is \$16,500 to be covered 50% by the Board of Trade and 50% within the current operating budgets for Engineering, Parks & Leisure Services and Administration.

Discussion ensued regarding the importance of this coordinated organizational initiative. It was noted that the deliverable output (for \$16,500) is not just a study that sits on a shelf.

Discussion continued regarding the need for professional help in identifying a road map towards the development of a communication policy and program to be utilized by the entire organization as well as the Board of Trade.

Mayor Richards thanked L. Penner, M. Robbins & A. Brown for their informative presentation.

L. Penner & A. Brown departed the meeting at 7:33 p.m.

**Motion 12:03:26**

Moved by Councillor Fischer that the Town of Stettler Council recognizes the need for a communication plan, supports Administration's decision to proceed with implementing the communication plan and becomes a willing participant through the process.

MOTION CARRIED (6-1)

Opposed: Councillor Campbell

(b) 7:30 P.M. – Melissa Robbins re: Airport Hangar Lease Fees Review

M. Robbins advised that this item was discussed at the Town's Interim Budget and Administration was directed by Council to compare whether existing rates are in line with market value of other municipalities.

M. Robbins explained that Administration had compiled a summary of municipality hangar lease fees. The survey includes airports of similar size, annual budget, and with day-to-day operations done by volunteers or by the municipality.

It was noted that the Town's existing property lease rates (\$0.10 per square foot) at the airport appear to be acceptable when compared to other community airports.

This memorandum was mutually accepted for information purposes.



Mayor Richards thanked M. Robbins for her informative presentation.

8. **Minutes:**
- (a) Red Deer River Regional Municipal Users Group Meeting of March 1, 2012
  - (b) Trail of Buffalo Meeting of January 24, 2012
  - (c) Parkland Regional Library Board Meeting of March 1, 2012
  - (d) Airport Board Meeting of March 9, 2012

**Motion 12:03:27**

Moved by Councillor Bachman that the Town of Stettler Council accept the minutes, items 8(a) to 8(d) inclusive as presented.

MOTION CARRIED  
Unanimous

9. **Public Hearing:** (a) None
10. **Bylaws:** (a) Bylaw 2027-12 – Amend Land Use Bylaw 1976-08
- This item was dealt with earlier in the meeting under 6(d).
11. **Correspondence:**
- (a) New Property Tax Deferral Program Would Help Seniors Stay in their Homes
  - (b) Governance Zone – Characters on Council
  - (c) Problems with Running Cities in the New Millennium
  - (d) Alberta Animal Services & Petland Event Summary

**Motion 12:03:28**

Moved by Councillor Wildeboer that correspondence items 11(a) to 11(d) inclusive be accepted for information.

MOTION CARRIED  
Unanimous

12. **Items Added:** (a) Municipal Policing Assistance Grant (2012-2015)

**Motion 12:03:29**

Moved by Councillor Fischer that the Town of Stettler Council approves the Municipal Policing Assistance Grant Funding Agreement 2012-2015 with the Province of Alberta and authorizes the Mayor to sign on behalf of the Town of Stettler.

MOTION CARRIED  
Unanimous

- (b) Municipal Policy Service Agreement (2012-2032)

**Motion 12:03:30**

Moved by Councillor Campbell that the Town of Stettler Council approves the 20 year Municipal Policy Service Agreement dated April 1, 2012 with the Government of Canada and authorizes the Mayor to sign on behalf of the Town of Stettler.

MOTION CARRIED  
Unanimous

13. **In-Camera Session:** (a) IDP  
(b) Health

**Motion 12:03:31** Moved by Councillor Wildeboer that the Town of Stettler Council proceed into an In-Camera Session with the CAO & Assistant CAO present to discuss the In-Camera items.

MOTION CARRIED  
Unanimous at 7:50 p.m.

**Motion 12:03:32** Moved by Councillor Thorogood that the Town of Stettler Council return to the regular meeting.

MOTION CARRIED  
Unanimous at 8:25 p.m.

14. **Adjournment:**

**Motion 12:03:33** Moved by Councillor Campbell that this regular meeting of the Town of Stettler Council be adjourned.

MOTION CARRIED  
Unanimous at 8:25 p.m.

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Mayor

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Assistant CAO