



39/20 Alliance Minutes of March 25, 2015

**Call to Order:** The 39/20 Alliance Meeting was called to order at 7:00 p.m.

**Location:** Thorsby Council Chambers

**Members Present:** Vice Chair, Kevin Maine, Warburg  
Secretary, Barry Rasch, Thorsby  
Wally Yachimetz, Calmar  
Terry Balaban, Calmar  
Rick Hart, Thorsby  
Darren Aldous, Breton  
Kim Plaquin, Breton

**Member Excused Absence:** Ralph van Assen, Warburg

**CAOs Present:** Chris Pankewitz, Warburg  
Christine Burke, Thorsby  
Terry Molenkamp, Breton  
Ed Melesko, Calmar

**CAO's Absent**

**Others Present:** Robert Burnett, Thorsby, Ken Beleshko, Thorsby, Larry and Richard Horncastle, Keystone Strategies Inc.

**Members of the Press:** None

**Members of the Public:** None

- A. Adoption of the Agenda**  
Add: G.7 Banners/Advertising.  
G.8. Tourism

**2015-19 Moved by Darren Aldous that the Agenda be adopted as amended.**

**CARRIED UNANIMOUSLY**

- B. Minutes from the Previous Meetings**  
**1. February 25, 2015 Regular Meeting Minutes**

It was noted that Rick Hart, Thorsby is recorded as present however Mr. Hart was not in attendance.

**2015-20 Moved by Kim Plaquin that the Minutes from the February 25, 2015 Regular Meeting be adopted as amended by recording Rick Hart as absent.**

**CARRIED UNANIMOUSLY**

- C. Business Arising From Previous Meetings**  
**1. Ever Green Ecological Service Waste Management Contract**

Calmar stated that they wish to continue to have their waste taken to the Leduc Landfill and that they would like more information on comingled waste loads. Questions regarding how the parties to the agreement need to be recognized and how billings will be issued. It was decided that Keystone Strategies will invite Lorenzo from Ever Green Ecological Services Inc. to the April meeting to answer questions.

- D. Delegations**  
None

- E. Reports**  
**1. Keystone Strategies – RCP Grant Project Status Report**

Keystone Strategies presented a status report for March 2015 for the RCP Grant Program and an Activity Report for March 2015.

Policy review feedback from members was received.

Keystone Strategies advised that they will draft a News Release for Economic Development Open House Events that will take place in each member community and that there will be an online survey available.

**2015-21 Moved by Barry Rasch that the 39/20 Alliance accepts Keystone Strategies Status Report for March 2015 and the Activity Report for March 2015.**

**CARRIED UNANIMOUSLY**

- 2. Western Management Consultants – Shared Services Study Invoice**

Keystone Strategies advised that the Shared Services Study is complete and that Western Management Consultants will attend the April meeting. An invoice from Western Management Consulting was submitted for the billing period ending February 28, 2015 in the amount of \$5,125.00 plus GST.

- 2015-22 Moved by Rick Hart that the 39/20 Alliance table payment of Invoice #17732 from Western Management Consulting in the amount of \$5,125.00 plus GST to the April meeting.**

**CARRIED UNANIMOUSLY**

**F. Correspondence**

**1. Rita Bijeau, Executive Assistant, Town of Drayton Valley**

Mayor McLean continues to be interested in attending the 39/20 Alliance Meetings and Rita Bijeau, Executive Assistant has asked to be added to our distribution list for the 39/20 Alliance meetings.

- 2015-23 Moved by Darren Aldous that the 39/20 Alliance send an invitation to attend the May 39/20 Alliance meeting to Leduc County, Brazeau County, Devon, Leduc and Drayton Valley**

**CARRIED UNANIMOUSLY**

**G. Discussion Items**

**1. Approval of Internal Communications Strategy**

- 2015-24 Moved by Rick Hart that the 39/20 Alliance approve the Internal Communications Strategy as presented.**

**CARRIED UNANIMOUSLY**

Discussion regarding the renaming and developing a logo for the 39/20 Alliance and purchasing banners took place. Strategem Plus Consulting expressed an interest in leading the 39/20 Alliance through a branding exercise at an estimated cost between \$1,000.00 to \$1,500.00.

- 2015-25 Moved by Barry Rasch that the 39/20 Alliance request Strategem Plus Consulting to provide a cost to conduct a branding exercise and to price out the cost of purchasing banners.**

**CARRIED UNANIMOUSLY**

**2. RFP for Web Site Development**

The RFP for Web Site Development is a two stage process to develop a comprehensive, modern, easy to update web site that initially will provide information to residents and stakeholders and will later provide economic development and tourism information to external audiences. The timeline for submission is relatively short and Keystone Strategies will review and possibly extend the deadline to April 27, 2015.

**2015-26** Moved by Kevin Maine that the 39/20 Alliance issue the RFP for Web Site Development after the 39/20 Alliance completes the branding exercise.

**CARRIED UNANIMOUSLY**

**3. AEMA Disaster Services Course for Elected Officials**

Calmar advised that on May 5, 2015 they will be hosting an Elected Officials Training Workshop, an AEMA Disaster Services Course for Elected Officials that will focus on duties and responsibilities as a Councillor and stress the importance of staying out if the EOC and allowing staff to do their job.

**4. 39/20 Information Booth at Member Community Events**

Members were advised that we could display a flag from the member communities at each of the events being held. Discussion took place about handouts and who will be handling this task.

**5. Draft of Updated Policies Manual**

Drafting of the policy manual is complete.

**2015-27** Moved by Darren Aldous that the 39/20 Alliance adopt the updated policy and procedures as proposed.

**CARRIED UNANIMOUSLY**

**6. AMSC Water Audit**

AMSC Water & Wastewater Services provided a power point presentation explaining the water audit process and the benefits, the water & wastewater rate review process and the benefits and the water & wastewater strategic planning process and the benefits. The program is delivered in partnership with Associated Engineering and is costly.

Members requested that we invite Andy Pauley, Hetek Solutions to speak to the Alliance in June.

**7. Banners/Advertising**

Barry Rasch provided banner and other product information from a business located near Warburg.

**8. Tourism**

Barry Rasch attended the Mayor's Caucus meetings and spoke to the Mayors from Drayton Valley and Leduc about tourism. It was discussed that if the member communities are going to talk about tourism that we may get more value if we invite Leduc and Drayton Valley to take part in a general discussion regarding tourism.

There is grant funding available and Keystone Strategies did follow-up with Tourism Alberta, they indicated that we need to define what is unique or different about our area and that funding for 2015 grant programs has not been approved by the Provincial government .

**H. Community Reports**

Each community verbally presented news of what has taken place in their communities since the last meeting, plans for future events and general information about the business of their respective councils.

**I. Closed Session**

None

**J. Next Meeting**

The next Regular Meeting of the 39/20 Alliance is April 29, 2015 at the Village of Warburg.

**K. Adjournment**

**2015-28      MOVED by Wally Yachimetz that the meeting be adjourned at 8:40 p.m.**

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Kevin Maine, Vice Chair

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Barry Rasch, Secretary