

**MUNICIPALITY OF CROWSNEST PASS
TUESDAY, NOVEMBER 9, 2010
GOVERNANCE & PRIORITIES COMMITTEE**

A meeting of the Governance and Priorities Committee was held in the Council Chambers on Tuesday, November 9, 2010.

PRESENT: **MAYOR:** Bruce Decoux

COUNCILORS: Siegbert Gail, Brian Gallant, Jerry Lonsbury, Larry Mitchell,
Emile Saindon, Andrew Saje

Also present:

Chief Administrative Officer	Gordon O. Lundy
Director of Finance & Systems	Marion Vanoni
Director of Operational Services	Myron Thompson
Director of Legislative and HR Services	Lynne Cox
Municipal Tax Assessor	Glen Snelgrove

CALL TO ORDER

Mayor Decoux called the meeting to order at 7:00 pm.

ADOPTION OF AGENDA

G#60-10: Councilor Mitchell moved to adopt the agenda as presented.

CARRIED UNANIMOUSLY

DELEGATIONS

No delegations were in attendance.

TOPICS FOR DISCUSSION

Waiver of Arena Ice Fees

In reference to Crowsnest Pass Minor Hockey's request for Council to waive ice fees for the proposed Pee Wee Provincial Championship Tournament, Council's comments included:

- Minor Hockey intends to contribute to netting in the arena
- The Recreation Director's report noted Minor Hockey will apply for the fee waiver to the Culture and Recreation Board subsequent to the event

Council was in consensus of waiving fees with the following comment:

- Netting option in place in writing

G#61-10: Mayor Decoux moved to recommend to Council that the Crowsnest Pass Minor Hockey waiver of fees for the bid application for the 2011 Pee Wee Championship be approved.

CARRIED UNANIMOUSLY

TOPICS FOR DISCUSSION – Continued

Advertising Review

Council's comments in reference to the municipal advertising review included:

- Necessary to communicate with everyone, and not everyone can afford subscriptions to both newspapers
- When questioned in reference to the difference in the amounts spent on advertising in 2007/08 and 2009/10, the Chief Administration Officer advised the difference could be due to the volume of mandatory advertising required, as in 2007/08 there were more land use and area structure plan revisions and in 2009/10 activity slowed down
- The Chief Administrative Officer clarified in any land use amendment and road closure the requirement is to advertise for two consecutive weeks in one newspaper circulating in the municipality; mandatory advertising is also required for borrowing
- Suggested to extend the Advertising Request for Proposals deadline in order to review advertising in the budget process
- Concern expressed at the potential of vendors operating at or below their profit margin
- Suggested a set fee approach for contracted services
- In reference to questioning on the ski hill website expenditure, the Director of Finance provided the following information:
 - The website was redeveloped to encourage communication with youth
 - The interactive website is a marketing tool
 - Will not be a yearly cost, as it was an expense to redevelop the site
 - Marketing and advertising are captured within the same accounting expense code
- In reference to questioning on whether advertising should be a budget item, the Director of Legislative Services explained having the Advertising Request for Proposals due by the end of November provides the advertising budgetary numbers for Council's consideration
- In reference to questioning if one half page in each paper would be dollars better spent, the Director of Legislative Services explained legibility is an issue
- External promotional advertising was questioned, and the Chief Administrative Officer advised the advertising in question is strictly for need, not marketing
- Noted promoting business in the Crowsnest Pass also needs to be considered
- Noted the more people that can be reached through advertising, the better the *Communications Policy* can be met
- Circulation numbers in both newspapers was discussed
- Council's consensus was that it is very important to communicate with the public
- When questioned as to how it was decided to request a three year contract, the Chief Administrative Officer advised it was placed as an option for consideration and was not at Council's request
- It is an option to request administration to negotiate with both newspapers
- When questioned, the Director of Finance advised access to advertising revenue quarterly would be part of budget deliberations

The Mayor advised:

- An appropriate policy on advertising is needed for administration to follow and make recommendations to Council
- Advertising should be done in as much media as possible with a policy in place

TOPICS FOR DISCUSSION – Advertising Review - Continued

- Task of negotiating advertising should be done by administration
- Policy would cover types of media included

The Director of Legislative Services questioned whether the resolution would end the one year contract with the Crowsnest Pass Promoter and strike down the current Advertising Request for Proposals.

Mayor Decoux requested administration present Council with a new advertising policy early in the new year, restricting costs as much as possible, work with the media, and within budget guidelines.

G#62-10: Mayor Decoux moved that a motion be made for recommendation to Council at the next meeting that to facilitate Council's duty to inform the public, a draft policy relevant to municipal advertising be prepared by administration forthwith, and further that in order to ensure that the broadest sector of the public is informed, that during the policy development period, advertising in all media resume, cost of such advertising to be negotiated by administration.

CARRIED UNANIMOUSLY

The mayor clarified that even after the policy advertising will continue in both newspapers.

Dates for Orientation with Administration

G#63-10: Mayor Decoux moved to accept administration's recommendation for Council's consideration to direct administration to set up the orientation for Council with Municipal Department heads on Tuesday, November 30, 2010 from 9:00 am to 3:00 pm in the MDM, Conference Room 11; and that a facility tour be scheduled for Wednesday, December 1, 2010 from 9:00 am to 3:00 pm.

CARRIED UNANIMOUSLY

Travel Alberta Open House

G#64-10: Mayor Decoux moved to recommend to Council that Councillor Brian Gallant attend the Travel Alberta Open House on November 22, 2010 in Pincher Creek.

CARRIED UNANIMOUSLY

Ball Soccer Complex Request

G#65-10: Mayor Decoux moved to recommend to Council that Municipal Council approve to include the amount of \$25,871.00 in the 2010 Capital Budget for the Crowsnest Pass Ball Complex funding, this amount with \$10,000.00 from the 2010 Sportfield Operating Budget and \$15,871.00 from the 2011 Budget.

CARRIED

TOPICS FOR DISCUSSION – Continued

Tentative Dates for Tour with Spray Lake Sawmills and Gordon Lehn

In response to questions regarding how Spray Lake Sawmills has contributed to the Municipality, the Chief Administrative Officer provided the following information:

- Road Use Agreements have been signed to allow Spray Lake Sawmills to remove their timber rights through the McGillivray Road, Chinook Atlas Road, and Tecumseh Road
- Most of the timber rights are in adjoining municipalities
- Employees live here
- Spend money on supplies
- Currently no plans to develop a mill in the Crowsnest Pass
- Have established a Public Advisory Committee
- The tour of the Spry Lake operations would provide an opportunity for Council to gather more information

G#66-10: Mayor Decoux moved to recommend to Council that Council attend the tour with Gordon Lehn of Spray Lake Sawmills on the afternoon of December 17, 2010.

CARRIED UNANIMOUSLY

Economic Task Force Initiative

Withdrawn pending further information.

Waiving of Off-Site Levy for the Food Bank

Discussion on waiving the off-site levy for the Food Bank included:

- Noted several lots had been donated by the Municipality to the Food Bank which they did not use
- A façade reflecting Crowsnest Pass heritage was suggested for the building
- Suggested reducing the off-site levy by half
- The Chief Administrative Officer confirmed the Municipality does not have a policy covering architectural guidelines
- The Chief Administrative Officer noted the application has been approved by the Subdivision and Development Authority subject to certain conditions being met

Mayor Decoux requested administration investigate developing a policy to ensure that new construction falls within certain guidelines.

G#67-10: Mayor Decoux moved to recommend to Municipal Council that the offsite levy exemption be granted to the Crowsnest Pass Food Bank for the construction of their new facility in accordance with Section 11 (c) of Bylaw No. 778, 2009.

CARRIED

TOPICS FOR DISCUSSION – Waiving of Off-Site Levy for the Food Bank - Continued

Administration will follow up with the Development Officer in response to questioning from Council in reference to subdivision attributes subject to approval for the Food Bank.

The Chief Administrative Office confirmed that since Councillors Gallant and Lonsbury are on the Subdivision and Development Appeal Board, they should be excusing themselves from Council Chambers for discussions on development.

IN CAMERA

G#68-10: Councillor Mitchell moved that Council go In Camera at 8:25 pm.

ADDITION TO THE AGENDA

Governance and Priority Committee Meeting – November 23, 2010

G#69-10: Mayor Decoux moved to recommend to Council that the Governance and Priorities Committee Meeting on November 23, 2010 be cancelled.

CARRIED

IN CAMERA

G#70-10: Councillor Mitchell moved that Council go In Camera at 8:26 pm.

CARRIED UNANIMOUSLY

RECESS/RECONVENE

Mayor Decoux recessed at 8:26 and reconvened at 8:35.

OUT OF CAMERA BUSINESS

G#71-10: Councillor Mitchell moved that Council come Out of Camera at 9:40 pm.

CARRIED UNANIMOUSLY

G#72-10: Mayor Decoux moved to hold an in house retreat on December 8, 2010 from 9:00 am to 3:30 pm in Council Chambers.

CARRIED UNANIMOUSLY

G#73-10: Councillor Mitchell moved that the road closure be refused.

CARRIED UNANIMOUSLY

AJOURN

G#74-10: Councilor Mitchell moved to adjourn the meeting at 9:40 pm.

CARRIED UNANIMOUSLY

Bruce Vernon Decoux

MAYOR

GORDON O. LUNDY

CHIEF ADMINISTRATIVE OFFICER