

**Town of Drumheller
COUNCIL MEETING
MINUTES**

June 12, 2017 at 4:30 PM
Council Chamber, Town Hall
224 Centre Street, Drumheller, AB, T0J 0Y4



PRESENT:

MAYOR:
Terry Yemen

COUNCIL:

Jay Garbutt
Lisa Hansen-Zacharuk
Patrick Kolafa
Tara McMillan
Sharel Shoff
Tom Zariski

CHIEF ADMINISTRATIVE OFFICER/ENGINEER:

Ray Romanetz
DIRECTOR OF CORPORATE SERVICES
Barb Miller

DIRECTOR OF INFRASTRUCTURE SERVICES:

Darryl Drohomerski

DIRECTOR OF COMMUNITY SERVICES:

Paul Salvatore

DIRECTOR OF PROTECTIVE SERVICES:

Greg Peters

RECORDING SECRETARY:

Linda Handy

1.0 CALL TO ORDER

Mayor Terry Yemen called the meeting to order at 4:30 PM.

2.0 MAYOR'S OPENING REMARK

MO2017.72 Shoff, Hansen-Zacharuk moved that Council approve the new summer meeting schedule with the cancellation of two Regular Council Meetings on July 10th and August 8th, 2017 and the Committee of the Whole Meetings will be held at the call of the Mayor. Carried unanimously.

Mayor Terry Yemen proclaimed the month of June as Recreation and Parks Month.

3.0 PUBLIC HEARING

4.0 ADOPTION OF AGENDA

MO2017.73 .Hansen-Zacharuk, Garbutt moved to adopt the agenda as presented. Carried unanimously.

5.0 MINUTES

5.1. ADOPTION OF REGULAR COUNCIL MEETING MINUTES

5.1.1 Regular Council Meeting Minutes of May 29, 2017

MO2017.74 Shoff, Zariski moved to adopt the Regular Council Meeting Minutes of May 29, 2017 as presented. Carried unanimously.

5.2. MINUTES OF MEETING PRESENTED FOR INFORMATION

5.3. BUSINESS ARISING FROM THE MINUTES

6.0 DELEGATIONS

7.0 COMMITTEE OF THE WHOLE RECOMMENDATIONS

8.0 REQUEST FOR DECISION REPORTS

8.1 CAO

8.1.1 Bylaw 07.17

R. Romanetz presented Bylaw 07.17 being a bylaw to amend the Land Use Bylaw to reclassify property in the Rosedale area from "UT" Urban Transitional to "R-CH" Residential Cottage Housing which is the same property previously considered in October 2016. He further advised that the applicant is R.A. Hamilton & Associates and the proposal is to construct 58 manufactured cottages on a parcel of land approximately 10 acres in size. He explained that the applicant does not intend to subdivide the land into lots but proposes to enter into a 22 year standard lease agreement with the homeowner. He further advised that if Council agrees to give first reading, the package of information will be sent to the neighboring properties and advertised in the local newspaper for two consecutive weeks. He noted that no specific date for the hearing has been set as of yet.

MO2017.75 Garbutt, Hansen-Zacharuk moved first reading Bylaw 07.17.

Councillor J. Garbutt stated that given the experience the last time the applicant put forward a land use amendment, he requested that the proposal be circulated to more than the minimum requirement around the neighborhood. Councillor T. Zariski asked for clarification on whether a residential cottage housing district would allow a campground. R. Romanetz clarified that the R-CH uses are seasonal or year round

occupancy and although campgrounds are potential uses, the Municipal Planning Commission would review the suitability of any development application. He further explained that the application has not given any indication that any other use is going to be considered at this time. Councillor T. McMillan asked if the homeowner would be able to rent out their cottage? R. Romanetz advised that there would be an opportunity to ask these types of questions of the applicant at the hearing. The current application submitted does not deal with this question.

Vote on Motion:

6 in favour – Yemen, Shoff, Zariski, Kolafa, Garbutt, McMillan

1 opposed – Hansen-Zacharuk

Carried.

8.2. DIRECTOR OF INFRASTRUCTURE SERVICES

8.3. DIRECTOR OF CORPORATE SERVICES

8.4. DIRECTOR OF COMMUNITY SERVICES

8.4.1. Economic Development Advisory Committee Recommendations

P. Salvatore presented the Economic Development Advisory Committee recommendations as it impacts the 2017 budget amendment.

Council dealt with each recommendation separately.

Council agreed to proceed with Recommendations 1 and 2

Council agreed to allocate \$60,000 to hire a Cold Calling Marketer (Investment Readiness Staff) – recommend the use of \$20,000 to develop a professional marketing package and the remaining \$40,000 used to support the hiring of a staff member on a eight (8) month contract position. Council agreed that the skill sets must include local knowledge, strong verbal communication, experience with cold calling and marketing skills to sell the community along with using Drumhellerites to do testimonials and sharing success stories. Council agreed that the deliverables must include script development and setting aside time for cold calling. J. Fielding asked if the deliverable could include trade shows? Councillor J. Garbutt stated that only if the budget would allow but not to the exclusion of other tasks. He further stated that the expectation would be for the contractor to go where people are buying.

Council agreed to proceed with Recommendation 3

Council agreed that \$20,000 of the theming funds be used for the development of marketing materials / collateral. This would be to aid with corporate identity and the development of professional marketing tools for Drumheller. Councillor T. Zariski stated that there may be opportunities to partner with the Museum and Golf Course on

marketing. C. Curtis stated that the Town needs to develop an inventory for prospective employers.

Council agreed with Recommendation 4 which includes the Committee's re-evaluated figures from those presented to Council on the April 29th. The Committee has reduced the cost of public consultation for long-term visioning, however the Committee is still bound by the terms of the CARES grant which shows an allocation of at least \$20,000 for work that has already been undertaken with Urban Systems. This amount has been reduced from \$40,000 to \$23,000. The cost savings will be realized through increased staff time and collaboration directly with the public.

In response to a question from Councillor P. Kolafa, it was explained that the CARES grant dollars is a matching grant and these dollars are included in the budget and are not part of the budget amendment for economic development initiatives. Councillor J. Garbutt noted the costs to host a consultation event at \$23,000 and questioned the high price tag. J. Fielding explained that Urban Systems is designing a 3-D model with online consultation in addition to hosting an event in the downtown core. Based on the input received, Urban System may have to revise the 3-D model and consult with the public again, and depending on the second round of input, further changes may need to be made on the final design. The final design is expected to be completed by the end of summer. Councillor P. Kolafa asked if Urban Systems is designing a new model or is the model based on the previous consultation report. J. Fielding explained that the model is based on a hybrid from previous and recent input. P. Salvatore explained that once the design is finalized, the project will be rolled into the multi-year capital plan. He further explained that the process as outlined is the road map for moving the project forward for revitalization in the downtown core over a 3-5 year timeframe. R. Romanetz explained that \$200,000 (includes a carryover from last year) is included in the 2017 budget for beautification projects this year.

After a more detailed description of the project and the enjoyment it is intended to create for young tourists, Council agreed to proceed with public input for Recommendation 5. The Committee strongly; and unanimously recommend proceeding with the Dinosaur Street Naming project (13 streets would have a secondary dinosaur themed name commencing from 3rd St. W to 1st St. E and Railway to Riverside Dr.) and commencing with the Dinosaur Medallion / Wayfinding project. This project will be funded through the theming budget. S. Manca, Chair, Economic Development Advisory Committee explained that the Dinosaur Street Naming and Medallions would be a nice addition to the Town's wayfinding signage and would be a relatively quick and fun way with the least costs to boost the tourism experience. It is hoped that tourists would explore Drumheller rather than just going to the Museum.

Councillor S. Shoff asked for a detailed breakdown of the \$50,000 budgetted for theming. J. Fielding stated that she will provide this information to Council. She further explained that \$17,000 extra is to be used for painting dinosaur themes on infrastructure, decals on trucks, banners across the highway, etc. R. Romanetz advised that any banner installations would have to be approved by Alberta Transportation.

8.5 DIRECTOR OF PROTECTIVE SERVICES

9.0 PRESENTATION OF QUARTERLY REPORTS BY ADMINISTRATION

10.0 PUBLIC HEARING DECISIONS

11.0 UNFINISHED BUSINESS

12.0 NOTICE OF MOTION

13.0 COUNCILLOR REPORTS/.

14.0 IN-CAMERA MATTERS

MO2017.76 Garbutt, McMillan moved to go in camera at 5:35 PM. Carried.

14.1 Legal Matter

MO2017.77 McMillan, Zariski moved to go out of camera at 6:05 PM. Carried.

There being no further business, the Mayor declared the meeting adjourned at 6:05 PM.

Chief Administrative Officer

Mayor