



**AGENDA**  
**Bentley Town Council Regular Meeting**  
**Tuesday September 26, 2023**  
**6:45pm Regular Meeting**

***Note: MPC meeting at 6:15pm – prior to regular council meeting – see agenda on website***

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- 1. Call to Order**
- 2. Indigenous Acknowledgement**

**“We acknowledge that we are meeting on Treaty 6 Territory and Home of Metis Nation Region 3, on land that is part of a historic agreement involving mutuality and respect. We recognize all the many First Nations, Metis, Inuit, and non-First Nations whose footsteps have marked these lands.”**
- 3. Amendments & Acceptance of Agenda**
- 4. Adoption of Previous Minutes:**
  - a) Regular Meeting of Council September 12, 2023**
- 5. Financial:**
  - a) Prepaid Cheque Listing – Cheques No. 20230669 to 20230709**
- 6. New Business**
  - a) Lacombe Tourism Presentation and 2023 Reporting**
  - b) FCSS Presentation – Barb Carson**
- 7. Correspondence**
  - a) Lacombe County Council Highlights – September 14, 2023**
  - b) 2023 International Muse Creative Design Awards – Gold for Town of Bentley for branding**
  - c) Letter of appreciation – Lacombe County – Medicine Lodge Ski Hill Masterplan**
- 8. Other Business**
  - a) Meeting with Mike Damberger at AM conference – Discussion surrounding Cost Share of the Bentley Bike Path September 29, 2023, 8:15am AM Conference**
  - b) Meeting with MLA Jason Nixon at AM conference – Discussion regarding council priorities**
- 9. Adjournment**



## Minutes of the Regular of the Council of the Town of Bentley

September 12, 2023

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**Date and Place** Minutes of the Regular Meeting of the Council of the Town of Bentley held Tuesday, September 12, 2023, at 6:45 p.m., in the Bentley Municipal Office

**In Attendance** Mayor Greg Rathjen  
Deputy Mayor Eastman  
Councillor Grimsdale  
Councillor Valiquette  
Councillor Hansen  
CAO, Marc Fortais

**Call to Order** Mayor Rathjen called the regular meeting to order at 6:45pm

**Indigenous Acknowledgement** “We acknowledge that we are meeting on Treaty 6 Territory and Home of Metis Nation Region 3, on land that is part of a historic agreement involving mutuality and respect. We recognize all the many First Nations, Metis, Inuit, and non-First Nations whose footsteps have marked these lands.”

**Read by Mayor Rathjen**

### Agenda

**Motion 200/2023** Moved by Councillor Hansen, “THAT the agenda of the September 12, 2023, Regular Meeting of Mayor and Council be amended to include as other business, a discussion item regarding camping within the Town of Bentley in areas other than the Bentley Campsite.”

**Carried**

**Motion 201/2023** Moved by Deputy Mayor Eastman, “THAT the amended agenda of the September 12, 2023, Regular Meeting of Mayor and Council be accepted.”

**Carried**

**Previous Minutes**

**Motion 202/2023** Moved by Councillor Grimsdale, "THAT the minutes of the September 12, 2023, Regular Meeting of Council be accepted."

**Carried**

**Financial**

**a) Prepaid Cheque Listing – Cheques No. 20230615 to 20230668**

**Motion 203/2023** Moved by Councillor Valiquette, "THAT Cheques No. 20230615 to 20230668 be received for information."

**Carried**

**Unfinished Business**

**a) Oxford Park Concept Plan – Report**

- Continued discussion from August 22, 2023, Council Meeting
- Council Feedback regarding concepts

**Motion 204/2023** Moved by Councillor Hansen, "THAT administration be directed to defer further work on Oxford Park, until budget time this year."

**Carried**

**b) Main Street Banner Designs**

**Motion 205/2023** Moved by Councillor Hansen, "THAT Mayor and Council approve - Option #4 as presented. "With the wording written from top to bottom"; AND

THAT administration be directed to produce the banners to be installed in the spring of next year."

It should also be noted that Mayor Rathjen asked for a recorded vote as there was a lengthy discussion regarding if the wording should be from top to bottom or bottom to top.

Deputy Mayor Eastman	For
Councillor Hansen	For
Councillor Grimsdale	For
Councillor Valiquette	For
Mayor Rathjen	Against

**Motion is Carried 4 For and 1 Against**

**New Business**

**a) Public Works Report**

**b) Parks Report**

**Motion 206/2023** Moved by Councillor Valiquette, "THAT the Public Works Report and the Parks Report be accepted as information."

**Carried**

## Break

**Motion 207/2023** Moved by Councillor Hansen, "THAT Mayor and Council take a short 5-minute break at 8:16pm, prior to receiving the presentation for Q2 Financial Report."

**Carried**

Mayor Rathjen called the meeting back in session at 8:22pm

## New Business (Cont'd)

### c) Q2 Financial Report

**Motion 208/2023** Moved by Councillor Grimsdale, "THAT Mayor and Council accept the Q2 Financial Report as information."

**Carried**

## Correspondence

### a) Lacombe County Council Highlights – August 24, 2023

**Motion 209/2023** Moved by Councillor Valiquette, "THAT correspondence items a) be received for information."

**Carried**

## Other Business

### a) Camping at other locations in Town of Bentley

- Mayor Rathjen had indicated at the beginning of the council meeting that he wished to discuss what had occurred with camping on the church property a few weeks ago. Councillor Hansen agreed and the motion to add this item was made by Councillor Hansen.

- Mayor Rathjen indicated that he was sorry that he had allowed camping on the church property without first obtaining a special event permit. He indicated that he was unaware that he needed one, and it was an oversight on his part, as this was a last-minute request by the people who had come to the church for a retreat as they had been impacted by fires and could not go where they normally went. Some stayed at the campground, and some stayed on the church which is private property.

- In addition, the group gave a donation to the Town of Bentley Campground.

- Administration through CAO Marc Fortais indicated that the Bylaw should be amended to offer more clarity around camping on private property to put limitations on the numbers of persons that can camp on private property without a special event permit. He also indicated that in these situations, persons should be applying for the town for a special event permit, as camping in large numbers should only occur within the Bentley

Campground, unless an exception is made for special circumstances that would be approved through that special event permitting process.

**No Motion was made.**

**b) Green and Inclusive Buildings Program (Administration Update)**

- Mayor Rathjen requested that CAO Fortais also provide a quick update on the Town of Bentley's Grant application to green and inclusive buildings program grant. ***(This was an added item not included the agenda approval at the beginning of the meeting)***

- The grant was applied for through the federal government. The Town of Bentley has been waiting for approximately 14 months with no answer regarding if we are successful or not for the grant.

**Motion 210/2023** Moved by Deputy Mayor Eastman, "THAT Mayor Rathjen is requested to find the name & contact number for the new Minister responsible for the Green and Inclusive Buildings Program Grant; AND THAT he is to write and send a letter to the minister strongly requesting a status update of the Grant for the Town of Bentley.

**Carried**

**Council Reports**

- a) **Mayor Rathjen**
- b) **Deputy Mayor Eastman**
- c) **Councillor Grimsdale**
- d) **Councillor Valiquette**
- e) **Councillor Hansen**

**Motion 211/2023** Deputy Mayor Eastman, "THAT the Council Reports for August 2023, be accepted as information."

**Carried**

**Adjournment**

**The meeting was adjourned by Mayor Rathjen at 9:22pm**

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**Mayor Greg Rathjen**

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**CAO Marc Fortais**



# TOWN OF BENTLEY

## Cheque Listing For Council

Cheque #	Cheque Date	Vendor Name	Invoice #	Invoice Description	Invoice Amount	Cheque Amount
20230669	2023-09-15	RATHJEN, ARTHUR M				
20230670	2023-09-15	VALIQUETTE, BRENDA C				
20230671	2023-09-15	HANSEN, PAMELA				
20230672	2023-09-15	GRIMSDALE, DALE A				
20230673	2023-09-15	EASTMAN, LENORE M				
20230674	2023-09-08	OLDS CONCRETE SERVICES (2014) LTD.	2793	PAYMENT 2023 CONCRETE PROGRAM PR	118,521.01	118,521.01
20230675	2023-09-15	CARSON, BARBARA J				
20230676	2023-09-15	JENSEN, DARREN J				
20230677	2023-09-15	MEREDITH, SANDRA L				
20230678	2023-09-15	GIBSON, COLE C				
20230679	2023-09-15	DENNEHY, NATHAN				
20230680	2023-09-15	GREAVES, LORYANNE				
20230681	2023-09-15	FORTAIS, MARC C				
20230682	2023-09-15	KIKSTRA, ROBERT B				
20230683	2023-09-15	LOOV, CHRISTOPHER D				
20230684	2023-09-15	327241 ALBERTA LTD.	1218	PAYMENT ANIMAL CONTROL SERVICES FC	1,065.75	1,065.75
20230685	2023-09-15	ACCESS GAS SERVICES	202308-AB1878	PAYMENT ACCESS GAS BILL FOR AUGUST	673.04	673.04
20230686	2023-09-15	ALBERTA PARKING LOT SERVICES INC.	25313	PAYMENT ANNUAL RE-PAINT STALL LINES,	7,665.00	7,665.00
20230687	2023-09-15	BENTLEY ESSO	31082023	PAYMENT AUGUST VEHICLE/EQUIPMENT C	1,330.97	1,330.97
20230688	2023-09-15	BIG HILL SERVICES	32114	PAYMENT ARENA MAINTENANCE SUPPLIE	132.14	132.14
20230689	2023-09-15	EDGE MARKETING & DESIGN INC.	8672	PAYMENT ANNUAL WEB HOSTING FEE	210.00	210.00
20230690	2023-09-15	EMPRINGHAM DISPOSAL CORP.	51421	PAYMENT RECYCLING FOR AUGUST 2023	2,229.15	2,229.15
20230691	2023-09-15	GO SERVICES INC.	15167230	PAYMENT PORTAPOTTIES AUGUST 2023	787.50	787.50
20230692	2023-09-15	GRIMSDALE, DALE	31082023	PAYMENT MILEAGE REIMBURSEMENT LRV	42.48	42.48
20230693	2023-09-15	HHID	367519	PAYMENT DIRECTOR EMERGENCY MANAC	787.50	787.50
20230694	2023-09-15	LACOMBE COUNTY	IVC00043983 IVC00044034	PAYMENT 2ND QUARTER FIRE DEPT COST AUGUST FIRE PAYROLL 2023 TR	2,023.03 1,051.03	3,074.06
20230695	2023-09-15	MAGNUM HYDROVAC	1063	PAYMENT WATER STATION - LOCATE BROF	756.00	756.00
20230696	2023-09-15	PARKLAND COMMUNITY PLANNING SERVICES	22062	PAYMENT DAY TO DAY	300.00	300.00
20230697	2023-09-15	RATHJEN, GREG	31082023	PAYMENT MILEAGE REIMBURSEMENT COI	18.88	18.88
20230698	2023-09-15	RED DEER OVERDOOR		PAYMENT		1,730.34



# TOWN OF BENTLEY

## Cheque Listing For Council

2023-Sep-20  
8:44:16AM

Cheque #	Cheque Date	Vendor Name	Invoice #	Invoice Description	Invoice Amount	Cheque Amount
20230698	2023-09-15	RED DEER OVERDOOR	36249	REPLACED EXTERIOR ARENA D	1,730.34	1,730.34
20230699	2023-09-15	RIMBEY EXPRESS	3020	PAYMENT WATER SAMPLES & RETURNS F	137.50	137.50
20230700	2023-09-15	SHAW CABLE	23072023 23082023	PAYMENT PW SHOP INTERNET (23-AUG-23 PW SHOP INTERNET (23-SEP-23	105.00 105.00	210.00
20230701	2023-09-15	SUNBELT RENTALS	76121112 76133805	PAYMENT AERATOR RENTAL (PARKS & RE MAN LIFT RENTAL TO REMOVE E	73.50 519.88	593.38
20230702	2023-09-15	TELUS COMMUNICATIONS INC.	04092023 04092023. SEPT042023	PAYMENT INTERAC LINE TELUS BILL FOR SEPTEMBER 20 ARENA WIFI	37.55 780.10 78.75	896.40
20230703	2023-09-15	TELUS MOBILITY INC.	9153364223	PAYMENT PUBLIC WORKS CELL PHONES &	122.17	122.17
20230704	2023-09-15	VALIQUETTE, BRENDA	31092023	PAYMENT REIMBURSEMENT MILEAGE COI	18.88	18.88
20230705	2023-09-15	WASTE CONNECTIONS OF CANADA INC.	7425-00002558	PAYMENT COMMERCIAL WASTE PICK UP F	1,338.52	1,338.52
20230706	2023-09-15	WILD ROSE ASSESSMENT SERVICES	9113	PAYMENT PROGRESS PAYMENT FOR SEP	1,330.88	1,330.88
20230707	2023-09-15	WOLF CREEK BUILDING SUPPLIES	582260	PAYMENT ARENA MAINTENANCE SUPPLIE	172.05	172.05
20230708	2023-09-15	FCSSAA	1722	PAYMENT 2023-2024 FCSS ASSOCIATION M	346.00	346.00
20230709	2023-09-15	SERVUS CREDIT UNION	31082023	PAYMENT SERVUS MASTERCARD BILL FOI	1,654.78	1,654.78

**Total 166,950.00**

\*\*\* End of Report \*\*\*

# Lacombe Regional Tourism

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**2023 - 2024 ANNUAL REPORT**

Merry Kuchle - President

Austin Weaver - Executive Director





# AGENDA

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- Our Mandate
- The Team
- The Board
- Activities that went well
- Activities that did not go well
- What's next 2024
- Funding Ask
- Questions





# OUR MANDATE

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**To responsibly grow the regional visitor economy by**

1. leveraging key public and private partnerships
2. leading regional destination promotion and development activity
3. engaging all community members across Lacombe County

**so**

**together, we can welcome more visitors for the benefit of all.**



# MEET THE TEAM

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*Executive Director*  
**Austin Weaver**



*Marketing Coordinator*  
**Viridiana Blignaut**



*2023 Content Creator*  
**Stuart Reece**

*2024 Content Creator*  
**Christian Lintan**





# THE BOARD

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## **Executive**

Merry Kuchle - President

Rieley Kay - Vice President

Jacquie Corkery - Treasurer

## **Members**

Jeff Hanger - Chamber of Commerce rep

Scott Dallas - City of Lacombe rep

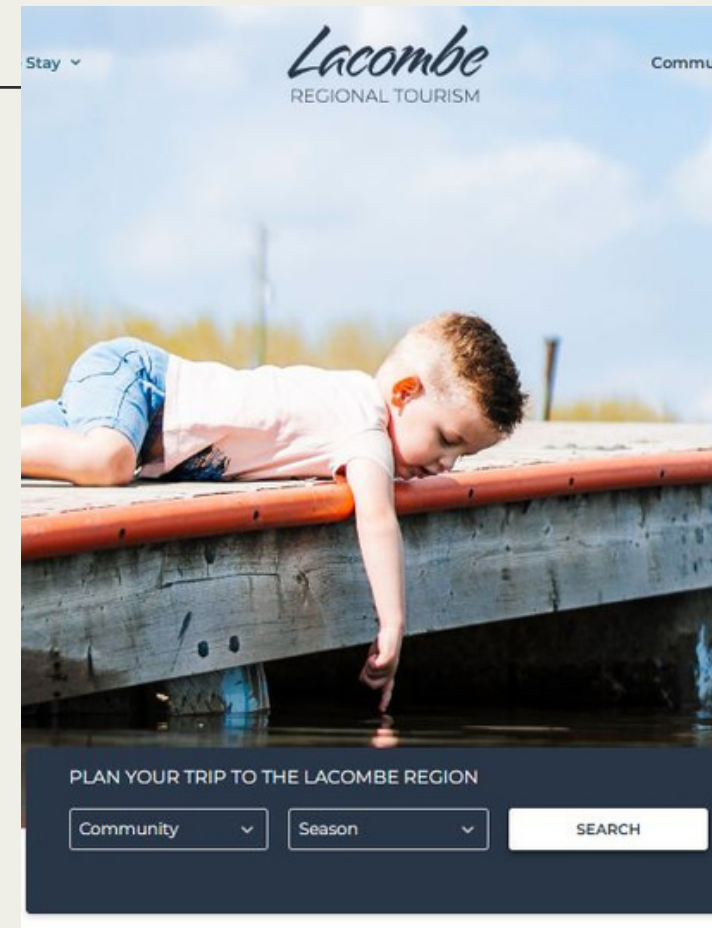
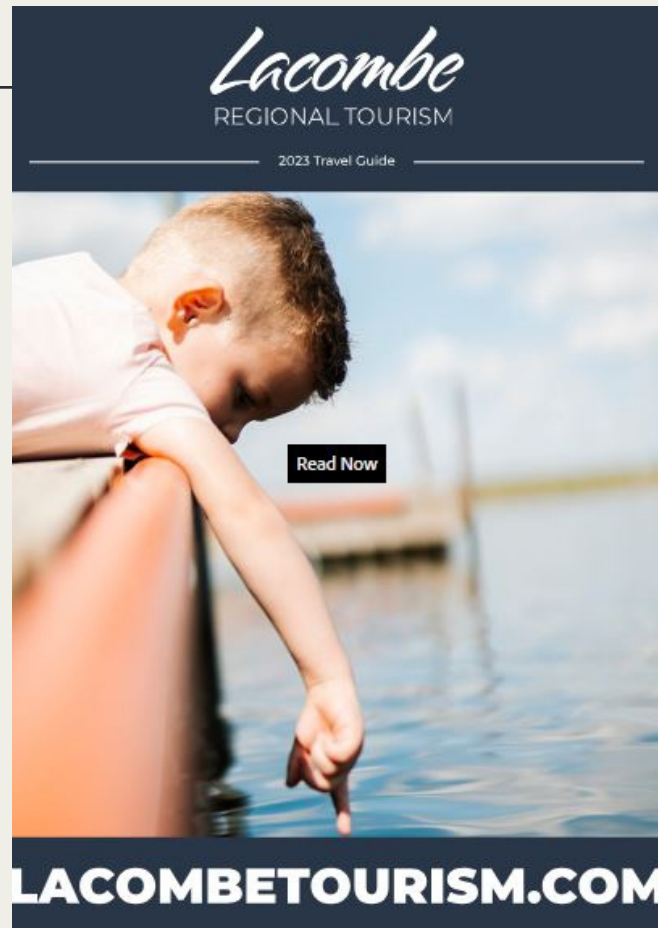
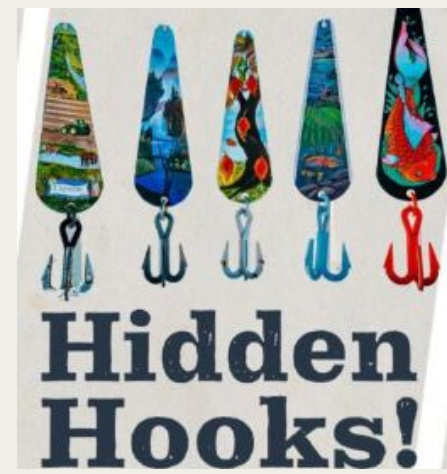
Kenneth Weenink- Lacombe County rep

Rachel Kraay - Past President/ Member at Large

Alida Prins - Member at Large



# ACTIVITIES THAT WENT WELL IN 2023



*Marketing*  
**2023 Visitor Guide**

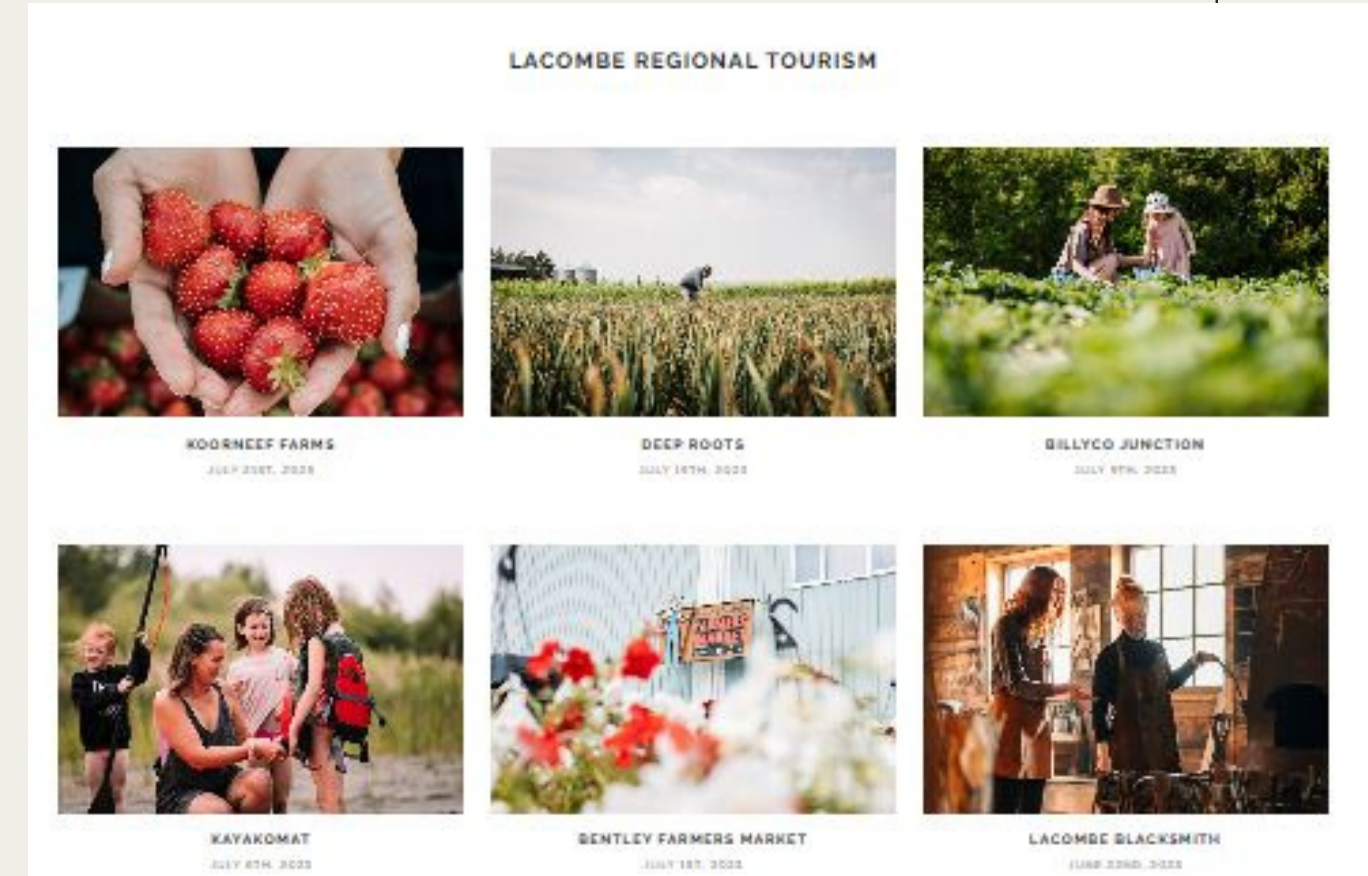
*Marketing*  
**Website Performance**

*Membership Growth*  
**41- Businesses**  
**10 - Non Profits**

*Marketing*  
**Consumer Shows**



# ACTIVITIES THAT WENT WELL IN 2023



*Member Services*  
**Letters of Support**

*Destination Development*

- Travel Alberta Destination Development Plan
- Lacombe and District Agriculture Society Strat Plan

*Destination Development*

- Medicine Ski Lodge Master Plan
- Town of Bentley Rebrand
- Ellis Bird Farm Rename

*Marketing*  
**Image Bank**





# OUR NUMBERS

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	<b>Staff</b>	<b>Membership Dues</b>	<b>Communities</b>
2020	2 PT		1 Community 1 County
2021	1 FT	\$2,340	1 Community 1 County
2022	1 FT 1 PT 1 Contract	\$3,200	3 Communities 1 County
2023	2 FT 1 Contract	\$8,505.00	8 Communities 1 County



# GROWTH OF AWARENESS - SOCIAL MEDIA REACH

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**386,000**

projected 2023

**282,000**

2022

**157,000**

2021

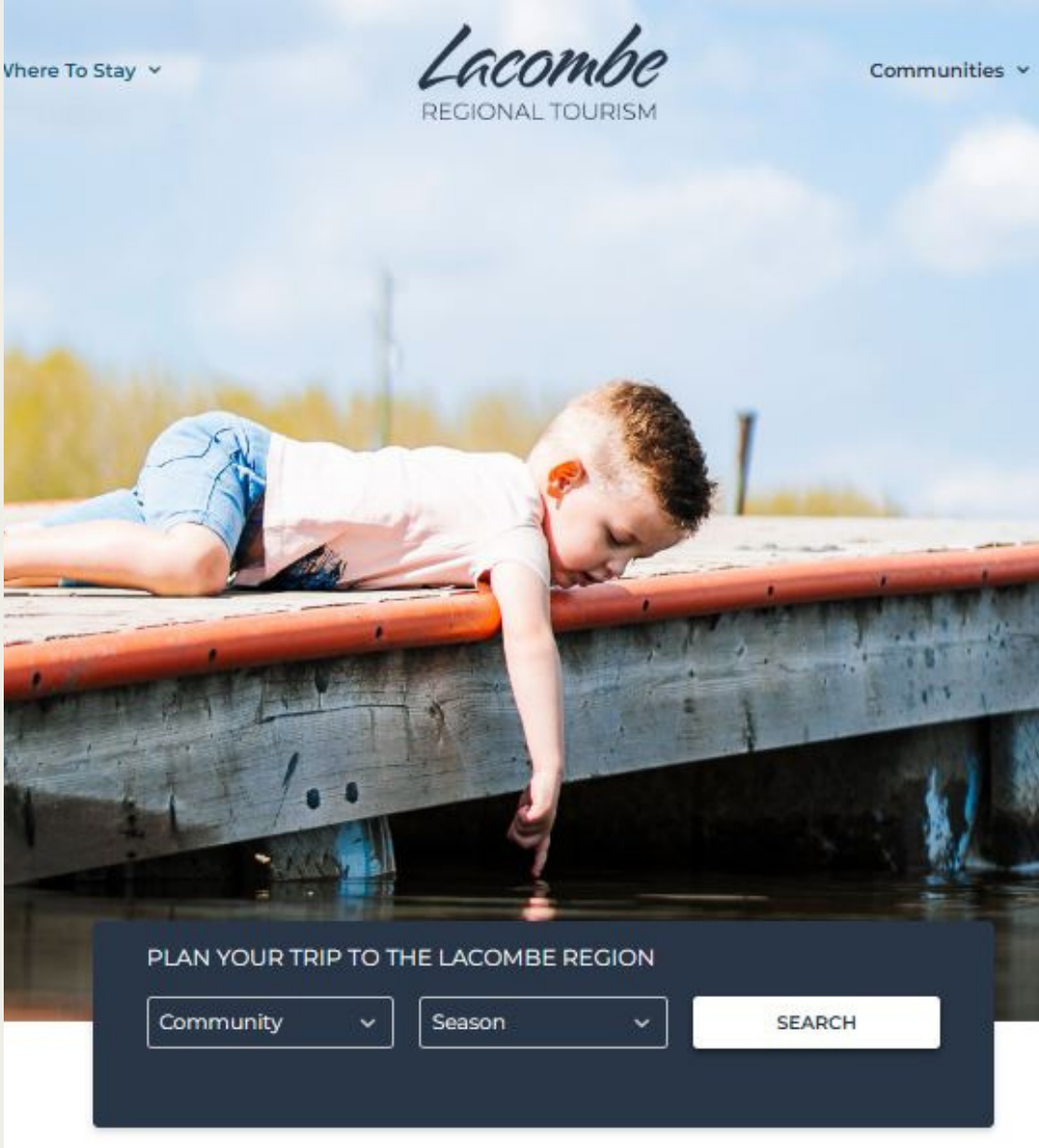


# ACTIVITIES THAT DIDN'T GO SO WELL



## *Event Attraction*

- **Pinty's Grand Slam of Curling**
- **National Aboriginal Hockey Championship**



## *Growing Pains*

- **Internal Capacity**
- **Member Services**



## SPORTS & EVENTS

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We took a step back to look at this sector's competitive landscape and realized

1. Venues matter
2. Proximity to Red Deer and Leduc
3. Supporting infrastructure and services matter
4. Staff capacity and structure matters



# What's Next 2024



# 2024 STRATEGIC OBJECTIVES

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1. Expand our regional catchment
2. Create four cluster experiences
3. Reevaluate our strategic plan for 2025
4. Event Pilot - Bentley Specific



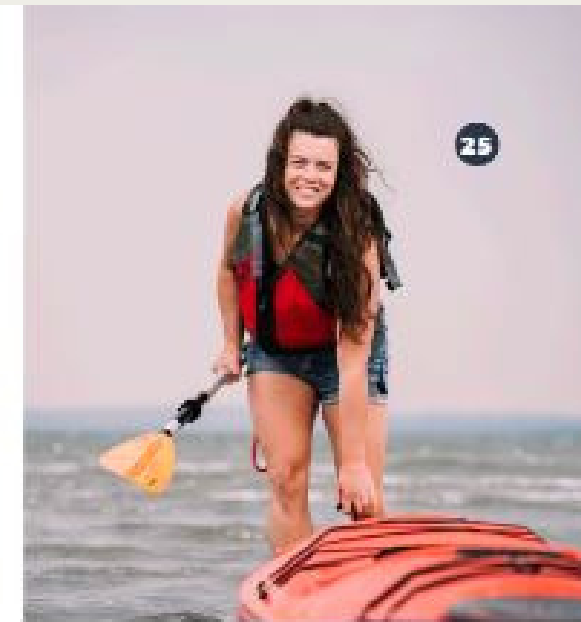
# LAUNCH THE 2024 VISITOR GUIDE



## EMBARK YOUR JOURNEY IN LACOMBE REGION!

- 06 COMMUNITIES IN THE LACOMBE REGION
- 15 DISCOVER DINING, SHOPPING AND CULTURE
- 21 EVENTS & FESTIVALS
- 22 LACOMBE COUNTY MAP
- 24 ROUTE 12
- 25 EXPLORE TRAILS, NATURAL AREAS AND CAMPING
- 30 BEACHES & LAKES
- 31 EXPERIENCE SEASONAL ATTRACTIONS & ACTIVITIES
- 36 SUMMER ATTRACTIONS

- 38 WINTER IN LACOMBE
- 40 ACCOMMODATIONS
- 41 FARMS
- 42 LIVING IN LACOMBE
- 43 GET IN TOUCH



EXPLORE 3



# ATTEND MORE CONSUMER SHOWS

A promotional banner for the Edmonton Boat & Sportsmen's Show. The top section is a solid green bar with the event's logo on the left and a navigation menu on the right. The logo consists of a stylized white fish and a white bird in flight, with the text 'EDMONTON BOAT & SPORTSMEN'S SHOW' below. The navigation menu includes 'HOME', 'ATTEND', and 'EXHIBIT', each with a small downward arrow. The bottom section of the banner features a photograph of a person in outdoor gear holding a large fish. Overlaid on this photo is the text 'MARCH 14-17 2024!' in large white letters, and 'EMBRACE THE THRILL OF THE OUTDOORS AT THE EDMONTON BOAT AND SPORTSMEN'S SHOW!' in smaller white letters at the bottom.

**EDMONTON**  
BOAT & SPORTSMEN'S SHOW

HOME ▾ ATTEND ▾ EXHIBIT ▾

**MARCH 14-17 2024!**

EMBRACE THE THRILL OF THE OUTDOORS AT THE EDMONTON BOAT AND SPORTSMEN'S SHOW!





# GROW ROUTE 12



# EVENT PILOT PROGRAM - BENTLEY



## Provide Support

Resources and capacity needed by existing event organizers



## Build Capacity

Create/manage two events in the shoulder seasons to increase visitation.



## Establish Leadership

Look to the future to help build community event leadership ready to welcome small events



At this time we would like to ask that the Town of Bentley increase their funding from \$5,300 to \$10,830.



# Thank you!

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**RE: Town of Bentley**

In 2022 the Town of Bentley voted in favor of joining the Lacombe Regional Tourism Association at the per capita rate of \$5,300 for 2023. The following chart below shows the value of this additional expenditure returned or service the Lacombe Regional Tourism Association brought to the Town of Bentley.

Activity	Direct benefit	Indirect benefit	Value
Community Profile	Raises brand awareness through joint promotion	Shared cost	\$10,000
Social Media Engagement	Access to a growing engaged audience	Social Media Expertise	\$120
Visitor Guide	Raises brand awareness	Shared Cost	\$13,000
Business Leads and Referrals	Business connections and resources are shared for the betterment of the Town of Bentley	Networking and Education	N/A
Representation on the Board	Town of Bentley concerns are talked about at the board level	Networking and Education	\$120 (8 board meetings)
Included in Grants – as applicable	<ul style="list-style-type: none"> <li>• \$4,000 of spending was allocated to Town of Bentley from the Travel Alberta Partnership Marketing Grant</li> <li>• Included in LRT NRED Grant ask</li> </ul>		\$4,000
Media Visits	Linda Hoang	Increased Destination Awareness	\$3,000

Video and Photo creation	<ul style="list-style-type: none"> <li>Inclusion in Stuart Reece Photo Shoot</li> </ul>	High quality content for available for Town use	\$2,500
Community Involvement	<ul style="list-style-type: none"> <li>In the community approximately every two weeks on business walk</li> <li>Participating in local events</li> </ul>	Localized information gathered and shared.	\$960
Inclusion in Destination Development talks and projects	<ul style="list-style-type: none"> <li>Supporting the Medicine Lodge Ski Hill Master Plan</li> </ul>	Industry development	\$450
Representation at Consumer Shows	<ul style="list-style-type: none"> <li>2023 Calgary Outdoor Adventure Show</li> <li>2023 Stettler Trade Show</li> <li>2023 Lacombe Tradeshow</li> </ul>	Increased Destination Awareness	\$2,400

Total leveraged value to provide to the Town of Bentley as shown \$36,550

**LACOMBE REGIONAL TOURISM AND MARKETING ASSOCIATION**

**Financial Statements**

**Year Ended December 31, 2022**

Ph: 403-782-9600  
Fax: 403-782-9665  
Cell: 403-350-8378



gpolcga@telus.net  
5014 - 50th Avenue  
Lacombe, AB T4L 2L1

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## COMPILATION ENGAGEMENT REPORT

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To the Management of Lacombe Regional Tourism and Marketing Association,

On the basis of information provided by management, I have compiled the statement of financial position of Lacombe Regional Tourism and Marketing Association as at December 31, 2022 and the statements of revenues and expenditures and changes in net assets for the year then ended, and Note 1, which describes the basis of accounting applied in the preparation of the compiled financial statements.

Management is responsible for the accompanying financial statements, including the accuracy and completeness of the underlying information used to compile it and the selection of the basis of accounting.

I performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, *Compilation Engagements*, which requires me to comply with relevant ethical requirements. My responsibility is to assist management in the preparation of the financial information.

I have not performed an audit engagement or a review engagement, nor was I required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, I do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information.

Readers are cautioned that the financial information may not be appropriate for their purposes.

Lacombe, Alberta  
March 24, 2023

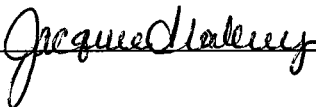
Garth Pol Professional Corporation  
Chartered Professional Accountant



**LACOMBE REGIONAL TOURISM AND MARKETING ASSOCIATION**  
**Statement of Financial Position**  
**December 31, 2022**

	2022	2021
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 54,392	\$ 100,308
Accounts receivable	20,421	8,505
Inventory	908	624
Goods and services tax recoverable	3,766	3,587
	<b>\$ 79,487</b>	<b>\$ 113,024</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 21,457	\$ 21,925
Short term debt	40,000	40,000
	<b>61,457</b>	<b>61,925</b>
<b>NET ASSETS</b>	<b>18,030</b>	<b>51,099</b>
	<b>\$ 79,487</b>	<b>\$ 113,024</b>

Reviewed and Approved by:

 Director - Dated March 24, 2023

**LACOMBE REGIONAL TOURISM AND MARKETING ASSOCIATION**  
**Statement of Revenues and Expenditures**  
**Year Ended December 31, 2022**

	2022	2021
<b>REVENUES</b>		
City of Lacombe Grant	\$ 61,566	\$ 55,960
Lacombe County Grant	53,156	44,756
TA Partnership Marketing Program	46,846	12,500
Other Grants	22,500	20,000
Memberships	10,200	3,525
Culture Days Grant	5,600	14,600
Canada Days Grant	780	8,000
Retail Sales	222	219
Publication Revenue	452	4,136
Light Up the Night Grant	-	34,450
Corporate Donations	-	3,000
Summer Student Grant	-	9,406
	<b>201,322</b>	210,552
<b>EXPENDITURES (Schedule 1)</b>	<b>234,391</b>	200,021
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES</b>	<b>\$ (33,069)</b>	<b>\$ 10,531</b>

**LACOMBE REGIONAL TOURISM AND MARKETING ASSOCIATION**  
**Statement of Changes in Net Assets**  
**Year Ended December 31, 2022**

	<b>2022</b>	<b>2021</b>
<b>NET ASSETS - BEGINNING OF YEAR</b>	<b>\$ 51,099</b>	<b>\$ 40,568</b>
<b>DEFICIENCY OF REVENUES OVER EXPENDITURES</b>	<b>(33,069)</b>	<b>10,531</b>
<b>NET ASSETS - END OF YEAR</b>	<b>\$ 18,030</b>	<b>\$ 51,099</b>

**LACOMBE REGIONAL TOURISM AND MARKETING ASSOCIATION**

**Notes to Financial Statements**

**Year Ended December 31, 2022**

*(Unaudited - See Notice To Reader)*

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1. BASIS OF ACCOUNTING

The basis of accounting applied in the preparation of the statement of financial position of Lacombe Regional Tourism and Marketing Association as at December 31, 2022 and the statements of revenues and expenditures and changes in net assets for the year then ended is the historical cost basis and reflects cash transactions with the addition of:

- Accounts receivable.
  - Accounts payable.
-

**LACOMBE REGIONAL TOURISM AND MARKETING ASSOCIATION**

**Expenditures**

**(Schedule 1)**

**Year Ended December 31, 2022**

	2022	2021
Promotion:		
TA Partnership Marketing Program	28,517	15,176
Website	16,151	1,856
Trade show	4,034	-
Publication production and delivery	8,237	6,527
Advertising and promotion	1,601	1,955
Route 12 guide	570	-
Events Production:		
Harvest Festival / Events	25,070	22,086
Canada Day	9,455	4,187
Light up the Night	7,171	34,656
Tourism Development:		
Strategic Planning	-	7,460
General and Administrative Expenses:		
Salaries & Contracted services	109,575	88,458
Office	5,395	2,501
Motor vehicle expenses	3,464	741
Employee benefits	3,053	-
Insurance	1,933	1,667
Rental	1,919	1,771
Accounting fees	1,896	2,603
Telephone	1,762	475
Professional development	1,499	100
Repairs and maintenance	1,182	878
Interest and bank charges	888	970
Fees	542	-
Mileage	282	41
Bad debts	195	450
Memberships	-	5,000
Recognition	-	253
Supplies	-	210
	<b>\$ 234,391</b>	<b>\$ 200,021</b>

## Lacombe Regional Tourism 2024 Draft Budget

2023	2024 proposed without 10% increase	2024/2025 proposed with 10% increase
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<b>REVENUE</b>			
Grants Income			
retained earnings from previous year	18,000	5,000	5000
Culture & Harvest Festival admission revenue	2100	4000	4000
Culture & Harvest Festival Sponsorships	4000	4000	4000
Light Up the Night Grant	0	0	0
Travel Alberta Partnership Marketing Fund	35,000	40,000	40000
Summer Student Staffing Grants (2 Student)	0	6,000	6000
Route 12 (for 2023)	2000	2000	2000
<b>Total Grant Income</b>	<b>61100</b>	<b>61,000</b>	<b>61,000</b>
Income Other			
Publication Revenue	13,500	14,000	14000
Tear Away Map Revenue	0	0	0
City of Lacombe	64000	64,000	70400
Town of Bentley	5300	5300	5830
Town of Blackfalds	1,000	3000	3300
Village of Alix	3,600.00	3600	3960
Vilage of Clive	3539	3539	3892.9
Lacombe County	55,000	55000	60,500
Destination Stettler	400	400	400
Retail Sales	0	0	0
Business Memberships	8,505	9000	9000
<b>Total Income</b>	<b>154,844</b>	<b>157,839</b>	<b>171282.9</b>
<b>TOTAL REVENUE</b>	<b>215,944</b>	<b>218,839</b>	<b>232,283</b>
<b>EXPENSE</b>			
<b>Advertising &amp; Promotion</b>			
Travel Alberta Partnership Marketing Fund (Route 12 Pr	1500	3000	3000
Print Advertising (Activitiy itineraries)	0	1000	2000
Paid Media Visits	12,500	15000	20000
Digital Advertising	2500	5000	6000
Website Maintenance	2000	2000	2500
Visitor Guide Publication	10,500	6000	6000
Business Partnership Fund (2025 Strat Plan)	0	5000	10000
<b>Advertisng &amp; Promotion Total</b>	<b>29000</b>	<b>37000</b>	<b>49500</b>
<b>Tourism Development</b>			

Mobile Unit Operating costs & Reserve	4000	4000	4000
Central AB Tourism Alliance	0	0	0
Tourism Development Total	4000	4000	4000
<b>Events Production</b>			
Harvest Festival	15,000	10,000	5000
Canada Day	4300	5000	5000
Light Up the Night	0	0	
Lacombe Beer Festival	0	0	
Event Production Total	19300	15,000	10000
<b>Retail</b>	0	0	
<b>Administration</b>			
Postage	500	500	500
Insurance	2200	2500	2500
Staff Benefits	3300	5000	5000
Contract Bookkeeper	2,500	2500	3000
Wages	113000	130,000	130000
Accounting & Legal	2500	2500	2500
Memberships	0	0	0
Phone-Internet	1500	2000	2500
Equipment	0	5000	5000
Office Supplies	2000	2000	2000
Mileage General	1000	2000	3000
Professional Development	0	2500	3000
Bank charges , CAFT, & Interest	1000	1500	1500
Mobile Unit	0	3000	3000
Loan Repayment - CEBA	30,000	0	0
Rent	0	0	0
Total Admin Expenses	159500	161000	163500
	0	0	
<b>TOTAL EXPENSE</b>	211800	217,000	227000
<b>NET INCOME</b>	4,144	1,839	5,283



# Council Presentation Community Services/FCSS

September 2023



# Overview

- ▶ FCSS is funded via an 80/20 split by the Province and Municipalities, with a funding model based on population. Bentley receives the funding for the Summer Village of Gull Lake.
- ▶ The FCSS program started in Bentley in 1997 with a 10 hour a week position.
- ▶ Staff worked from their home office which transitioned into an office the Bentley Long Term Care Centre - old lab - in 1999.
- ▶ 1999 - The Neighborhood Place grant was applied for under the umbrella of FCSS and successfully obtained until it was no longer available from the Province in 2019. The securing of this grant enabled staff to move from 15 hours per week to a fulltime position, with 3 days per week funded by said grant. Programming was greatly enhanced during this time reflective of the dual mandates and additional funded dollars.
- ▶ 2020 to present - Community Services staffing - FCSS staffing is 2 days per week funded via the Provincial/Municipality Partnership, 2 days funded by the Town. FCSS applies to the County for funding support with approximately \$10,000 given yearly.

# What Can FCSS Do?


This is an overview of the mandate. Each Community determines the services offered based on identified needs locally.

Endeavors must be early intervention/prevention orientated and not primarily recreation in nature.

## An FCSS program may....

- assist their community to identify their social needs and develop responses to meet those needs, including:
  - raising public awareness around community issues
  - developing strategies for community advocacy
  - developing comprehensive social community plans and initiatives
  - environmental scans, service reviews, strategic planning, program planning
  - in-kind support to community-based groups (until they can sustain themselves) such as provision of office space, printing, photocopying, help with preparing proposals, etc.

- 
- promote, encourage and support volunteer work in the community, including:
    - recruitment, training and placement services
    - resources to support volunteers
    - volunteer recognition
    - coordination of volunteer services
  
  - inform the public of available services, including:
    - information and referral services
    - community information directories
    - newcomer services
    - interagency coordination

- 
- enrich and strengthen family life by developing skills so people can function more effectively within their own environment, including:
    - mentoring programs
    - parenting and family life education and development programs
    - programs for single adults and single parents
    - courses designed to enhance self-awareness and personal growth
    - individual, family and group counselling services that are educational and not treatment oriented
    - youth development and leadership services

- 
- enhance quality of life of the retired and semi-retired, including:
    - home support services
    - education and information services
    - coordination of senior's services and programs
    - self-help socialization activities
  - promote the social development of children and their families, including:
    - parent-child development activities
    - early childhood development services for children 0-6 (excluding childcare)
    - support services for young children aged 6-12

# Non Eligible Services

Services provided under a local FCSS program must not

- provide primarily for recreational needs or leisure time pursuits of individuals
- offer direct assistance, including money, food, clothing or shelter to sustain an individual or family
- be primarily rehabilitative in nature
- duplicate services that are ordinarily provided by a government or government agency

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# Why Are FCSS Programs Different?

FCSS programs vary in communities based on how THAT community wishes meet the needs of their community.

- A Municipality may operate the program directly like Bentley, Blackfalds & Sylvan Lake.
- A Municipality may choose to partner with another, redirecting funding and program responsibility to that Municipality. Example: City of Red Deer manages many outlying communities with community workers placed in those communities. Penhold, Delburne, Bowden are a few under their management. Their FCSS board is made up of all communities.

- Programs like Alix & Area Community Resource Centre, Lacombe & District FCSS and Rimbey FCSS, are independent societies with the funding being directed to them by the municipalities to manage and report on.
  - Programs which are independent societies may have their mandates expanded to be able to provide additional services via external contracts.
  - These programs may provide services that fall “outside” of the FCSS mandate utilizing external funding.
  - FCSS staff must be paid from the external funds to manage programs that do not align with the FCSS Mandate. Example: Lacombe Connex Transportation Program
  
- Programs may also choose to have operate with
  - A management board
  - Advisory board
  - Report directly to a Town Manager/Council



# Community Services - FCSS Endeavors

## ➤ Stay & Play

- Direct programming with a qualified staff, operating Fridays, January to May and September to May. Potluck play evenings.
- Bentley Library is also a partner in this program providing reading materials for themed weeks.

## ➤ Seniors Outreach/Programs

- Program partnerships with our Seniors Drop In, the Edmonton Seniors Centre and the Brenda Strafford Rec@Home program for zoomed in health and wellness programs. These programs, well somewhat recreational, have a side benefit of isolation reduction, may allow seniors to stay in their homes longer, create opportunities for networking and resource awareness.
- Partnership with the Bentley Seventh Day Adventist Church for Seniors Week Activities and Christmas event.
- Partnership with Drive Happiness
- Partnership with Lacombe FCSS for Tax Program

## ➤ Community Outreach

- networking, connecting, interagency meetings, coalition meetings
- Santa Event
- Good Neighbor Day
- Partnership with Lacombe & District FCSS for Tools for Schools, Fill A Fridge, Coats for Kids
- Volunteer supports/connections
- Bentley Boutique - volunteer managed clothing exchange
- Community Helpers Education Opportunity
- Farmer's Market - Double Your Bucks Program - admin support

## ➤ Youth Programming

- Partnership with Lacombe & District Family Resource Network for local programming
- Partnership with Parenting Proactively 101 for Babysitting Course and Home Alone
- Partnership with Bentley School, Bentley Seventh Day Adventist Church for Little Chef's
- School Town Clean Up - volunteer supports/coordination

## ➤ Community Newsletter

- free information posts for community organizations
- mailout to 1260 (which includes RR1)

➤ Other duties

- Special projects as directed by CAO
- Town Website
- Facebook Pages
  - Town of Bentley
  - Community Services - Town of Bentley
  - Bentley Boutique

➤ Interagency advocacy/partnerships for accessible services

Lacombe & Area Family Resource Network

Lacombe & District FCSS

Big Brothers Big Sisters - Lacombe

County of Lacombe Lifelong Learning

Lacombe Employment Center

Alberta Health Services

Volunteer Link - Lacombe

Edmonton Seniors Center

Alberta Mental Health

Drive Happiness

Parenting Proactively 101

Churches

AISH

Regional Vision for Non-Violence

Lacombe Food Bank

Alberta Supports

Central AB Sexual Assault Centre

Golden Circle

Bentley School

Bentley Library

Brenda Strafford Foundation

Bentley Seniors Drop In

Red Deer Outreach Centre

Bentley Farmer's Market

## For Discussion re transportation

FCSS recommends that the Memorandum of Agreement with Drive Happiness end as there has been no interest from community for volunteer drivers or clients.

FCSS recommends entering into a Memorandum of Agreement with Lacombe & District Volunteer Link to promote local volunteers under their driving program for *medical appts.*

Volunteer Link operates as a charity, supported by 8 churches in Lacombe and area.

Rides are free, however, clients are encouraged to reimburse for fuel.

FCSS would advertise locally for volunteers and be a conduit for connections.

Volunteers fall under their program, thus no liability for the Town.

## For Discussion re Community Newsletter

FCSS recommends that the mailout of the newsletter ceases, except for RR1 PO Boxes, after the December 2023 edition.

FCSS recommends that a newsletter box be placed outside the post office with copies for pickup by those citizens who want a paper copy, as well as copies placed in local businesses. The newsletter is posted on the Town's Website as well.

This change in service delivery will reduce the number of copies required, postage costs and staff time expensed resultant in approximately \$8,000 being freed up for additional programming.



WHERE PEOPLE ARE THE KEY

## HIGHLIGHTS OF THE REGULAR COUNCIL MEETING SEPTEMBER 14, 2023

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### **PUBLIC HEARING BYLAW NO. 1396/23**

A public hearing was held for Bylaw No. 1396/23. Bylaw No. 1396/23 is a bylaw of Lacombe County to amend the Lacombe County Land Use Bylaw No. 1237/17 as it relates to districting and the redesignation of land and boundary adjustment on SE 21-39-02-W5M (Kuusamo Krest, Sylvan Lake).

Following the public hearing, Bylaw No. 1396/23 was given second and third reading and so passed.

### **TOWN OF BLACKFALDS ANNEXATION APPLICATION WITHDRAW REPORT**

In 2021, Lacombe County expressed support for an application for the Mary & Cliff Soper Natural Area to be included in an annexation to the Town of Blackfalds.

During the negotiation phase of the process, the initiating landowner withdrew the annexation application, and at the August 22, 2023 Town of Blackfalds Council Meeting, Town Council authorized the final Annexation Application Withdraw Report.

By resolution, Lacombe County Council accepted the final Annexation Application Withdraw Report and authorized the Reeve's signature to certify that the report accurately reflects the results of the negotiations. Council authorized the submission of the fully executed report to the Land and Property Rights Tribunal.

### **REQUEST FOR ROAD CLOSURE – ROAD PLAN 109 NY**

Road Plan 109 NY within the Pt. NE ¼ 07-41-01 W5M was realigned in the summer of 2023. As such, part of the road must be closed to provide for the registration of a new road plan for the new road alignment.

By resolution of Council, the County Manager was directed to proceed with the closure of Road Plan 109 NY. The proposal will be circulated to interested parties for comment and the cancelation request will be presented for consideration at the October 12, 2023 Council Meeting.

### **WATERSHED RESILIENCY AND RESTORATION PROGRAM (WRRP) GRANT REQUEST**

To support the continued public enjoyment and environmental stewardship of waterfront environmental reserves, Lacombe County will submit a grant application to the WRRP for a Surface Water and Wetland Assessment and Monitoring Program. The grant application, in the amount of \$123,000, will include a wetland assessment of 183 acres of land along Gull Lake's eastern shoreline and a nature asset inventory within the Gull Lake Watershed. The application will also include the placement of fixed-point photography locations around Gull Lake, Sylvan Lake, Buffalo Lake, and Lacombe Lake.

### **QE II WEST AREA STRUCTURE PLAN TERMS OF REFERENCE**

Council endorsed the QE II West Area Structure Plan Terms of Reference and accepted the proposed name change from "Highway 2 West Area Structure Plan" to "QE II West Area Structure Plan". A public meeting to seek feedback on the QE II West Area Structure Plan will be held on November 22, 2023 at 7:00 p.m. at the County Administration Office.



WHERE PEOPLE ARE THE KEY

**DOW CHEMICAL – REDESIGNATION OF LAND**

Representatives of DOW Chemical and BNA Studios provided Council with a presentation on the development concept and request to rezone approximately 9.03 acres of their 122.2 acre parcel on Prentiss Road northwest of the Hamlet of Joffre, from Agricultural 'A' District to Heavy Industrial 'I-HI' District. This rezoning is being requested to facilitate an expansion of their existing rail yard.

**MEDICINE LODGE SKI HILL MASTER PLAN**

A presentation by the consulting team and representatives of the Medicine Lodge Ski Hill regarding the Medicine Lodge Ski Hill Master Plan was received for information.

**Next Regular Council Meeting is  
September 28, 2023 – 9:00 a.m.**

**Next Committee of the Whole Meeting is  
October 3, 2023 – 9:00 a.m.**

**Lacombe County Administration Building**

**\*\*For more details from Lacombe County Council meetings, please refer to the meeting minutes. All meeting minutes are posted on the website ([www.lacombecounty.com](http://www.lacombecounty.com)) after approval.**

The **Town of Bentley** is proud to announce that its new brand as a model small town reimagined has been awarded **Gold** in the **2023 International MUSE Creative and Design Awards**. The competition saw as many as 6,500 entries submitted from over 17 countries across the world to honour excellence in corporate, organizational, and community brand development and marketing communications effectiveness.

The MUSE Awards recognizes creative agencies or individuals whose works exemplify the distinction and bold vision to push their respective sectors and industries toward higher standards on an international stage. Much more than just the creation of a new logo, tagline and website, Bentley's new brand is an ideal, promising colourful opportunities to live a truly vibrant, kaleidoscopic life focusing on the things that matter most — the ability to reach for your dreams and hobbies quicker, to buy a new home or launch a new business sooner, and to raise your young family better.

The community brand initiative was led by Town of Bentley Chief Administrative Officer Marc Fortais, with input obtained through public survey and a working group made up of residents, business owners, seniors, school representation, students, volunteers, and the farmer's market. The brand was approved by Mayor and Council on October 25, 2022 at a regular meeting of council, and was executed by Fort Saskatchewan, Alberta-based Unfussy ([www.unfussybrands.com](http://www.unfussybrands.com)), a "brand-first" marketing studio recognized as both a "Game Changer" in the branding industry, and as one of Canada's Top Branding Agencies by Clutch Agency Review.







September 18, 2023

Mr. Marc Fortais, CAO  
Town of Bentley  
Box 179  
Bentley, AB T0C 0J0

Dear Mr. Fortais:

Thank you to you, Mr. Pavelka, and Ms. Unger for your attendance at the September 14, 2023 Council Meeting.

Council is appreciative of the detailed overview of the Medicine Lodge Ski Hill Master Plan. We look forward to your continued success in moving this project forward.

Yours truly,

A handwritten signature in blue ink, appearing to read "Tim Timmons", written over a horizontal line.

TIM TIMMONS, CLGM  
County Manager  
Lacombe County

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