



TOWN OF DRUMHELLER
COMMITTEE OF THE WHOLE MEETING

AGENDA

TIME & DATE: 4:30 PM – Monday, May 12, 2025

LOCATION: Council Chambers, 224 Centre St., via Teams Platform, and
[Live Stream on Drumheller Valley YouTube Channel](#)

1. CALL TO ORDER
2. OPENING COMMENTS
3. ADDITIONS TO THE AGENDA
4. ADOPTION OF AGENDA

4.1 **Agenda for the May 12, 2025, Committee of the Whole Meeting**

Proposed Motion: That Council adopt the agenda for the May 12, 2025, Committee of the Whole Meeting, as presented.

5. MEETING MINUTES

5.1 **Minutes for the April 14, 2025, Committee of the Whole Meeting**

[Committee of the Whole Meeting – April 14, 2025 – Draft Minutes](#)

Proposed Motion: That Council approve the minutes for the April 14, 2025, Committee of the Whole Meeting, as presented.

6. COUNCIL BOARDS AND COMMITTEES

6.1 **Valley Bus Society**

[March 12, 2025 - Minutes](#)

Proposed Motion: That Council accept as information the Valley Bus Society March 12, 2025, Regular Meeting minutes, as presented.

6.2 **Drumheller and District Senior's Foundation**

[March 27, 2025 - Minutes](#)

Proposed Motion: That Council accept as information the Drumheller and District Senior's Foundation March 27, 2025, Regular Meeting minutes, as presented.

6.3 Drumheller Public Library Board

[March 12, 2025 - Minutes](#)

Proposed Motion: That Council accept as information the Drumheller Public Library Board March 12, 2025, Regular Meeting minutes, as presented.

6.4 Municipal Planning Commission

[March 20, 2025 - Minutes](#)

Proposed Motion: That Council accept as information the Municipal Planning Commission March 20, 2025, Regular Meeting minutes, as presented.

7. DELEGATIONS

7.1 Travel Drumheller

[Travel Drumheller Presentation](#)

Proposed Motion: That Council accept as information the Travel Drumheller presentation.

PUBLIC HEARING

8. REPORTS FROM ADMINISTRATION

OFFICE OF THE CHIEF ADMINISTRATIVE OFFICER

CORPORATE AND COMMUNITY SERVICES DEPARTMENT

8.1 Director of Corporate and Community Services

8.1.1 Amendment to FCSS Committee Bylaw #34.24

[Request-for-Direction](#)

[Bylaw #34.24 – FCSS Bylaw](#)

EMERGENCY AND PROTECTIVE SERVICES

INFRASTRUCTURE SERVICES

8.2 Director of Infrastructure Services

8.2.1 **Proposed Downtown Streetscape Task Force Bylaw 22.25**

[Request-for-Direction](#)

[\(Draft\) Bylaw 22.25 - Downtown Streetscape Task Force Bylaw](#)

[Downtown Area Revitalization Plan \(DARP\)](#)

Proposed Motion: That the Committee recommend Administration bring forward proposed Bylaw #22.25 – Downtown Streetscape Task Force Bylaw to a future Regular Council meeting for consideration, incorporating any amendments discussed at the May 12, 2025, Committee of the Whole Meeting.

8.2.2 **Wayfinding – Next Steps**

[Briefing Note](#)

[Drumheller Wayfinding Assessment Report – September 2024](#)

9. CLOSED SESSION

9.1 **Third Party Business and Local Public Body Confidences**

FOIP 16 – Disclosure harmful to business interests of a third party.

FOIP 23 – Local public body confidences.

FOIP 24 – Advice from officials.

Proposed Motion: That Council close the meeting to the public to discuss Third Party Business and Local Public Body Confidences as per FOIP 16 – Disclosure harmful to business interests of a third party, FOIP 23 – Local public body confidences, and FOIP 24 – Advice from officials.

Proposed Motion: That Council open the meeting to the public.

10. ADJOURNMENT

Proposed Motion: That Council adjourn the meeting.



TOWN OF DRUMHELLER
COMMITTEE OF THE WHOLE MEETING

MINUTES

TIME & DATE: 4:30 PM – Monday, April 14, 2025

LOCATION: Council Chambers, 224 Centre Street, via Teams platform and
[Live Stream on Drumheller Valley YouTube Channel](#).

IN ATTENDANCE:

Mayor Heather Colberg
Deputy Mayor Patrick Kolafa
Councillor Stephanie Price
Councillor Tony Lacher
Councillor Crystal Sereda
Councillor Tom Zariski
Councillor Lisa Hansen-Zacharuk (regrets –
on leave)

Chief Administrative Officer: Darryl Drohomerski
Assistant Chief Administrative Officer: Esther Quiambao
Dir. of Corporate & Community Services: Victoria Chan
Dir. of Infrastructure: Jared Brounstein
Dir. of Emergency & Protective Services: Greg Peters
(regrets)
Communications Officer: Erica Crocker
Reality Bytes IT: David Vidal
Recording Secretary: Angela Keibel

1. **CALL TO ORDER**

Mayor Colberg called the meeting to order at 4:30 p.m.

2. **OPENING COMMENTS**

Mayor Colberg reminded residents about the 20/20 Clean-up Challenge and thanked those that are already participating. Residents are encouraged to collect garbage for 20 minutes a day for 20 days to have our community clean by earth day, which is on April 22, 2025.

Councillor Sereda read and officially affirmed the Oath of Office for the position of Deputy Mayor for the months of May and June 2025.

3. **ADDITIONS TO THE AGENDA**

4. **ADOPTION OF AGENDA**

4.1 **Agenda for the March 10, 2025, Committee of the Whole Meeting**

M2025.141 Moved by Councillor Lacher, Councillor Kolafa
That Council adopt the agenda for the April 14, 2025, Committee of the Whole Meeting, as presented.

CARRIED UNANIMOUSLY.

5. MEETING MINUTES

5.1 **Minutes for the March 10, 2025, Committee of the Whole Meeting**

Agenda Attachment: Committee of the Whole Meeting – March 10, 2025 – Draft Minutes

M2025.142 Moved by Councillor Kolafa, Councillor Price
That Council approve the minutes for the March 10, 2025, Committee of the Whole Meeting, as presented.

CARRIED UNANIMOUSLY.

6. COUNCIL BOARDS AND COMMITTEES

YouTube Timestamp: 4:31

6.1 **Drumheller & District Senior's Foundation**

Agenda Attachment: February 27, 2025, Regular Meeting - Minutes

M2025.143 Moved by Councilor Zariski, Councillor Sereda
That Council accept as information the Drumheller & District Senior's Foundation February 27, 2025, Regular Meeting minutes, as presented.

CARRIED UNANIMOUSLY.

6.2 **Municipal Planning Commission**

Agenda attachments: February 20, 2025 – Minutes.

M2025.144 Moved by Councillor Lacher, Councillor Sereda
That Council accept as information the Municipal Planning Commission meeting minutes of February 20, 2025, as presented.

CARRIED UNANIMOUSLY.

6.3 **Family & Community Support Services (FCSS) Committee**

Agenda attachment: February 28, 2025 – Minutes.

M2025.145 Moved by Councillor Price, Councilor Zariski
That Council accept as information the Family & Community Support Services (FCSS) Committee meeting minutes of February 28, 2025, as presented.

CARRIED UNANIMOUSLY.

6.4 **Drumheller Public Library Board**

Agenda attachment: February 13, 2025 – Minutes.

M2025.146 Moved by Councillor Sereda, Councillor Price
That Council accept as information the Drumheller Public Library Board meeting minutes of February 13, 2025, as presented.

CARRIED UNANIMOUSLY.

DELEGATIONS

PUBLIC HEARING

REPORTS FROM ADMINISTRATION

OFFICE OF THE CHIEF ADMINISTRATIVE OFFICER

YouTube Timestamp: 6:19

7.1 **Chief Administrative Officer**

7.1.1 **Public Information Open House – Summary Report**

Agenda attachments: Briefing Note; Public Information Open House Event Survey Results.

M2025.147 Moved by Councillor Sereda, Councilor Zariski
That Council accept as information the summary report for the 2025 Public Information Open House, as presented.

CARRIED UNANIMOUSLY.

CORPORATE AND COMMUNITY SERVICES DEPARTMENT

EMERGENCY AND PROTECTIVE SERVICES DEPARTMENT

INFRASTRUCTURE SERVICES

CLOSED SESSION

8. ADJOURNMENT

M2025.148 Moved by Councillor Kolafa, Councillor Lacher
That Council adjourn the meeting.

CARRIED UNANIMOUSLY.

Council adjourned the meeting at 4:44 p.m.

MAYOR

CHIEF ADMINISTRATIVE OFFICER

The Valley Bus Society

Box 2848

Drumheller AB T0J 0Y0

Email: ValleyBusSociety@gmail.com

Board Minutes

March 12, 2025 at 4:30 PM

BCF Main Floor Meeting Room

copy to: akeibel@drumheller.ca

Members present: Tony Lacher, Ron Tremblay, Jerry Machacek, Brian Rideout, Bill Wulff

1. Call to Order

T. Lacher called the meeting to order at 4:30 pm

2. Bubba T Bus Tours and Shuttle Service Report (absent)

February 2025 Stats

857 Total riders

\$2,610 Punch cards

\$1,916 Cash rides

\$1,172 Charge rides

3. Adoption of Agenda

Moved by B. Wulff, seconded by R. Tremblay, to adopt the agenda. Carried.

4. Approval of Minutes

Moved by B. Rideout, seconded by J. Machacek, to approve the minutes of the January 8, 2025 regular meeting. Carried. The February 12, 2025 meeting did not have a quorum.

5. Old Business**5.1 Casino Funding Transfer**

Moved by B. Rideout, seconded by R. Tremblay, to transfer the AGLC funds equally to the Friends of the Sunshine Lodge Committee and the Pioneer Trail Centre. Carried

6. New Business**6.1 Proposed Bylaw Changes**

Bylaw changes were discussed. B. Wulff will e-mail the updated version to the directors for additional review.

6.2 Review of the 2024 Financial Statements

B. Wulff discussed the highlight of the 2024 Financial Statements, as prepared by Ascend Financial. Moved by B. Wulff, seconded by B. Rideout, to 'accept' the 2024 Financial Statements. Carried. These financial statements will be presented to the AGM for 'adoption'.

6.3 Appointment of Acting Treasurer

Moved by J. Machacek, seconded by R. Tremblay, to appoint B. Wulff as the Acting Treasurer. Carried.

6.4 Poster for the AGM

B. Rideout suggested having posters prepared for posting on public bulletin boards to advertise the Annual General Meeting.

7. Reports

7.1 Town Council

T. Lacher reported on the Town Council.

7.2 Financials

B. Wulff noted in his report that the 2025 insurance payment is being refunded since the carrier forgave the one-year cancellation clause. Moved by B. Wulff, seconded by R. Tremblay, to accept the Financial Report. Carried.

8. Closed Session

(none)

9. Next Meeting

The next Meeting will be Wednesday, April 9, 2025

10. Adjournment

Moved by R. Tremblay, seconded by B. Rideout, to adjourn the meeting at 5:44 pm. Carried.

DRUMHELLER AND DISTRICT SENIORS' FOUNDATION

REGULAR BOARD MEETING March 27, 2025

**PRESENT: TOM ZARISKI, STEVE WANNSTROM, M'LISS EDWARDS, MARY TAYLOR, MELANIE GRAFF,
GLENDA YOUNGBERG, DAVID SMEYER**

1.0 CALL TO ORDER

Meeting called to order at 4:00pm by Steve Wannstrom

2.0 APPROVAL OF AGENDA

Motion by M 'Liss Edward to approve the amended agenda

Seconded by David Smeyers

CARRIED

3.0 MINUTES

3.01 Motion by M 'Liss Edwards to approve February 27, 2025, Regular Meeting Minutes.

Seconded by Mary Taylor

CARRIED

4.0 REPORTS

4.01 Administrator Report on file.

4.02 Managers reports on file.

4.03 Financial Reports

Motion by Mary Taylor to accept the financial reports for February 2025.

Seconded by M 'Liss Edwards

CARRIED

5.0 CORRESPONDENCE

None

6.0 UNFINISHED BUSINESS

None

7.0 NEW BUSINESS

**7.01, 7.02, 7.03 Motion by Steve Wannstrom to approve Policy 5.32 Harassment; Policy 5.33
Violence; Policy 5.34 Resident Risk Management**

Seconded by Mary Taylor

CARRIED

**7.04 Motion by David Smeyers to proceed with a schematic plan from JMAA Architects for the
400 wing.**

Seconded by M 'Liss Edwards

CARRIED

**7.05 Motion by David Smeyers to accept as information the March 2025 quarterly business
report.**

Seconded by M 'Liss Edwards

CARRIED

**7.06 Discussion regarding Hillview lodge designation as Type B, under the new Continuing Care
Program. Ministerial Order revision of Schedule A, requisitioning distribution.**

7.07 Motion by M 'Liss Edward to approve the revised Organizational Chart for DDSF.

Seconded by David Smeyers

CARRIED

8.0 In Camera

None

9.0 Motion by Mary Taylor to adjourn the meeting

CARRIED

Next Meeting: April 24, 2025, at 3PM

Tom Zariski Chairman

Glenda Youngberg Secretary

**Town of Drumheller Public Library Board
Meeting Minutes**

Date: Wednesday March 12, 2025
Time: 7 – 8:30 pm
Location: Zoom
Chair: Cheryl McNeil
Secretary: James Foster
Regrets: Tracy Abildgaard, Stephanie Price
Trustees: Jade Scott, Lynn Fabrick
Marigold Rep: Margaret Nielsen
Guests: Margaret Nielsen, Andrea Roberts, Brooklyn Gipman, Ken Enns, Rebecca Harvey
Library Director: Melody Polych

1. Call to Order – C McNeil called the meeting to order at 7:03 pm.
2. Meeting Processes
 - a. Welcome guests & introductions (prospective board members interested in joining the board are asked to introduce themselves and let the board know why they are interested in joining the library board) – The library board, Marigold representative and library director introduced themselves to Rebecca Harvey, a prospective board member.
 - i. Rebecca Harvey: grew up in Stettler, and has a degree in biology, and has varied jobs in the arts and sciences. Has a position at AHS that she is getting onboarded into and a small business focused on fashion and design. She thinks that libraries are important as free public spaces where people can exist, and libraries are one of the few places in our society with that feature. It is important for people to have a free place to be and to exist. As far as what she brings to the library, she has marketing experience, event coordination experience, has been on other boards, and can bring a young adult's perspective.
 - b. Land acknowledgement (Open call) – L Fabrick read the land acknowledgement.
 - c. Meeting procedure announcement – C McNeil attended a parliamentary/meeting procedure workshop, and based on what she learned, she proposed that:
 - i. No need for seconders on motions. Motion is made, then chair calls a vote on the motion.
 - ii. There has never been a declared end time, but C McNeil has suggested that we declare an end time of 8:30 for meetings.
 - iii. No need for a motion to approve the agenda – board members get the agenda ahead of time.
 1. No concerns were raised – these changes are considered implemented for this and future board meetings.
 - d. Confirmation of quorum (4/6) – 4/6 board members present, quorum achieved.

- e. Correspondence – Alberta Municipal Affairs, Budget 2025; Provincial Priorities Act; and Ministers' Awards for Public Library Excellence
- f. Accepting of regrets – L Fabrick moved to accept regrets, all in favour, motion carried.
- g. Agenda review – additions/changes to agenda – T Abildgaard listed under regrets, February financials will be reviewed along with January.
- h. Review/approval of Meeting Minutes (February 13. 2025) – Changes: K Enns is not active in Special Olympics, he retired about a year ago, M Polych was enrolled, but had not finished it yet. L Fabrick moved to approve the minutes as amended, all in favour, motion carried.

3. Reports

a. Financials: J. Scott

- i. January 2025 month end – review and approve – library received its first income installment from the town in January. January statement was relatively routine. J Scott moved to approve the January financial statement as presented, all in favour, motion carried.
- ii. February 2025 month end – review and approve – received \$1000 from the Library Society for the Dolly Parton Imagination Library. The library got the first MNP invoice, and the final Ascend invoice. J Scott noted that no money has come in for "adopt-a-subscription" in February. M Polych stated that adopt-a-subscription purchases were made in December. C McNeil asked if MNP costs were what was expected, and J Scott stated that T4 expenses were included in the February statement, which does increase costs. J Scott moved to approve the February financial statement as presented, all in favour, motion carried.
- iii. 2024 year-end update – BDO has received most documents for the financial review, and now the library just needs to wait and see if they need any additional information. C McNeil stated that it is estimated to cost around \$11,000-\$13,000 but J Scott stated that they spent about 150 hours of extra work to help streamline the process for BDO to do their review.

- b. Library Director: M. Polych – February is a bigger month for the library because the town puts on Family Day Unplugged, however with the cold weather, fewer people attended than in a typical year. There was another Minecraft tournament, and fewer people participated, but more spectators attended. A teen painting night was successful, and the library babies' group is fully booked. The library is participating in Pride Month this year, but the reading portion is being rebranded as a broader reading event with diverse readers. The library furniture will finish getting cleaned on a second cleaning day – the Library Society is graciously covering these costs. A new student intern is available to cover sick and vacation shifts. Many library staff members attended the Blanket Exercise put on by L Fabrick, and M Polych is hopeful that all but two staff attend the Marigold Conference this year. M Polych noted that many libraries close on the conference day so that staff can

attend the conference. M Polych noted that many staff members have worked at the library for less than a year, so attending the Marigold conference is important for their professional development. A scheduled gallery show fell through but an Airdrie artist was able to quickly move in and put art in the gallery. J Scott noted that planned technology purchases seem important because there has not been new technology purchased in the last year. J Scott also noted that a book sale has not happened recently, so, combined with weeding, it would be good to have a book sale.

- c. Marigold: M. Nielsen – nothing to report at this time. C McNeil asked if, with US tariffs and the Alberta declaration to buy local/Canadian goods/services as much as possible, if this had any impact on Marigold purchases. M Nielsen stated that most books purchased by Marigold are published in the States, but this has not been specifically discussed at Marigold meetings. M Nielsen stated that many purchases are paid for and then trickle in, rather than arriving all at once. C McNeil also asked M Polych if this might impact Dolly Parton Imagination Library as well, but M Polych had not heard anything.
- d. Society: C. McNeil – Library Society has agreed to provide \$1000 a year to the Dolly Parton Imagination Library for five years, starting in 2023. The society has also purchased many subscriptions and materials for the library. The society runs a series of movie showings the last Monday of the month many months (except summer or December) through the local movie theatre. March 31 the film *Goodrich* will be showing.
- e. Committees:
 - i. HR Committee: meeting convened – met with M Polych and checked in to see how she was progressing on choosing goals for the year that are based on the plan of service as well as her own professional development goals.
 - ii. Special Projects Committee: committee formed w/ goal to support Plan of Service work – meeting later in March or April – M Polych can meet next week on Monday-Wednesday. C McNeil said that hopefully the committee can meet on the 24th or 25th of March. This committee will help M Polych meet her goals for the library.
 - iii. Policy Committee – revisions to some policies and development of new policies – C McNeil hopes that this committee can meet at a less busy time for the library.

4. Ongoing/Unfinished business

a. Board member recruitment

- i. Update – C. McNeil – The library board will have ten members once pending board positions are approved by town council. Active board recruitment is not necessary any longer and the town has removed the posting.
- ii. Orientation/Training – Board member binders and PLSB Board Basics Workshop – PLSB announced dates for upcoming workshops. Getting a library tour while getting the binders would help serve as a library orientation. C McNeil hopes that herself and M Polych could be present

to show new board members around the library. The board basics workshops put on by the province are now available and C McNeil forwarded information about this to the board. M Polych noted that the board basics workshop in Claresholm appears to be "piggybacking" off of a conference the day before that is being held in Lethbridge and is open to board members.

- b. Motion to rescind June 22, 2022 motion. J Foster asked why the library used audits in the first place, and C McNeil stated that the previous director wanted a rotation of audits vs reviews, but that advice from the town and auditors stated that audits were not necessary unless warranted.

- i. J Foster motioned to rescind the motion of June 22, 2022, all in favour, motion carried:

June 22, 2022 motion: C. McNeil moved that the Drumheller Public Library proceed with the following schedule of annual financial services: an annual financial review for 2021, 2022 and 2023 and a full audit on the fourth successive year for 2024, followed by an annual financial review for 2025 and 2026. Motion seconded by J. Foster.

S. Haddon asked the question - are all in favour of ratifying this motion? All in favour. Motion carried.

- c. Motion to ratify email motion made on Feb. 21, 2025; motion was carried unanimously on Feb. 25, 2025.
 - i. L Fabrick motioned to ratify the email motion from Feb 21, 2025, all in favour, motion carried:

Email motion: I, Jade Scott, move that the Drumheller Public Library Board proceed with an Annual Financial Review for the 2024 year with an anticipated cost to the Library of approximately \$6000. Further to this, the decision to perform an audit or financial review will be made by the Library Board on an annual basis.

5. New Business

a. For Discussion/Decision

- i. Fifth Estate program: The War on Books That's Dividing a Small Town: C McNeil asked what opinions everyone had after viewing the film. L Fabrick thanked M Nielsen for bringing the documentary to the board's attention. L Fabrick stated that she was appalled at how the town and the library were divided, and marginalized groups were ignored. J Scott stated that they co-founded the Badlands Pride organization, and that they have been privy to the events described in the documentary for a long time. J Scott stated admiration for the trans teen who worked so hard to use the library space as an inclusive place. M Polych stated how she thought the trans person did an excellent job advocating in town. M Polych stated that Parkland is also experiencing similar problems, and J Scott affirmed this. L Fabrick noted that it seemed like a break with town councillors was at the root of problems

for the library board. K Enns asked if there is some sort of threat of a similar level of hostility towards our board. C McNeil stated that one possible solution is to have a code of conduct for board members that they need to adhere to. C McNeil also stated that we could also have a conflict of interest policy that could be used to request that the town remove board members who are not acting in the library's best interest. L Fabrick asked if the library board has a screening opportunity before new board members are appointed – this way we can head off potential board members who are uninterested in genuinely furthering the library's interests before they can cause damage to the library. C McNeil stated that we do get to meet prospective board members before approval, and that we need to be in close contact with town council and advocate for the library and the library budget. C McNeil affirmed that the most important thing for board members to do is to be aware of local politics. A Roberts stated that the movements to shift library boards for political purposes is something from which we need to protect ourselves and our library. B Gipman stated that she has personal connections to Valleyview so she has an inside perspective, and that she tries to keep her classroom a safe space for all students. M Nielsen pointed out that the Airdrie library experienced destruction of "questionable" materials and made sure to replace those materials, which is a financial load, but was an important action to ensure community access to those materials.

1. C McNeil would like to proceed with a code of conduct and a conflict of interest policy, and she will share some ideas that she has seen regarding those policies. M Polych pointed out that we should also strengthen the book/material challenge policy.
- ii. Board meetings – meeting date/time;– C McNeil asked if Wednesday's at 7:00 pm still work for everyone. Some board members asked for an earlier time, so C McNeil suggested switching meeting times to 6:30 pm would be a good change.
 1. Explore in-person meetings – C McNeil would like the AGM at least to be an in-person meeting so that board members can be together and have connection.
- iii. J Foster made a motion to recommend to the Drumheller Town Council that Rebecca Harvey be appointed to the Drumheller Public Library Board for a three-year term. All in favour, motion carried.

6. Adjournment – Meeting adjourned at 8:31 pm.

Next Meeting: Wednesday, April 9 6:30 pm

Minutes Signatures:

Cheryl McNeil

Chair, Town of Drumheller Library Board

Signature & Date:

Cheryl L. McLeod April 11/2025

James Foster

Secretary, Town of Drumheller Library Board

Signature & Date:

James Foster April 17, 2025

**Municipal Planning Commission
MINUTES
12:00 PM – Thursday, March 20, 2025
Council Chambers, 224 Centre St and Microsoft Teams and
[Live Stream on Drumheller Valley YouTube Channel](#)**

Present:

Andrew Luger – Member – Chair
Tony Lacher – Councillor/Member
Art Erickson – Member
Shelley Rymal – Member
Kirk Mclean – Member (via MS Teams)
Devin Diano – Palliser Regional Municipal Services (via MS Teams)
Antonia Strilisky – Development Officer
David Vidal – Reality Bytes IT
Bridget Unland – Recording Secretary

Karen James – Guest
Sam James – Guest

Regrets:

Crystal Sereda – Councillor/Member
Aaron Hamilton – Member

1.0 CALL TO ORDER

A. Luger called meeting to order at 12:00 pm

2.0 ADDITIONS TO THE AGENDA

Additions, Deletions or Amendments

Additions - none

Deletions - none

Amendments - none

3.0 ADOPTION OF THE AGENDA

3.1 Agenda for March 20, 2025 Municipal Planning Commission Meeting.

MOVED by A. Erickson, **SECONDED** by S. Rymal

MPC2025.001 The Municipal Planning Commission adopt the agenda for the March 20, 2025 Meeting as presented.

CARRIED

4.0 MINUTES FROM PREVIOUS MEETINGS

4.1 Minutes for the February 20, 2025, Municipal Planning Commission Meeting.

MOVED by T. Lacher, **SECONDED** by A. Erickson

MPC2025.002 The Municipal Planning Commission adopt the minutes for the February 20, 2025 Municipal Planning Commission meeting, as presented.

CARRIED

5.0 SUMMARY OF DEVELOPMENT PERMITS

5.1 Development Permits applied for up to March 4, 2025 (Error in Agenda: Year indicated 2024).

MOVED by S. Rymal, **SECONDED** by A. Erickson

MPC2025.003 The Municipal Planning Commission accept the Summary of Development Permits for information only.

CARRIED

6.0 REQUEST FOR DECISION

6.1 Development Permit T00093-24D

Information Presented by A. Strilisky

MOVED by T. Lacher, **SECONDED** by A. Erickson

MPC2025.004 Approve the amendment to Development Permit application T00093-24D located at 420 12 Avenue East, L3, B2, P1310788 to include the Use of Recreation – Intensive without additional conditions.

CARRIED

6.2 Development Permit T00008-25D

Information Presented by A. Strilisky

MOVED by A. Erickson, **SECONDED** by S. Rymal

MPC2025.005 Approve the Development Permit application T00008-25D located at 420 12 Avenue East, L3, B2, P1310788 for a Sign Placement - Permanent Fascia Sign - 75"x36" without conditions.

CARRIED

7.0 PALLISER REGIONAL MUNICIPAL SERVICES

7.1 Municipal Planning Commission training date: April 3, 2025, 1:00 pm – 4:00pm

DISCUSSION

- Hold regular MPC meeting @ 12:00 pm.
- Lunch break
- Training to follow 1:00 pm - 4:00 pm

8.0 OTHER DISCUSSION ITEMS

9.0 NEXT MEETING DATE – April 3, 2025 at 12:00 pm

10.0 ADJOURNMENT

MOVED by A. Erickson, **SECONDED** by S. Rymal

MPC2025.006 The Municipal Planning Commission adjourn the meeting at 12:11 pm

CARRIED



Chairperson



Development Officer

Travel Drumheller

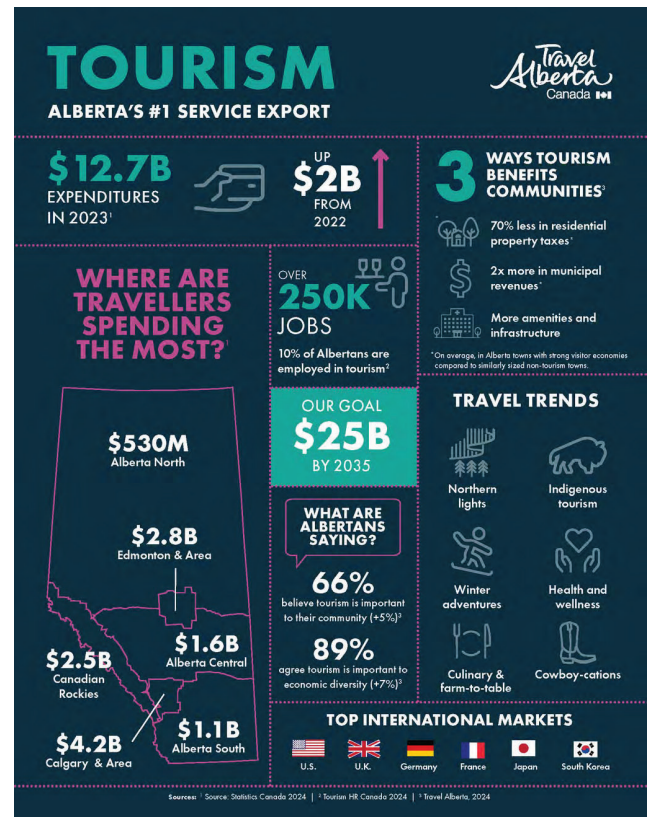
& DESTINATION DRUMHELLER MAY 2025 UPDATE



Alberta Tourism Numbers



SAIT FAM TOUR HELLERGOOD



Purpose of the Survey

- ✓ **Date Conducted:** September 12-13, 2024
- ✓ **Method:** Online survey distributed via Travel Drumheller's social media, posters, and other outreach channels.
- ✓ **Participation:** 169 completed surveys.
- ✓ **Comparative Analysis:** Results benchmarked against Travel Alberta's Summer Pulse Check for provincial comparisons.

The 2024 Resident Sentiment Survey was conducted to understand the perspectives of residents in Drumheller and the surrounding Badlands region on the impact of tourism. The findings help guide tourism strategies to maximize benefits while addressing community concerns.



Hi-Tops at Heller Good for Cold Bones Fest

1. Strong Knowledge & Engagement in Tourism

88%

**Knowledgeable
about tourism**

•88% of residents consider themselves knowledgeable about tourism—26% higher than the Alberta average.

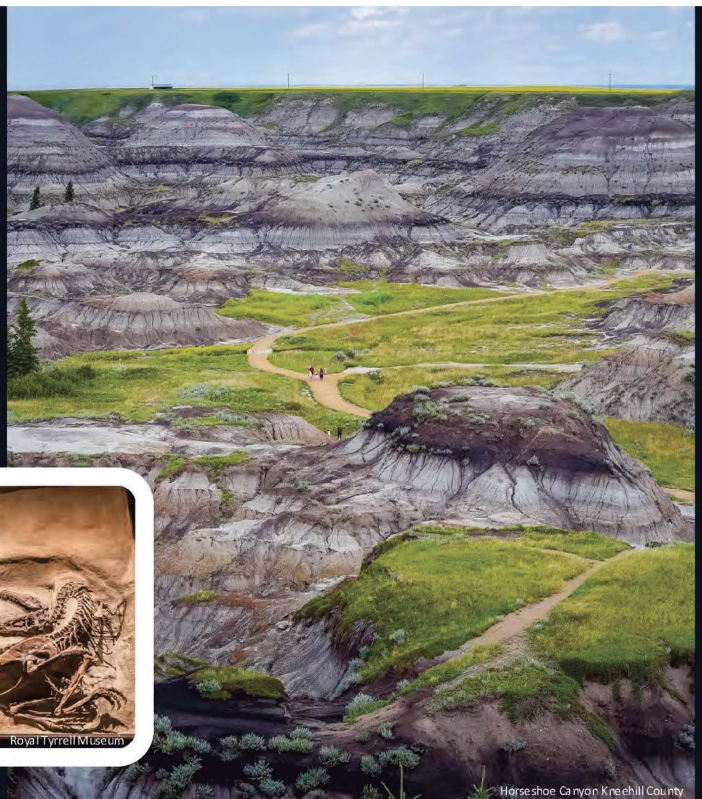
•Residents recognize Drumheller's unique experiences but lack understanding of how tourism directly supports local amenities and businesses.

26%

**Higher than
provincial average**



Royal Tyrrell Museum



Horseshoe Canyon Kneehill County



Resident Sentiment

2. Economic Impact & Growth Potential

Quote: "Tourism is an important economic driver, and residents really understand that it's helping support their community."

Tourism is seen as a major economic driver, rated 24% higher than the industry average.

Residents see future potential but are less likely to recognize its current importance compared to other industries.



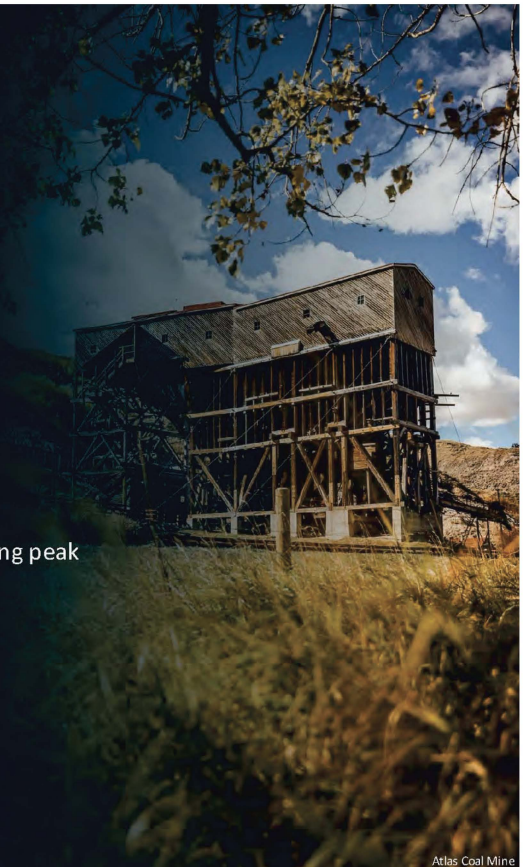
Resident Sentiment

3. Tourism's Positive Impact Comes with Challenges

Quote: "Most Albertans would welcome more visitors, but residents in Drumheller are slightly more reluctant to increase visitation during summer."



- ✓ Traffic congestion and parking issues are key concerns during peak seasons.
- ✓ Cost of living increases due to tourism-related demand.
- ✓ Affordable housing challenges remain a top issue.
- ✓ Limited access to amenities during peak tourism times.



2025 so far

01

Tourism Training and Development

Partnerships Olds College and SAIT
St Anthony's work experience
Long Table dinner



02

Sports Tourism Strategy

Asset inventory
Attended Sports Tourism Congress



03

\$40,000 Event & Business Grant

Approved 5 event grants and 3 businesses
so far in 2025



04

Provincial Priority

Emerging Destination



Horseshoe Canyon Kneehill County

05

Building new markets

Alberta Immersive Marketplace
Canada's Meeting and Event Expo
RVC



Horseshoe Canyon Starland County

06

Strategic Plan Refresh

underway to reflect Travel Drumheller's
evolution



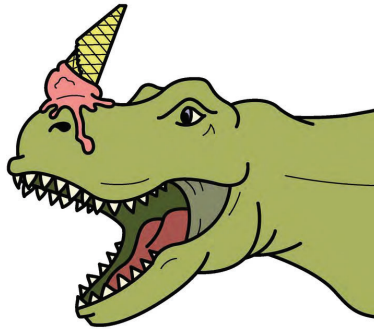
Kneehill County



Just in & upcoming campaigns

Regional Campaign Development

Travel Drumheller led the creation of the Dino Trails Passport Program which will support Dino Arts and collaborated with Travel Alberta to launch the Canada's Badlands brand—two major initiatives that elevate regional storytelling, encourage exploration, and expand our tourism reach.



Dino Trails Passport

Created and launched the Dino Trails Passport Program, blending storytelling, animation, and downtown exploration with a vibrant new brand.



CANADA'S BADLANDS

Explore Our Three Curated Itineraries

Canada's Badlands

Collaborated with Travel Alberta to launch the Canada's Badlands brand, expanding regional tourism through bold storytelling and design.

Business Survey

The Business Survey was a partnership between Travel Drumheller, the Drumheller and District Chamber of Commerce, Town of Drumheller and Community Futures Big Country.

The "Active" season for businesses has increased greatly, with April, May and October now being a "busier month" for most businesses. January and February were the only months that were "Slower" for over half the respondents.

Overwhelming Positivity

Tourism is seen as overwhelming positive, with 92% of respondents feeling it's a positive for the region.



Economic Value

The economic value of tourism to the region at this time is **\$116 million** and represents **1 in 4 jobs**.



Drumheller Drumheller

Destination Development

#DESTINATION
Drumheller

Work in 2025



Building Indigenous relationships

- Strengthened Indigenous relations through visits to Blackfoot Crossing and involvement in the strategic plan development

Transit development

- Received funding to plan a pilot shuttle project in Drumheller in 2026
- Program Manager to start in June

Asset Mapping

- Process, criteria and data collection started May

Any Questions?

“Destination promotion is a catalyst for community vitality, driving what is needed for a community to become that destination where people want to visit, live, work and play. ”

Jack Johnson, Destinations International

REQUEST FOR DIRECTION

TITLE:	Amendment to FCSS Committee Bylaw #34.24
DATE:	May 12, 2025
PRESENTED BY:	Esther Quiambo, Assistant Chief Administrative Officer
ATTACHMENTS:	Bylaw #34.24 – FCSS Bylaw

SUMMARY:

The Family and Community Support Services (FCSS) Bylaw received the third and final reading in December 2024 in accordance with Section 145(2) of the *Municipal Government Act*. The intention of the FCSS Bylaw was to formally establish a subcommittee of Council that will be responsible for:

- a) approving, overseeing, and monitoring all programs funded through the FCSS program;
- b) reviewing grant applications and approving the disbursement of grant funds through the FCSS program;
- c) directing all FCSS funding, within the constraints of the FCSS budget, approved by Council;
- d) recommending policies and procedures for the administration of the FCSS program; and
- e) presenting an annual report and recommended budget to Council, in conjunction with Administration.

The FCSS Committee currently consists of all seven (7) members of Council who meet at least twice per year. At the March 27, 2025, FCSS Committee meeting direction was given to Administration to bring forward a recommendation to Council to modify the membership composition of the FCSS Committee to include Members at Large from the local social services community.

DIRECTION:

That the Committee of the Whole provides direction on a recommendation by the Town of Drumheller FCSS Committee to add members at large to the membership composition of the FCSS Committee in lieu of full-Council committee membership.

DISCUSSION:

The Town participates in the Government of Alberta FCSS Program in order to enhance the well-being of individuals and families in the community. The Town of Drumheller and the Province have a formal agreement to allocate funding to eligible preventive social programs, where the Town matches a minimum of 20% of the funding received from the Province on an annual basis.

In November 2024, the FCSS Bylaw was created in a manner that was compliant with the strategic direction of Council and the provincial FCSS Act to formally establish the FCSS Committee as a Council governance body. Its purpose is to oversee the financial affairs of FCSS and to ensure efficient and effective delivery of internally and externally funded preventive social programming. Through a grant application and selection process, the

Committee approves the allocation of the FCSS annual budget to local organizations that directly provide these preventive social programs.

Now, following six months of establishing a new procedural framework for the FCSS Committee, inclusion of external members from local social services agencies is being recommended to Council. Administration is proposing the following revision to the current FCSS Bylaw:

5. COMMITTEE COMPOSITION

- 5.1 The membership of the *Committee* shall not exceed seven (7) persons (excluding ex-officio and non-voting members) in accordance with the following:
 - a) Four (4) members of Council including the Mayor and three Councillors to be appointed annually at the Town of Drumheller Organizational Meeting.
 - b) Not more than three (3) citizens-at-large who are representative of Town of Drumheller social services agencies and appointed by Council.
- 5.2 The *Committee Chair* shall be the Mayor of the *Town*; if the *Chair* is unable to attend a meeting of the *Committee*, a temporary *Chair* shall be elected from the members in attendance.
- 5.3 The citizen-at-large members of the *Committee* may serve for up to three (3) consecutive two-year terms.
- 5.4 The *Committee* shall consist of the following ex-officio, non-voting members, who will act in an advisory and support capacity:
 - a) the *Chief Administrative Officer, or designate*; and
 - b) any *Town* employee, who has been appointed by the *Chief Administrative Officer* to assist in the administration of the FCSS program.

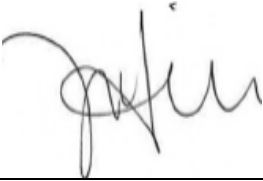
The intent of this amendment is to add invaluable, frontline insight on the distinct social needs of our community into the established FCSS decision-making process in order to enhance the quality of life of Town.

FINANCIAL IMPACT:

\$2,000 is the estimated operating cost for staff time and overtime if required, as well as any meeting costs which will be absorbed into the 2025 Operating Budget.

COMMUNICATION STRATEGY:

Once the amended bylaw has been approved by Council, the community will be encouraged to submit applications.



Reviewed by:
Victoria Chan, CFO and
Director of Corporate &
Community Services



Presented by:
Esther Quiambao, CLGM
Assistant CAO



Approved by:
Darryl Drohomerski, C.E.T.
Chief Administrative Officer

TOWN OF DRUMHELLER
BYLAW NUMBER 34.24
DEPARTMENT: LEGISLATIVE SERVICES

A BYLAW TO PROVIDE FOR THE ESTABLISHMENT OF THE FAMILY AND COMMUNITY
SUPPORT SERVICES (F.C.S.S) COMMITTEE WITHIN THE TOWN OF DRUMHELLER

WHEREAS section 145 of the *Municipal Government Act, R.S.A. 2000, c. M-26*, hereinafter referred to as the M.G.A., provides for Council to, by bylaw, establish council committees and other bodies;

AND WHEREAS section 145 of the M.G.A provides for Council to establish the functions of the committee and the procedures to be followed by the council committee or other bodies;

AND WHEREAS section 2 of the *Family and Community Support Services Act* provides that a municipality may provide for the establishment, administration, and operation of a family and community support services program within the municipality;

AND WHEREAS the Town has entered into an agreement under section 3 of the *Family and Community Support Services Act* for the establishment, administration and operation of family and community support services program;

AND WHEREAS the Council of the Town of Drumheller deems it expedient and in the general interest of the Town to appoint a Family and Community Support Services (F.C.S.S) Committee to provide oversight regarding the administration and operation of the family and community support services program;

NOW THEREFORE the Council of the Town of Drumheller enacts the following:

1. SHORT NAME

- 1.1 This Bylaw shall be cited as the "Family and Community Support Services Bylaw" or the "FCSS Bylaw."

2. DEFINITIONS

- 2.1 For the purposes of this Bylaw, the following definitions shall apply:

- a) "Chair" means the highest elected member of the *Committee* who is responsible for calling and chairing all meetings;
- b) "Chief Administrative Officer" or "CAO" means the person appointed as Chief Administrative Officer for the *Town of Drumheller*, or their designate;
- c) "Committee" means the Family and Community Support Services Committee;
- d) "Council" means the duly elected Mayor and Councillors of the *Town of Drumheller*;
- e) "Council & Committee Meeting Procedure Bylaw" means the Council & Committee Meeting Procedure Bylaw #04.21, as amended from time to time, and its successor legislation;

- f) *"Family and Community Support Services Act" or "FCSS Act"* means the *Family and Community Support Services Act, R.S.A., C. F-3*, as amended from time to time, and its successor legislation.
- g) *"Municipal Government Act" or "MGA"* means the *Municipal Government Act, R.S.A. 2000 M-26*, as amended from time to time, and its successor legislation;
- h) *"Organizational Meeting"* means a meeting set for the purpose of appointing Council Members, setting the time and date for regular council meetings, reviewing of the code of conduct, and other agenda items pertaining to the organization of Council, which is held no later than fourteen (14) days after the third (3rd) Monday in October.
- i) *"Town of Drumheller" or "Town"* means the Town of Drumheller, a municipal corporation in the Province of Alberta, and includes the area contained within the corporate boundaries of the Town of Drumheller, as the context may require.

3. ESTABLISHMENT

3.1 The Family and Community Support Services *Committee* is hereby established.

4. RESPONSIBILITIES

4.1 The *Committee* is responsible for:

- a) approving, overseeing and monitoring all programs funded through the FCSS program, and ensuring these programs are successfully carried out by the CAO or his/her designate;
- b) reviewing grant applications and approving the disbursement of grant funds through the FCSS program by prioritizing community needs;
- c) directing all FCSS funding, within the constraints of the approved FCSS budget;
- d) recommending policies and procedures for the administration of the FCSS program; and
- e) presenting an annual report and recommended budget to *Council*, in conjunction with Administration.

4.2 The *Committee* shall carry out the responsibilities outlined in the *FCSS Act* and Regulations, which are to:

- a) promote and facilitate the development of stronger communities;
- b) promote public participation in planning, delivering, and governing the program and services provided under the program;
- c) promote and facilitate the involvement of volunteers;
- d) promote efficient and effective use of resources; and

- e) promote and facilitate co-operation and co-ordination with allied service agencies operating within the municipality.

5. COMMITTEE COMPOSITION

- 5.1 The *Committee* shall consist of all seven (7) members of *Council*.
- 5.2 The *Committee Chair* shall be the Mayor of the *Town*; if the *Chair* is unable to attend a meeting of the *Committee*, a temporary *Chair* shall be elected from the members in attendance.
- 5.3 The *Committee* shall be appointed on an annual basis at the *Town's Organizational Meeting*.
- 5.4 The *Committee* shall consist of the following ex-officio, non-voting members, who will act in an advisory and support capacity:
 - a) the *Chief Administrative Officer*; and
 - b) any *Town* employee, who has appointed by the *Chief Administrative Officer* to assist in the administration of the FCSS program.

6. MEETING SCHEDULE

- 6.1 A minimum of two (2) regular meetings will be held per year.
- 6.2 The *Chair*:
 - a) may call a special meeting whenever the official considers it appropriate to do so; and
 - b) must call a special meeting if the official received a written request for the meeting from a majority of *Committee* members.

7. CONDUCT OF MEETINGS

- 7.1 Meetings shall be conducted in accordance with the *Council & Committee Meeting Procedure Bylaw*.
- 7.2 Three (3) members of the *Committee* shall constitute a quorum.
- 7.3 Members shall serve on the *Committee* for the duration of their *Council* term; If a member ceases to be a member of *Council*, they will cease to be a member of the *Committee*.
- 7.4 Meetings shall be called and chaired by the *Chair*, appointed in accordance with Section 5.2.

8. MEETING MINUTES

- 8.1 Meeting minutes shall be prepared by an employee of the *Town*, signed by the *Chair*, and approved at a subsequent meeting.
- 8.2 Copies of approved meeting minutes shall be forwarded to Administration within one (1) week of approval and shall be published with the *Council Agenda* as information.

9. TRANSITIONAL

- 9.1 If any portion of this Bylaw is found to be invalid, that portion shall be severed from the remainder of the Bylaw and shall not invalidate the whole Bylaw.
- 9.2 This Bylaw comes into full force and effect upon third and final reading.

READ A FIRST TIME THIS 18th DAY OF November 2024

READ A SECOND TIME THIS 18th DAY OF November 2024

READ A THIRD AND FINAL TIME THIS 2nd DAY OF December 2024



MAYOR



CHIEF ADMINISTRATIVE OFFICER



REQUEST FOR DIRECTION

TITLE:	Draft Terms of Reference – Downtown Streetscape Task Force
DATE:	May 12, 2025
PRESENTED BY:	Jared Brounstein, Director of Infrastructure Services
ATTACHMENTS:	Draft Terms of Reference Bylaw for the DARP Task Force Downtown Area Revitalization Plan (DARP)

SUMMARY:

The Downtown Area Revitalization Plan (DARP) has many programs, projects, and policy directions to reinvigorate the downtown core. The development of a Downtown Streetscape Task Force to help with solidifying the design requirements of the streetscape for Center Street is critical to ensure community and business support of the final “look and feel” of the area.

The Committee of Whole is being requested to provide direction and comment on the Task Force Terms of Reference including its scope and participation levels.

DIRECTION:

That the Committee of the Whole provide direction to Administration on the draft Terms of Reference for the Downtown Streetscape Task Force with particular attention to:

- Scope of the task force
- Participation levels

DISCUSSION:

The Downtown Area Revitalization Plan (DARP) provides a 15-year vision to catalyze the revitalization of downtown Drumheller. The project aims to re-establish the downtown as the cultural and economic hub of the Valley, a destination for locals and visitors, and a vibrant community.

As part of the Valley’s 2025 Capital Program, a capital budget was established to complete a detailed design for Center Street between Railway Ave E and Riverside Drive E. This design will be the catalyst for all streetscapes in the area. To ensure community and business support of those designs, a Council Task Force has been recommended.

The Task Force will provide support and comment on the following aspects of the design:

- Street furniture options
- Sidewalk widths and design details
- Tree density and placement
- Landscaping improvements
- Streetlight options

The Terms of Reference Bylaw is proposed to be presented to Council on May 20, 2025, for first two (2) readings and for adoption at the June 2, 2025, meeting. Once adopted, the community will be further engaged through a call for volunteer members. Received applications will be reviewed and presented to Council for approval at the July 7, 2025, meeting.

FINANCIAL IMPACT:

Capital budget for design and public engagement:	\$160,000
Operating costs associated with Task Force support:	\$ 5,000

* Staff time and overtime if required as well as any meeting costs will be absorbed into the 2025 Operating Budget.

COMMUNICATION STRATEGY:

Public engagement is critical to the success of the Downtown Revitalization Project and once the Terms of Reference have been approved by Council, the community will be encouraged to submit applications.

General public engagement will include two (2) “open house” style venues as well as an online survey with the support of the Task Force.

MOTION:

That the Committee recommend Administration bring forward proposed Bylaw #22.25 – Downtown Streetscape Task Force Bylaw to a future Regular Council meeting for consideration, incorporating any amendments discussed at the May 12, 2025, Committee of the Whole Meeting.



Prepared by:
Jared Brounstein
Director of Infrastructure
Services



Reviewed by:
Ashley Turner
Senior Administrative
Assistant, Infrastructure
Services



Approved by:
Darryl Drohomerski, C.E.T.
Chief Administrative Officer

TOWN OF DRUMHELLER
BYLAW NUMBER 22.25
DEPARTMENT: INFRASTRUCTURE

DOWNTOWN STREETSCAPE IMPROVEMENT TASK FORCE BYLAW

A BYLAW TO PROVIDE FOR THE ESTABLISHMENT OF THE COUNCIL DOWNTOWN
STREETSCAPE IMPROVEMENT TASK FORCE

WHEREAS, the *Municipal Government Act, R.S.A. 2000, c. M-26* provides for Council to, by bylaw, establish council committees and other bodies;

AND WHEREAS, the Council may, by bylaw, establish the functions of the committee and the procedures to be followed by the council committee or other bodies;

AND WHEREAS, the Town of Drumheller wishes to address the look and feel of the Downtown area as defined by the Downtown Area Revitalization Plan (DARP) with focus on Centre Street between Railway Ave E and Riverside Drive E;

AND WHEREAS, the Town of Drumheller *Council and Committee Meeting Procedure Bylaw 04.21* allows Council to appoint a Task Force to investigate and report on special tasks during a specific time frame which shall be dissolved once the special task has completed its goal;

NOW, THEREFORE, the Council of the Town of Drumheller deems it expedient and in the general interest of the Town to appoint a Downtown Streetscape Improvement Task Force on development of said streetscape of the Town of Drumheller:

1. SHORT NAME

1.1 This Bylaw shall be cited as the "Downtown Streetscape Improvement Task Force Bylaw."

2. DEFINITIONS

2.1 For the purposes of this Bylaw, the following definitions shall apply:

- a) "*Chair*" means the highest elected member of the *Downtown Streetscape Improvement Task Force* who is responsible for calling and chairing all meetings;
- b) "*Council*" means the Mayor and Councillors of the *Town of Drumheller*.
- c) "*Director of Infrastructure Services*" means the *Director of Infrastructure Services* for the *Town of Drumheller*.
- d) "*Downtown Streetscape Improvement Task Force*" or "*Task Force*" means the Downtown Streetscape Improvement Task Force appointed in accordance with this Bylaw;
- e) "*Municipal Government Act*" or "*MGA*" means the *Municipal Government Act, R.S.A. 2000 M-26*, as amended from time to time, and its successor legislation;

- f) “*Street Furniture*” refers to the objects and equipment installed along streets and roads for various purposes, including benches, traffic barriers, bollards, and post boxes;
- g) “*Streetscape*” means the appearance or the design of the streets in the *Town of Drumheller* and will include sidewalks, trees, street furniture, lighting and related infrastructure; and
- h) “*Town of Drumheller*” or “*Town*” means the *Town of Drumheller*, a municipal corporation in the Province of Alberta, and includes the area contained within the corporate boundaries of the *Town of Drumheller*, as the context may require;

3. ESTABLISHMENT

- 3.1 The *Downtown Streetscape Improvement Task Force* is hereby established.
- 3.2 The *Task Force* shall be responsible for providing design guidance for the development of Centre Street streetscape.
- 3.3 The *Task Force* shall be responsible for the creation of a Task Force Report, which shall be completed prior to December 31, 2025.
- 3.4 Upon acceptance of the Task Force Report at a public meeting of *Council*, the *Task Force* shall be dissolved.

4. RESPONSIBILITIES

- 4.1 The *Task Force* is responsible for:
 - a) reviewing and providing comments on the streetscape design as presented by the Town of Drumheller;
 - b) reviewing the streetscape design including:
 - i) street furniture options;
 - ii) sidewalk widths and design details;
 - iii) tree density and placement;
 - iv) landscaping improvements; and
 - v) streetlight options;
 - c) supporting community engagement initiatives related to the streetscape design by participating in public consultation sessions and associated activities;
 - d) providing feedback regarding the streetscape designs within twenty-five (25) days of receiving design packages from the *Town of Drumheller*; and

- e) preparing a written Task Force Report containing recommendations on items listed in section 4.1(b).

4.2 Design reviews shall be provided to the *Town* by the *Chair* of the *Task Force* and shall be compiled to reflect the direction of the Task Force, not individuals.

5. SCOPE OF WORK

5.1 The *Task Force* will work with the *Town of Drumheller* as well as the *Town's* consulting firm to establish design details for select aspects of the streetscape for the *Town's* downtown area.

5.2 The *Task Force* will look at the following design aspects only:

- a) Street furniture options;
- b) Sidewalk widths and design details;
- c) Tree density and placement;
- d) Landscaping improvements; and
- e) Streetlight options.

5.3 While the *Task Force* will be looking at the designs for Centre Street only, these design principles shall be used to develop the rest of the Downtown area.

6. BOARD COMPOSITION

6.1 The *Task Force* shall consist of a minimum of six (6) and a maximum of eight (8) voting members, the composition of which shall be as follows:

- a) One (1) *Chair*, appointed in accordance with Section 6.2; and
- b) Between three (3) and seven (7) members-at-large:
 - i) At least four (4) representatives from the downtown business owners; and
 - ii) At least two (2) representatives from the general community.

6.2 The *Task Force* shall consist of the following ex-officio, non-voting members, who will act in an advisory and support capacity:

- a) The *Director of Infrastructure Services*; and
- b) A Task Force Support Staff, appointed by the *Director of Infrastructure Services*, who shall:
 - i) provide support, information, and assist with the research required by the *Task Force*; and

- ii) take minutes, circulate information, and carry out other clerical responsibilities.

7. MEMBERSHIP

7.1 *Task Force* members shall:

- a) represent a broad cross section of community interest and have some knowledge of the *Town's* structure and responsibilities;
- b) live or operate a business within the *Town* boundaries; and
- c) **not** have any direct affiliation with the *Town* or its *Council*.

7.2 Members shall be appointed by resolution of *Council*, following the submission of a completed application form.

7.3 The *Task Force* shall appoint a *Chair* from among its membership, at the first meeting of the *Task Force*.

7.4 The membership term will be active until the dissolution of the *Task Force*, in accordance with section 3.4.

7.5 If any member shall be absent from two (2) consecutive regular meetings, unless authorized by the *Task Force*, the member shall be removed from the *Task Force*.

7.6 If a member of the *Task Force* is unable or unwilling to continue to serve as a member for whatever reason, *Council* may, by resolution, appoint a replacement in accordance with section 7.2.

8. CONFIDENTIALITY AND CONFLICT OF INTEREST

8.1 The discussions and deliberation of the *Task Force* are confidential; upon *Council's* acceptance of the *Task Force* Final Report, members of the *Task Force* shall return all documents and information gathered during their work to the staff of the *Town of Drumheller* for suitable disposal and/or archival.

8.2 Information gained through the course of participation on the *Task Force* cannot be used for personal interest or gain, or for the personal interest or gain of a family member.

8.3 Any real or perceived conflicts of interest that may arise through a member's course of participation on the *Task Force* must be disclosed to the *Task Force* immediately.

8.4 Conflict of interest that occurs when a *Task Force* member's personal, financial, or other interests could improperly influence, or appear to influence, their judgment or actions in the execution of their duties, may include, but are not limited to:

- a) financial interests in entities being reviewed or affected by the *Task Force's* recommendations;

- b) personal or family relationships with individuals whose remuneration may be affected by the *Task Force's* decisions; and/or
- c) any other situation that could lead to bias or partiality in the *Task Force's* deliberations or recommendations.

- 8.5 If the member is not certain whether he or she is in a conflict-of-interest position, the matter may be brought before the *Task Force* or the *Chair* for guidance.
- 8.6 The member in conflict of interest shall not vote on the issue at hand, and unless otherwise directed by the *Task Force*, shall be absent from the discussion.
- 8.7 The conflict of interest shall be duly recorded in the meeting minutes, and the time the member leaves and returns to the meeting shall also be recorded.
- 8.8 If it is determined that the conflict-of-interest position precludes the member's ability to continue his or her role on the *Task Force*, the member shall resign from the *Task Force* and a new member may be appointed in accordance with section 7.6.

9. CONDUCT OF MEETINGS

- 9.1 Quorum shall consist of the majority of voting members.
- 9.2 Meetings shall be conducted on a consensus basis; when consensus cannot be reached, the *Chair's* vote shall serve as the deciding vote.
- 9.3 Meetings shall be called and chaired by the *Chair*, appointed in accordance with section 6.1.
- 9.4 Meetings shall be by any method and at such frequency as deemed necessary.
- 9.5 Meeting minutes shall be written by the Task Force Support Staff, signed by the *Chair*, approved at a subsequent meeting, and forwarded to the *Director of Infrastructure Services*.

10. AUTHORITY

- 10.1 The *Task Force* is intended to act in an advisory capacity only; *Council* shall not delegate any of *Council's* powers, duties or functions to the *Task Force*.

11. TRANSITIONAL

11.1 If any portion of this Bylaw Is found to be invalid, that portion shall be severed from the remainder of the Bylaw and shall not invalidate the whole Bylaw.

11.2 This Bylaw comes into full force and effect upon third and final reading.

READ A FIRST TIME THIS _____ DAY OF _____, 2025.

READ A SECOND TIME THIS _____ DAY OF _____, 2025.

READ A THIRD AND FINAL TIME THIS _____ DAY OF _____, 2025.

MAYOR

CHIEF ADMINISTRATIVE OFFICER

BRIEFING NOTE

TITLE:	Wayfinding – Next Steps
DATE:	May 12, 2025
PRESENTED BY:	Jared Brounstein, Director of Infrastructure Services
ATTACHMENTS:	Drumheller Wayfinding Assessment Report - September 2024

SUMMARY:

ISL Engineering and Land Development Services completed a Wayfinding assessment in September 2024. This assessment was presented to the Committee of the Whole (COTW) on November 12, 2024. The COTW reviewed the recommendations of that assessment and noted that the costs associated with wayfinding were high and wanted to explore other possible options.

The Town has approximately forty (40) custom-built signposts that could be used to establish a wayfinding network, but the design and implementation of site-specific signs still needs to be developed. The cost for developing, designing, and installing these signs is estimated at \$200,000.00 and would be included as part of the 2026 capital program.

As part of the wayfinding initiative, there may be the opportunity to use a third-party application, such as ALLTrails, to provide trail specific information to users. This software package could be used to show users, locations, travel times, etc.

DIRECTION:

Administration recommends that the Committee of the Whole propose the inclusion of \$200,000.00 in the 2026 capital program for the development, design, and installation of wayfinding signs and that these signs be placed on the Town's existing inventory of posts.

Additionally, Administration requests insight and recommendations from the Committee of the Whole regarding the use of ALLTrails for the development of trail inventory and user information.

DISCUSSION:

Further to the report brought before the Committee of the Whole on November 12, 2024, outlining the findings of the Wayfinding Assessment completed by ISL Engineering and Land Development Services, Administration is again looking for information and direction from the Committee on Wayfinding next steps.

The report presented to the COTW provided a capital investment of approximately \$500,000.00 (\$486,910.00 ISL estimate) over two (2) years. However, the COTW felt this was too large of an investment for wayfinding and asked that Administration review the report further and provide additional options.

Wayfinding, if done correctly, can vastly improve the visitor experience within the community. Wayfinding will allow visitors and newcomers to the community to navigate our trail systems, points of interest, and other related landmarks. It is critical that the Town takes the time to do it right the first time and that the information being presented is concise as well as universal. This requires further involvement from specialized consultants and designers.

While the location of these wayfinding points has been determined in the Wayfinding Assessment completed by ISL, an economical approach to sign development and style needs to be developed. At this time Administration is proposing to use our current inventory of posts but will be requesting \$200,000.00 in 2026 for the development, design, construction, and placement of site-specific information for each wayfinding location. The budget will be used to create site-specific (unique) wayfinding informational signage, which would include directional, point of interest, and any other relevant information.

The Town is in possession of approximately forty (40) custom-built posts, ten (10) of which will be used for the Rails to Trails initiative. The remaining thirty (30) will be used to start the development of our wayfinding system, using the locations outlined in ISL report. However, the conceptual sign designs presented to the COTW on November 12, 2024, will not be used aside from the donor wall for the Rails to Trails.

One of the suggestions from the November COTW was to allow businesses to advertise on our wayfinding signage. Administration supports this initiative, but has the following concerns:

- The Town would be required to develop policy that specifies what information can be placed on our signage.
- The signs would need to be replaced when a business moves or closes.
- The Town would be required to continually review our signage to ensure its relevance.

These concerns require further review, and policy will need to be developed, which may result in delays to the installation of wayfinding signs

One of the other options that Administration would like to make available to the COTW, would be the use of ALLTrails as a means of providing trail information within the Drumheller Valley. ALLTrails provides a user interface that shows trail information, difficulty levels, and approximate travel time for a specific loop or destination. Some of the trails within the valley have been identified, but not all. The Town could use the information gathered by the regional trail study to populate this platform further and provide a single source for all trail information. There would still be a significant amount of vetting and trail information that must be reviewed before we can provide our trail information to ALLTrails.

The use of ALLTrails would not eliminate the need for wayfinding within the community, but could reduce the number of placements, as the ALLTrails would host the location information for each trail start and end point.

FINANCIAL IMPACT:

Development of site-specific signage for existing posts

\$200,000.00 in 2026

Development of trail inventory on ALLTrails

\$10,000.00 in 2026

COMMUNICATION STRATEGY:

Once budget has been approved in 2026, a communication plan will be developed if needed.



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TOWN OF DRUMHELLER
DRUMHELLER WAYFINDING
ASSESSMENT

FINAL REPORT

September 2024 



ISL Engineering and Land Services Ltd. is an award-winning full-service consulting firm dedicated to working with all levels of government and the private sector to deliver planning and design solutions for transportation, water, and land projects.

At ISL your identity is part of our identity. Diversity, Equity, and Inclusion (DEI) speaks to our core values and provides space for our teams to bring their authentic selves to work. ISL believes DEI creates the best outcomes for our clients while sustaining a happy and thriving work environment that allows for career development opportunities for all staff. ISL is committed to a focused effort on continuous improvement and development of respectful and safe workplace.

Table of Contents

1.0	Introduction.....	1
2.0	Methodology	2
2.1	Assessment Purpose	2
2.2	Assessment Process.....	2
3.0	Wayfinding Assessment.....	3
4.0	Wayfinding Concept and Placement	6
4.1	Wayfinding Hierarchy	6
4.2	Wayfinding Placement Plan	6
5.0	Public Engagement Summary.....	10
5.1	Engagement Methods	10
5.2	Notable Findings	10
6.0	Implementation Strategy	11
6.1	Implementation Staging.....	11
6.2	Costing	11
6.3	Additional Implementation Recommendations	12
7.0	Conclusion.....	14

APPENDICES

Appendix A Public Engagement Summary

TABLES

Table 6.1:	Proposed Signage Estimated Budget.....	12
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FIGURES

Figure 3.1:	Existing Wayfinding and Trail Network Map	5
Figure 4.1:	Wayfinding Hierarchy Designs	7
Figure 4.1.1:	Proposed Location Map	8
Figure 4.1.2:	Proposed Location Map	9

1.0 Introduction

Drumheller is a thriving town of nearly 8000 residents. It is the largest urbanized centre between Calgary and Saskatchewan, servicing approximately 30,000 people from Starland County, Kneehill County, Special Areas 2, and Wheatland County. In addition, Drumheller attracts nearly 500,000 seasonal visitors each year seeking out the badlands experience and Tyrell Museum.

Drumheller's trail system provides a critical recreational asset for the residents and visitors. The Parks and Recreation Master Plan 2023-2043 survey found that 76% of respondents prefer hiking, walking, or running on trails or pathways, making it the top outdoor activity.

Efficient wayfinding plays a crucial role in promoting connection, improving accessibility and ensuring smooth navigation within communities and outdoor environments. With Drumheller being home to a well-used, interconnected system of trails, establishing clear navigation routes is imperative to enhance the user experience of the network.

Drumheller's current wayfinding signage is a strong base to build upon to generate a consistent network for navigation. Implementing cohesive wayfinding signage throughout the community not only elevates the current functionality but also sets a precedent for future trail development projects. Strong wayfinding will activate outdoor spaces and encourage active transportation.

2.0 Methodology

2.1 Assessment Purpose

The assessment provides an analysis of wayfinding signage to develop a plan for the Town of Drumheller (the Town) to move forward with. It will be used to aid in prioritizing signage opportunities based on the need for wayfinding in key locations and balanced investment in the trail system. In order to achieve this, the scope of this assessment project includes:

- An assessment of Drumheller current trails and wayfinding system
- Identifying potential issues and opportunities for improvement
- Creation of new wayfinding hierarchy concepts and a proposed placement location plan
- Development of a staging plan, complete with costing, to achieve a more cohesive wayfinding network over time

2.2 Assessment Process

The assessment project was conducted in three phases:

Phase 1 – Network Inventory and Mapping: Trail mapping using GIS was undertaken. Data sets were developed and updated from existing Town GIS data and new GPS/GIS data collected on site. The outcome was a comprehensive analysis of wayfinding opportunities as well as proposed placements for future signage.

Phase 2 – Analysis and Wayfinding Ideation: The analysis phase considered the data and observations collected in Phase 1 and enhanced understanding of the network in Drumheller as well as the existing wayfinding assets. It determined wayfinding signage discrepancies and gaps that exist as well as opportunities for enhancing the connectivity of the network. Hierarchical wayfinding signage concepts were developed and refined for final recommendation.

Phase 3 – Assessment Report: The final deliverable, this report, summaries the first two phases of work and provides direction for wayfinding concepts and implementation staging for the Town to move forward with.

3.0 Wayfinding Assessment

Drumheller currently has various wayfinding signage locations throughout the town. Newer wayfinding signage is of similar branding, style and form, but older signage exists through the trail system and lacks consistency, provides outdated information, and is generally in poor condition.

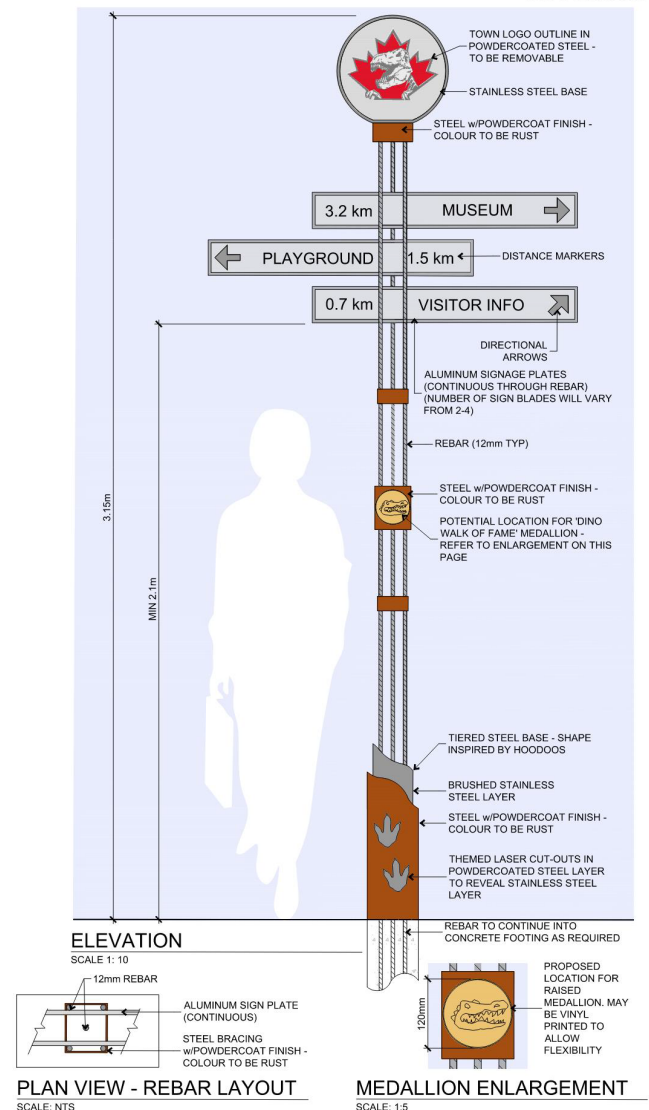


Old Wayfinding Signage

In recent years, the Town has installed new wayfinding signage consistent with Town branding. There is currently one wayfinding signage style (corten steel with directional arrows). This signage type is aesthetic and consistent with Town branding and landscape context. However, this single style of sign has not been yet adapted for varying uses (i.e. mapping kiosk, trail marker, etc). To accommodate wayfinding needs throughout the trail system, a hierarchical suite of wayfinding signage types is needed. The current directional marker design provides a solid basis for the aesthetics and branding of additional signage types.

Trail networks throughout the area demonstrate good connectivity and appear to be well-used (see Figure 3.1 on following page). However, inconsistency and lack of signage throughout the wayfinding system, may limit the functionality of the trail system and user ability to navigate through it. Some trail connections within the core area of Drumheller are not clearly established or easy to find. In addition, new trails have been under construction and require the installation of new signage to connect them to other established routes.

Currently, the Town is undertaking planning and design for the future CN Rails to Trails project. Investment into the wayfinding system should proactively consider connections between the Rail Trail and Drumheller trail and open space system. Additional general areas for improvement include potential signage locations highlighting entrances to major parks, trails, and newly developed trail connections.



Updated Wayfinding Signage Style

■ 4.0 Wayfinding Concept and Placement

4.1 Wayfinding Hierarchy

Design concepts for the new wayfinding signage were devised to seamlessly integrate with existing style elements of the existing signage in town, ensuring consistency and familiarity for residents and visitors. Locally available materials were prioritized to reflect the Town's character and history. Additionally, the incorporation of the Town's branding was essential to accurately represent the area and provide consistent imagery to follow. Overall, these decisions aimed to enhance wayfinding and the user experience while enhancing the visual appeal and cohesion of the Town's trail system.

As part of the project, a sign hierarchy was created with the goal of establishing a cohesive and scaled network of wayfinding signage connecting the various trail routes in Drumheller. This hierarchy not only differentiates types of wayfinding in order to guide users, it also supports an investment-conscious staging plan that aligns with the Town's budget.

The wayfinding sign hierarchy is as follows:

- **Major Map Kiosk:** Comprehensive information sign kiosks located at trailheads and major trail intersections. Displaying large maps of the trail system, points of interest, and other essential information about navigating the area. The main purpose of these kiosk is to help people select destinations and routes.
- **Major Directional Signage:** Signs are strategically placed at key decisions points along trails. These signs provide directional information about significant landmarks, surrounding trails and other key destinations. The purpose of these signs is to help people orient themselves in relation to their destinations, especially when there are intersecting trails.
- **Minor Direction Signage:** These signs are smaller and placed along the trail to guide users between the major decision points. They indicate turns, confirm the correct path, or provide short distance directions and are essential for ensuring that trail users can easily follow the trail without getting lost.
- **Trail Markers:** Trail markers are the most frequent and basic form of trail signage, used to mark the path of the trail itself. Typically small, unobtrusive, and placed at regular intervals along the trail to guide users. Markers may include arrows, symbols, or numbers and are key for helping users stay on the correct trail and within bounds. Trail markers can also be used to provide distances at intervals along the trail.

Our proposed Wayfinding Hierarchy Designs are provided in Figure 4.1 on the following page.

4.2 Wayfinding Placement Plan

Proposed trail wayfinding locations were identified along Drumheller's existing and proposed trail network to highlight key destinations and guide users throughout the town. These new trail sign locations are intended to replace existing signage that is not adequately serving its purpose. Proposed locations include multi-trail intersections, connections to main roads, major trail entrances and viewpoints.

Our proposed Wayfinding Location Map is provided in Figure 4.1.1-2 on Pages 8 and 9.

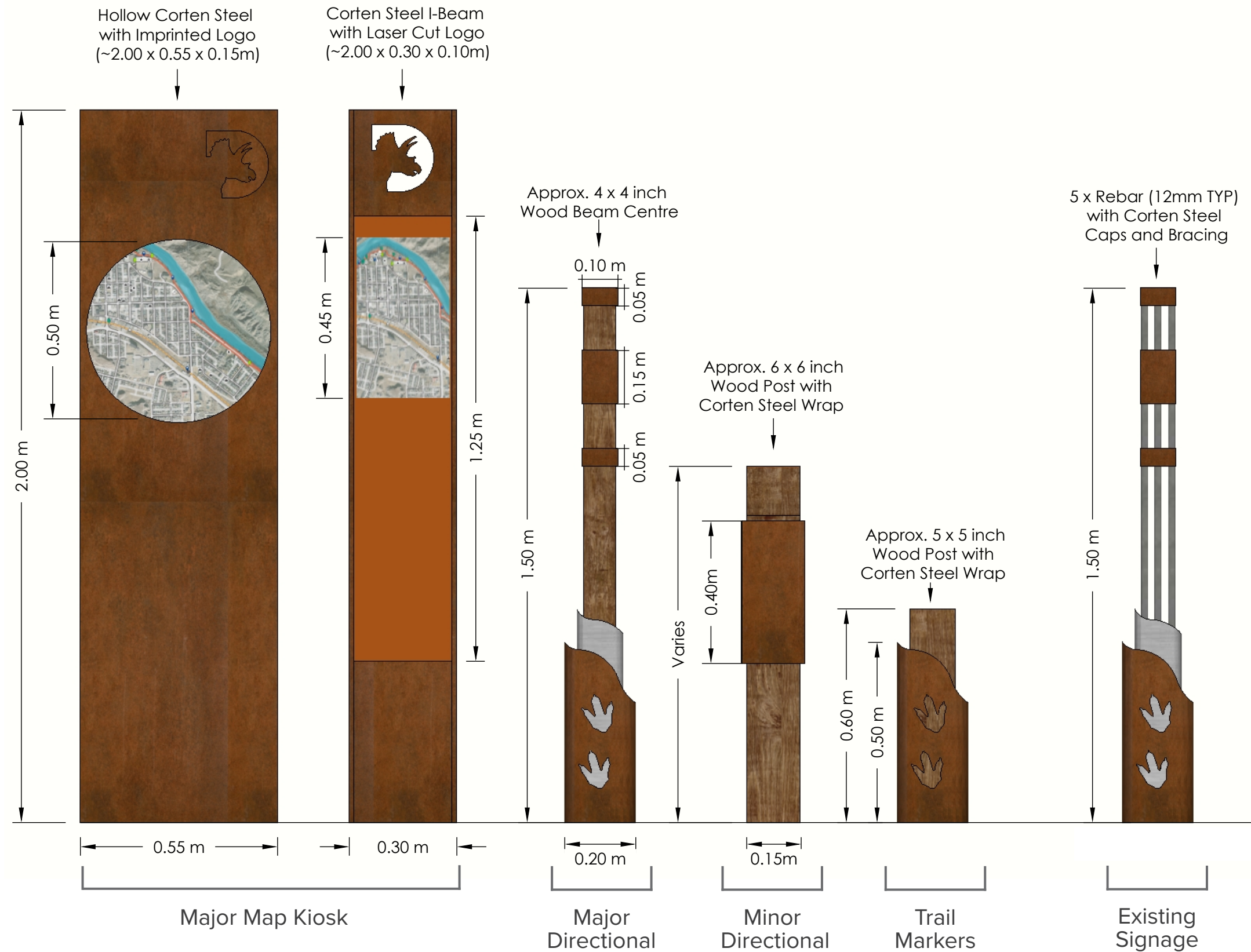


FIGURE 4.1: WAYFINDING HIERARCHY





■ 5.0 Public Engagement Summary

Once signage concepts and potential signage placements were identified, public engagement was carried out by community engagement strategists in Drumheller to gather feedback from the public and key stakeholders for the signage designs and preliminary placement areas. Feedback gathered helped the refinement of designs and placement plan and will be useful data to reference moving forward with projects regarding the trails and wayfinding network in Drumheller.

5.1 Engagement Methods

To gather public feedback on the designs and high-level wayfinding sign placement map, the following engagement activities were offered:

- An online survey, open for three weeks in the Fall of 2023, on the Town's CitizenLab engagement webpage.
- A pop-up event was hosted at the Drumheller Recreation, Arts, and Wellness Exhibit in early September.

The public was shown the wayfinding hierarchy design concepts and wayfinding placement plan. They were given the opportunity to comment directly on the display boards and/or respond to survey questions.

5.2 Notable Findings

Through online and in-person engagement, the public provided useful and insightful feedback and comments on the signage concepts and placement. Most respondents supported the sign designs, mentioning that they liked their simple design, branding and materials. The majority of participants mentioned that they liked the sign designs for the following reasons:

- The materials and design choices, including metal, wood and colours.
- The hierarchy of signs
- The signs are large and include clear maps.
- The designs fit in with the Town's current branding.

Other high-level feedback received included:

- Some respondents mentioned that the current signs were confusing for users and that they needed an upgrade.
- Some respondents mentioned that the users should be consulted in the placement process.
- Some respondents mentioned the need for signs to be easily visible in size and colour.
- Some respondents mentioned areas where there was missing signage on the Signage Type and Placement Map, and that the Town's entire trail network should be considered for new signage.

6.0 Implementation Strategy

6.1 Implementation Staging

The wayfinding implementation staging follows a strategic approach, prioritizing the highest level of signage in the Wayfinding Hierarchy (i.e. Major Map Kiosk) to be completed first before moving on to the next level in the hierarchy (i.e. Major Directional Signage). This method ensures that critical directional information is established promptly, facilitating efficient navigation of the Town's trail system. The aim is to have all new signage installed within the next five years to achieve a cohesive system as swiftly as possible, minimizing confusion and maximizing usability across the Town's various trails and paths.

An exception to this approach would be areas where the trail network is being expanded or redeveloped. In this case, it would be best to include all hierarchy of wayfinding signage as an integral part of the trail construction project.

6.2 Costing

Recommendations have been considerate of capital implications and the anticipated cost of new signage installation. Consideration was made of the existing signage surplus that can be utilized in the rollout of these recommendations to reduce start-up costs. Wayfinding opportunities should be evaluated and prioritized to reflect the Town's budget for the initiative. The following are current estimate of the fabrication cost of each type of sign in the wayfinding hierarchy:

Major Map Kiosk	\$5500-5700 / Sign +/-
Major Directional Signage	\$4800 / Sign +/-
Minor Directional Signage	\$2600 / Sign +/-
Trail Markers	\$2500 / Sign +/-

Fabrication pricing above includes:

- Anchors to cast in place foundation
- Corten Weathering Steel
- Wood Timbers
- Full Color Sign Panels (Type 1&2)
- Shop Drawings (Excludes Foundation and Engineering)

Implementation projects will need to consider additional project costs, including:

- Sign foundations, including engineering and site restoration
- Engineering (ensure that fabricator produces signed shop drawings)
- Graphic design of panel content
- Delivery to site
- Installation
- Removal of old obsolete signs

The following table provide the estimated budget for proposed signage:

Table 6.1: Proposed Signage Estimated Budget

Sign Type	Qty.	Unit Cost	Installation per Unit	Subtotal
Major Map Kiosk	12	\$ 5,600	\$ 6,000	\$ 139,200
Major Directional Sign	13	\$ 4,800	\$ 5,000	\$ 127,400
Minor Directional Sign	18	\$ 2,600	\$ 2,500	\$ 91,800
Trail Markers	12	\$ 2,500	\$ 2,500	\$ 60,000
Old Sign Removal	Allowance	n/a	n/a	\$ 5,000
Subtotal				\$ 423,400
Contingency (15%)				\$ 63,510
Total Budget				\$ 486,910

Please note that the cost of these signs were based on a minimum order of ten signs per type. Orders with larger quantities of signs tend to be more cost effective than ordering smaller quantities. When working with signage fabricators during the implementation phasing, it is important to discuss potential budget optimization.

6.3 Additional Implementation Recommendations

The following additional recommendations should be considered during the implementation process:

- Removal of old signage should be conducted whenever wayfinding signage is installed nearby. However, as an initial step of improved wayfinding, we recommend that trail maintenance staff review existing signage as part of their operational duties and immediately remove any signage that is inaccurate or falling apart.
- Engage the walking and biking community in determining the best locations for wayfinding signage since they know the trail system the best.
- Continually review the trail network to understand community destination and likely routes of travel.
- Walk or cycle the trails to see how intuitive the route is or where there may be confusion needing wayfinding signage.
- Review walking routes to important destinations both inside and outside of the community and integrate signage as needed on in the sidewalk network.
- Anticipate future trail expansion projects when determining signage on the existing trail network.
- Ensure that future trail development projects include wayfinding signage in their plans.
- Include wayfinding signage in all active transportation and open space projects.
- Ensure that signage components such as maps and destination names can be easily changed out without replacement of major sign components.
- Be selective with signage. Signage can have a negative impact on the aesthetics and enjoyment of an outdoor space.
- Establish an assessment and maintenance strategy for wayfinding signage.

- Consider partnership funding opportunities, where local tourism-based businesses can have their business listed as a destination if they contribute to the cost of signage. This funding approach may need careful consideration to ensure that the wayfinding system is not overwhelmed by business destinations. A sunset clause should be included so that the Town is not required to list the business in perpetuity, and sign locations should not be tailored to the business's needs.
- Work with sign fabricator to determine whether the sign design will work for multiple foundation types (i.e. screw piles, cast-in-place). Because sign location conditions will vary, an adaptable design would be useful and potentially cost effective.

7.0 Conclusion

This Drumheller Wayfinding Assessment report outlines recommendations for the provision, development, and installation of a new wayfinding signage hierarchy to apply to the Town's trail network. While the underlying principles of improving the user experience of the Town's trail network will remain constant, other factors and conditions will change and the recommendations in this assessment may also change. For this reason, the recommendations should be reassessed in the future to ensure accuracy and alignment with the Town's budget and priorities.



APPENDIX A

Public Engagement Summary

Town of Drumheller Wayfinding Study - Engagement Summary

Project Overview

The Town of Drumheller retained ISL Engineering and Land Services (ISL) to complete a trail wayfinding study. For the first step of the study, ISL has created updated signage designs for use within the Town's trail network. Engagement events were conducted in September 2023, to gather feedback from the public and key stakeholders on the signage designs and preliminary placement areas. The feedback gathered will help the consultant team update and refine the designs for Council review and approval.

Engagement Process

To gather public feedback on the designs and high-level placement map, the following engagement activities were offered:

- An online survey, open from August 28 to September 18, 2023, on the Town's CitizenLab engagement webpage. Twenty-three surveys were completed.
- A pop-up event was hosted at the Drumheller Recreation, Arts and Wellness Exhibit at the Badlands Community Facility (80 Veterans Way) on September 13, 2023, from 4 – 7 p.m. Twenty-eight participants provided feedback at the event.

High-level Feedback Summary

The following is a summary of high-level themes identified through analysis of the public feedback gathered at the pop-up event and online survey.

- Most respondents supported the sign designs, mentioning that they liked their simple design, branding and materials.
- Some respondents mentioned that the current signs were confusing for users and that they needed an upgrade.
- Some respondents mentioned that the users should be consulted in the placement process.
- Some respondents mentioned the need for signs to be easily visible in size and colour.
- Some respondents mentioned areas where there was missing signage on the Signage Type and Placement Map, and that the Town's entire trail network should be considered for new signage.

Detailed Feedback Summary

The following is a detailed summary of feedback received during the pop-up event and through the online survey.

Pop-Up Event

What do you like about the design concepts?

The majority of participants mentioned that they liked the sign designs for the following reasons:

- The materials and design choices, including metal, wood and colours.
- The hierarchy of signs
- The signs are large and include clear maps.
- The designs fit in with the Town's current branding.

How do you think the design concepts could be improved?

Respondents noted the following ways the designs could be improved:

- A few mentioned QR codes, one respondent said they should be included on signage or a link to a trail app, and the other felt QR codes should not be used on signs because they are difficult to use, and that the technology may become outdated.
- The Town should consider using the 'dinosaur feet design' on the signs to help direct the public e.g. If the next landmark is north, have the feet pointing north.
- The Town should consider adding a 5-minute walking radius on maps.

Is there anything else we should consider when refining the wayfinding signs for the Town's trail network?

Sign Design Considerations:

Respondents provided the following suggestions:

- The Town should share the criteria developed for signage placement with the public.
- The Town should consider replacing the "pathway rules" signs in addition to the wayfinding signs or incorporate the rules into the new wayfinding signs.
- Major wayfinding signs should include a full community-wide map.

Signage Placement Considerations:

Respondents provided the following suggestions:

- Some respondents mentioned that the current wayfinding signs that are paired with street signs cause emergency services issues because dispatch is not familiar with the honorary street names/wayfinding names.
- A few respondents mentioned that current wayfinding signs also confuse tourists because they are faded, or do not provide proper directional information.
- A few respondents mentioned the need for better signage to and from New Castle Beach, the Plaza area and the Visitor's Centre for tourists.
- A few respondents mentioned the need for better trail connectivity, updated bike lanes, street crossings and safety signage where trails and roadways intersect. Two respondents specifically mentioned signage under the railway bridge to the north side of the river.

Other suggestions respondents provided:

- More signage should be added to the north side of the community and there may be too many signs planned for the south side.
- The Town should consider paving and adding wayfinding signage to the pathway to the museum on the north side of the river.
- Details about sign orientation should be included in the signage report/guide.
- Update the hike-a-saurus trail signage, pathway, and roadway markings, as these wayfinding elements currently direct users to a resident driveway on 7 Street West.
- Pathway users are entering the backyards on a goat path (1 Avenue W, backing onto the river).
- A major sign should be included when entering Town on Highway 10.
- Additional wayfinding signage is needed to direct users to the ball diamond (off 2 Avenue West) and on the localized pathway system within that area.
- A sign is needed to let users know how far it is until they arrive at the pedestrian bridge to cross the river, heading east, along Newcastle Trail.

Online Survey

What do you like about the design concepts?

Respondents provided the following suggestions:

- Many respondents mentioned that they supported making the trail signs around the Town more consistent.
- Some respondents mentioned liking the natural materials – wood, and steel.
- Some mentioned they liked the designs for the following reasons:
 - The dinosaur designs.
 - The design suits the Town brand.
 - The modern look
 - The simple design

How do you think the design concepts could be improved?

Respondents provided the following suggestions:

- The signs should be designed to be easily maintained.
- The signs should be easily visible, and large, and the colour palette noticeable.
- Signs should be cohesive throughout the valley.
- Minutes to a destination should be posted on the signs, not blocks or km.
- Major signs should have a square map instead of a circular map.
- The Town should use cost-effective and locally sourced materials.
- Add lighting to the signs (e.g., solar lights, reflective or bright colours to help them stand out).
- Add more metal cut-outs to the designs.
- Signs should be coated so graffiti is easily removed.
- Maps should be large enough to read easily.
- The Town should ensure signs are easy and economical to update as the Town grows and changes.
- The Town should think critically about the attractions, facilities, and businesses identified on the map.
- The Town should consider adding a weatherproof poster holder for advertising on the proposed signposts.
- The regular signposts work fine.

Is there anything else we should consider when refining the wayfinding signs for the Town's trail network?

Sign Design Considerations:

Respondents provided the following suggestions:

- A few respondents mentioned the need to keep the designs simple, low cost and easy to maintain.
- A few respondents mentioned that the map was missing signage in the following key areas:
 - The North side of Drumheller
 - Rosedale
 - Midland
 - Nacmine
 - Midland McMullan Island area

Other suggestions respondents shared:

- Include Indigenous content on the signs.
- Include historical information or interactive elements on the signs for children and youth.
- Towns share the final designs and placement with tourism businesses so that they can share the updated information with their customers.
- The Town should consider signage needed for new developments e.g., Rosedale.
- The need for additional signage specifically about keeping dogs on leashes on the pathways.
- Local businesses and services should be included on the maps.
- The Town should consider changing the language from trail to pathway because the term trail often relates to a more rugged terrain, which sets different expectations for the experience for users.

Signage Placement Considerations:

Respondents provided the following suggestions:

- The public should be consulted on the placement of signs.
- The Town should consider hiring a wayfinding signage company to complete the study and placement of the signs.
- That signage should be placed downtown to identify and direct tourists to trails outside of the downtown core.
- The Town should provide clear criteria on when each sign in the hierarchy should be used and at what type of location.
- The Town should consider all types of users with the placements of signs (E.g., On foot, wheeling, horse - where permitted).
- That the signs should not be over-populated with content and that the Town should be designing signs with the most relevant content in mind.



- When including 'pathway rules', the Town should include positive language, what you "can do", rather than negative language, what you 'cannot do'.
- The Town should be thoughtful in where major maps should be placed, e.g. A large map could be placed inside the BCF which is along the trail system and has bathrooms.

Next Steps

Updated sign designs and placement will be presented to Council for review and approval in Fall 2023.

To learn more, visit: drumheller.citizenlab.co/en/projects/wayfinding-signage-study-1