

Council Package

December 12, 2023



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**AGENDA
TOWN OF LAMONT
REGULAR MEETING OF COUNCIL
December 12, 2023**

1. CALL TO ORDER AND RELATED BUSINESS

1.1. CALL TO ORDER

1.2. ADOPTION OF AGENDA

1.3. DECLARATION OF PECUNIARY INTEREST

1.4. ADOPTION OF MINUTES

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2. DELEGATIONS

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5307 – 50 Avenue
Lamont, AB T0B 2R0

**Town of Lamont
November 28, 2023
Regular Meeting of Council**

PRESENT:	Kirk Perrin	Mayor
	Linda Sieker	Councillor
	Al Harvey	Councillor
	Dave Taylor	Councillor
	Colleen Holowaychuk	Councillor
	Dawn Nielsen	Deputy Chief Administrative Officer
	Tyler Edworthy	Director, Operations &
	Robert Mu	Infrastructure Finance Officer
	Jaclyn Ponto-Lloyd	Recording Secretary

CALL TO ORDER AND RELATED BUSINESS:

Call to Order: Mayor Perrin: called the meeting to order at 7:00 p.m.

Adoption of Agenda

- Addition of Item 4.7 – Councillor Absence
- Addition of Item 7.2 - Personnel

MOTION: 389/23 Councillor Holowaychuk: That the Council Agenda be accepted as amended.

CARRIED

Declaration of Pecuniary Interest: None.

ADOPTION OF MINUTES:

a) Meeting Minutes – November 14, 2023

MOTION: 390/23 Councillor Sieker: That the Minutes of the November 14, 2023 Council Meeting be accepted as presented.

CARRIED

b) Special Meeting Minutes – November 19, 2023

MOTION: 391/23 Councillor Holowaychuk: That the Minutes of the November 19, 2023 Special Council Meeting be accepted as presented.

CARRIED

c) Governance & Priorities Committee Minutes – November 7, 2023

MOTION: 392/23 Councillor Harvey: That the Minutes of the November 7, 2023 Governance & Priorities Committee Meeting be accepted as presented.

CARRIED

d) Governance & Priorities Committee Minutes – November 8, 2023

MOTION: 393/23 Councillor Holowaychuk: That the Minutes of the November 8, 2023 Governance & Priorities Committee Meeting be accepted as presented.

CARRIED

DELEGATIONS:

- Fort Saskatchewan RCMP – Sergeant James Skeoch

MOTION: 394/23 Councillor Taylor: That Sergeant James Skeoch be accepted as a delegation.

CARRIED

CORRESPONDENCE:

- Fort Saskatchewan RCMP Quarterly Report Q2

MOTION: 395/23 Councillor Sieker: That Council accept the correspondence as information.

CARRIED

NEW BUSINESS:

Water Shut Down

MOTION: 396/23 Councillor Taylor: That Council accept the Water Shut Down update as information.

CARRIED

2023 Capital Works Program Financial Update

MOTION: 397/23 Councillor Harvey: That Council accept the 2023 Capital Works Program Financial Update as information.

CARRIED

Land Acknowledgement Policy 11-26

MOTION: 398/23 Councillor Holowaychuk: That Council approve Policy #11-26, Land Acknowledgement of Treaty Six.

CARRIED

2024 Tax Recovery Public Auction Conditions of Sale

MOTION: 399/23 Councillor Sieker: That Council approve the Terms and Conditions of the sale for the 2024 Public Auction as presented in Attachment 1.

CARRIED

Urban Hen Survey Results

MOTION: 400/23 Councillor Harvey: That Council accept the Urban Hen Survey Results as information and direct Administration to proceed with the next steps.

CARRIED

Bylaw 13-23 Animal Control Bylaw

MOTION: 401/23 Councillor Sieker: That Council give first reading to Bylaw 13/23, Animal Control Bylaw.

CARRIED

MOTION: 402/23 Councillor Holowaychuk: That Council give second reading to Bylaw 13/23, Animal Control Bylaw.

CARRIED

MOTION: 403/23 Councillor Taylor: That Council give unanimous consent to proceed to third reading of Bylaw 13/23, Animal Control Bylaw.

UNANIMOUSLY CARRIED

MOTION: 404/23 Councillor Harvey: That Council give third reading to Bylaw 13/23, Animal Control Bylaw.

CARRIED

Councillor Absence

MOTION: 405/23 Councillor Holowaychuk: That Council accept Councillor Perry Koroluk's absence at the November 28, 2023 Council Meeting due to a pre-existing commitment.

CARRIED

REPORTS:

Council Reports:

Mayor Perrin	Nothing to report.
Councillor Taylor	Nothing to report.
Councillor Harvey	Nothing to report.
Councillor Sieker	Written report attached.
Councillor Holowaychuk	Attended the November 25 2023 Lamont Christmas Light UP! Event and the November 26 Bus/Train Memorial event.

MOTION: 406/23 Councillor Sieker: That Council accept the reports as presented.

CARRIED

NOTICES OF MOTION: None.

CLOSED SESSION:

- **Community Engagement**
 - *FOIP Section 24 – Advice from Officials*

- **Personnel**
 - *FOIP Section 17 – Disclosure Harmful to Personal Privacy*

MOTION: 407/23 Councillor Sieker: That Council convene in closed session pursuant to Section 197 of the *Municipal Government Act* to meet in private to discuss matters protected from disclosure by Section 17 and 24 of the *Freedom of Information and Protection of Privacy Act* at 7:58 p.m.

CARRIED

MOTION: 408/23 Councillor Taylor: That Council revert to regular Council meeting session at 8:28 p.m.

CARRIED

MOTIONS ARISING FROM CLOSED SESSION:

MOTION: 409/23 Councillor Taylor: That Council direct Administration to post the 2024 Budget Survey – What We Heard Report as amended.

CARRIED

MOTION: 410/23 Councillor Sieker: That Mayor Perrin proceed as directed by Council.

CARRIED

ADJOURNMENT: Mayor Perrin adjourned the meeting at 8:30 p.m.

Mayor

Chief Administrative Officer



Novemebr 23, 2023

Dear Lamont Town Council,

We are excited to share that our Daycare has now been operational for 1 year! We have welcomed families from the Town of Lamont and Lamont County. Childcare has proven to be a necessary service that our Town did not have a year ago.

Our daycare serves children ages 19 months to kindergarden. We have up to 21 smiling children in our daycare each day. We are limited to 1 room at the Lamont Health Care Center. The staff engage the children in various activites throughout the day. Due to our limited indoor space, staff seek outside activities such as trips to the public library, bottle depot drop offs, time spent at the community spray park and playground time at the nearby hillside park.

Despite our efforts, we have challenges. The demand for our daycare is greater then what we can manage in the space that we are located. Being licenced for 21 childcare spots means that we cannot accept new enrollments. It is not liekly that we will be able to accept a new child until Sept 2024 when our kindergarden children enroll in full time school. Additionally, the room which we currently have is only 1 classroom. We often seek outdoor time to split into groups, but with the winter months approaching, this will offer more limitations.

Our ask to the Town of Lamont:

If there is the planning for new infrastructure within the Town of Lamont, we would like to be considered as tenants and be involved in space development.

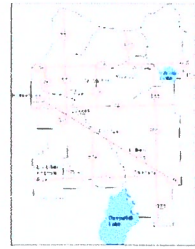
We understand this is future planning, but we hope that you will consider our request.

Sincerely,

Lisa Holt

Lisa Holt, President of Lamont Daycare

County of Lamont
Food Bank
Serving the Residents
of Lamont County.
(780) 619-6955
We Help Those In Need



Dec 03, 2023

Town of Lamont
P.O. Box 330,
5307 - 50th Avenue,
Lamont, AB T0B 2R0

Dear Dawn and Staff,

Thank you so much for thinking of those living with food insecurity in the County of Lamont and for your recent generous donation of \$1,200.00 from the Just For Kids Christmas store and the \$40.00 Gift Certificate for Lamont Foods to our Food Bank.

This year, people in our County continue to need the strength and comfort of the County of Lamont Food Bank's important services. Demand has increased significantly in recent weeks and Christmas once again proved to be particularly challenging, as families faced the season without necessarily being able to gather together as they normally would and without the means to have their own Christmas celebration.

Our supporters' belief in the County of Lamont Food Bank as a valuable community asset helped the 2022 Weekly Hamper program to provide adults and children with essential food provisions. As usual, hampers were distributed throughout the County – to individuals and families in Andrew, Bruderheim, Chipman, Hilliard, Lamont, Mundare, St. Michael and Star. We were also able to provide 112 Christmas hampers (turkey with all the trimmings and toys for the children) to families in our County.

Again, thank you so much for your most generous donation. There are now people in our communities whose lives have been made a little easier and who are a little less anxious about making ends meet.

As always, please keep in touch if you have any questions or concerns.

Gracious Volunteers of the
County of Lamont Food Bank

NOVEMBER 16,
2023

AGM

- Tourism Marketing Update and Opportunities
- Whats working well and Growth for Tourism in 2023!





CONTENTS...

- About Us
- Importance of Tourism
- 10 Years of Success
- Travel Guide Success
- An Amazing Website
- Event Promotions
- Social Media Growth
- Radio Partnerships
- Digital Campaigns
- Roadtrip Adventure Game
- Tourism Development
- Indigenous Tourism
- Tips, and Opportunities
- Upcoming 2024
- Thank you...
- Contact us

YOUR AWARD WINNING REGIONAL TOURISM ORGANIZATION



Over 50 Member
Communities



RTO/DMO model with Board
of Directors representing
Northeast, East and
Southeast.



Delivering an ROI over 3 to 1
or More to our Partners!

- **Did you know...** Go East of Edmonton is the #1 promoter of Tourism Businesses, Travel and Roadtrips in the regions East of Edmonton.
- **Thanks for Joining us to Collaborate at Go East AGM November 16, Ukrainian Village**

go east of Edmonton.com

Your #1 Tourism Marketing Team



Kevin D. Kisilevich
Marketing & Development

Ph: 780-632-6191
kevin.goeast@gmail.com

- NAIT Marketing & Management Diploma
- Economic Developers Alberta - numerous certificates in Community Economic Development Training Program
- Proficiency in Fund Development, Co-op Marketing and Government Grants
- Over 25 years experience in Tourism Marketing & Development



Jolene Kisilevich
Design & Digital Marketing

Ph: 780-632-6191
jolenek.design@gmail.com

- Graphic Design & Digital (Social Media) Marketing
- Facebook Ads Training
- WordPress Training - Website Design
- Google Ads Training
- Numerous seminars, courses in Social Media, Digital Marketing and Website Design
- Design & layout of the Go East of Edmonton Travel Guide plus Digital Publication
- Over 25 years of graphic experience in Design and Marketing



Robin Brown
RTO Bookkeeper

Ph: 780-632-6191
robin.goeast@gmail.com

- Joined Go East of Edmonton in July 2022
- Applied Bookkeeping Certification, Northern Alberta Institute of Technology
- Payroll Compliance Practitioner, National Payroll Institute
- Accounting & Payroll Administrator, CDI College



Jennifer Filip
Chairperson, Go East RTO

Ph: 780-608-9240
jenniferfilip.goeast@gmail.com

- Marketing and Communications
- Organized the 2023 Go East of Edmonton Business & Community Digital Marketing Conference
- Assistance in the Management on the 2023 Go East of Edmonton Roadtrip Adventure Game
- Former Executive Director of Tourism Camrose
- Former Producer of the Growing Rural Tourism Conference.



Board of Directors

Board of Directors
Regional Representation
from all 3 Areas
Northeast, East, Southeast

- We have a wealth of knowledge and experience in our Board of Directors who represent:**
- Community Economic Development and Tourism Officers
 - Accommodation / Campground Sector
 - Ag & Culinary Tourism
 - Non-Profit Organizations
 - Event Organizers
 - Elected Officials - Councillors



Part-time Content Creation: Faye Forges

Campaign and content coordinator this summer. Faye has a strong background in graphic design, photography and video development. She created Reels to promote the Roadtrip Adventure Game. She is also creating new videos under development funded by our existing Cares Grant program.

Part-time Content Creation: Rebecca Isbister

Year round, we employ part-time staff for communications, marketing, writing, social media and web design. We also work with digital marketing consultants: Strong Coffee Marketing for website and campaign development, plus others as needed.

In partnership with



IMPORTANCE OF TOURISM JOBS

#1 IN ECONOMIC RECOVERY
RIPPLE EFFECT TO GROW ECONOMY

If you build a place
people want to visit,
you build a place
where people want
to live.

If you build a place
where people want
to live, you'll build a
place where people
want to work.



And if you build a
place where business
has to be, you'll build a
place where people
have to visit.

If you build a place
where people want
to work, you'll build
a place where
business needs to be.

LOOKING BACK ON 10 YEARS... OVER \$2 MILLION NET VALUE IN TOURISM MARKETING, SUPPORT AND DEVELOPMENT!

- Over \$500,000 in 20 Grants received from 2013-2022.
 - Grants from various provincial Govt departments include, Agriculture, Culture, Economic Development, & Travel Alberta.
 - Over \$100,000 invested annually to promote the region!
 - Over \$2 Million Net Value in Tourism Marketing, Support and Development! (Grant totals with In-kind and other partner fees and contributions) A 3 to 1+ ROI for Partners
 - Over \$130,000 in Grants received in 2023! NRED and Travel Alberta
- **Now over 500,000 people annually who use Go East of Edmonton as the #1 Source for tourism and travel in the region!**
 - **Highest Impact Tourism Meetings...**
 - **10th Anniversary Regional AGM Nov 2, over 75 people attended...in a Blizzard!**



COLLABORATION...

KEEPING IN TOUCH AND ON TOP OF TOURISM OPPORTUNITIES TO BENEFIT THE REGION!



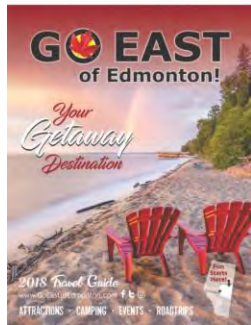
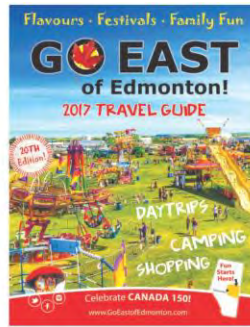
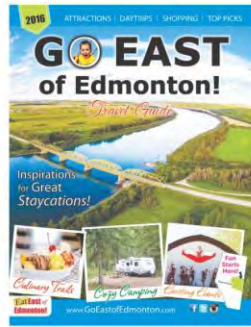
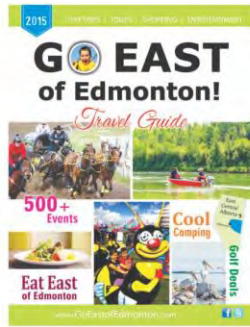
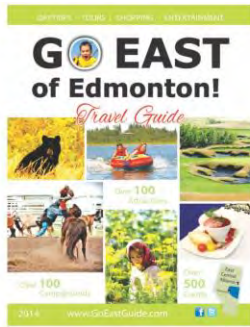
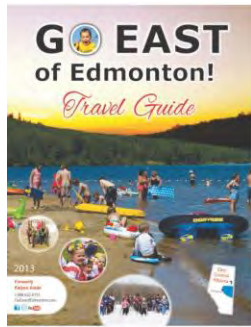
**INDIGENOUS
TOURISM
ALBERTA**



**EXPLORE
EDMONTON**



OVER 10 YEARS OF THE BEST RURAL ALBERTA TRAVEL GUIDE!



READERS SAY...

IT'S THE BEST ROADTRIP AND STAYCATION TRAVEL GUIDE!



- Launched First week of May!
- 62,000 copies printed! 152 pages!
- Over 10,000 copies distributed every week for its first month!
- Over 350 locations Edmonton area!
- Over 100 locations Calgary area!
- Over 500 locations Go East region!
- Over 100 locations other AB & SK!
- Total of over 1000 locations.



TRAVEL GUIDE – GREAT RESULTS GETTING MORE POPULAR EVERY YEAR!

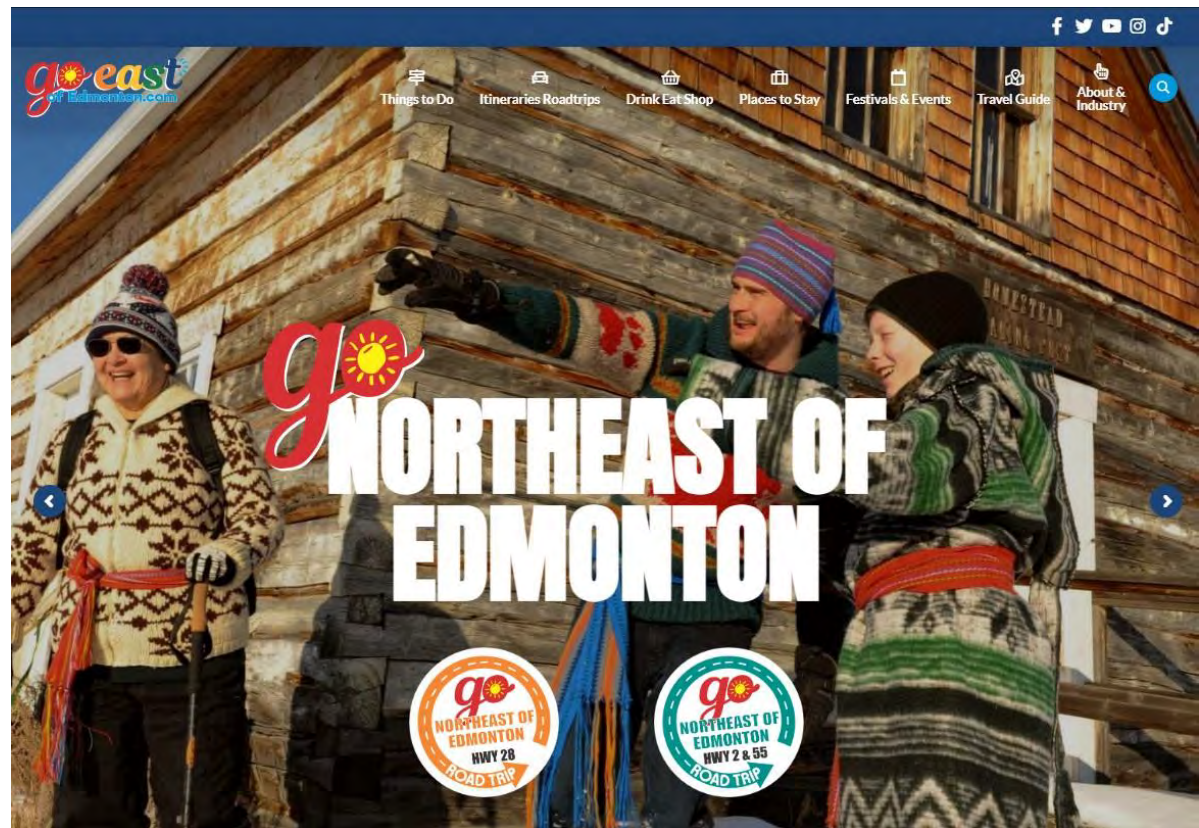
- #1 section on the Go East of Edmonton Website!
- Annually 200,000 views of the Online Guide
- #1 Way people found out about Roadtrip Adventures from 2022 Surveys!
- #1 and only Comprehensive Regional Travel Guide at Visitor Centres all over the region!
- #1 Magazine given out at Free Magazine racks across Edmonton! Up to 2000+ copies per week were being picked up.

- **See Endless Testimonials at www.goeastofedmonton.com**
- **“Best Roadtrip Guide Ever!”**
- 2023: Edmonton RV Show and Beaver Hills Biosphere displays



AN AMAZING WEBSITE!

- Huge Growth in 2023...with **Over 10 Million Google Searches** and **over 200,000 clicks** into the Website !!
- In 2022...**Over 7.4 Million** Google Searches and over 140,000 clicks into the website!
- Over 2000 pages indexed with Google!
- Some Communities searched over 100,000x and some businesses over 50,000 searches from Go East Website!
- Organic Website Visitation Doubled in 2021, and increases annually.



ROADTRIP STRATEGY...A BIG SUCCESS!

[HTTPS://GOEASTOFEDMONTON.COM/VIDEOS/](https://goeastofedmonton.com/videos/)
SINCE 2020, **OVER 1 MILLION VIEWS...**

Highway Roadtrip Videos

Learn more about the travel routes that take you through the beautiful and inspiring East of Edmonton region.



Go East of Edmonton | Highway... 13

Have a wonderful afternoon adventure and take a Battle River Railway Excursion!

HIGHWAY 13 - VIEW TRIP ARTICLE



Go East of Edmonton | Highway... 14

Have an incredible, one-of-a-kind dining experience in an old railway car!

HIGHWAY 14 - VIEW TRIP ARTICLE



Go East of Edmonton | Highway... 15 45

OMG! It's the World's Largest Sausage Ring! 🐾

HIGHWAY 15 & 45 - VIEW TRIP ARTICLE



Go East of Edmonton | Highway... 16

You'll love the costumed interpreters!

HIGHWAY 16 - VIEW TRIP ARTICLE



Go East of Edmonton | Highway... 28

Awesome Farm-to-Fork meats and homemade foods!

HIGHWAY 28 - VIEW TRIP ARTICLE



ROADTRIPS BY REGION

60+
...communities and regions to explore!

450+
... attractions, campgrounds & accommodations in our directory!

GO NORTHEAST

GO EAST

GO SOUTHEAST

ROADTRIPS BY REGION...

ORGANIZED > REGION > HIGHWAY > COMMUNITY

Go Southeast of Edmonton

Go Southeast of Edmonton to enjoy the picturesque parkland of East Central Alberta. Experience great parks and museums, shopping delights and savour the flavours of the local food and good spirits along the way. Highways 14 and 13 are your main routes through this scenic part of the Battle River Valley.



Highway 14 Tour

Welcome to the Highway 14 Tour! This route will take you through the Beaver County and Wainwright regions. See the Towns of Tofield and Viking, and drop into Edgerton - all have unique attractions worth a visit.

HWY 14



Highway 13

Welcome to the Highway 13 Tour! This route will take you directly through the beautiful city of Camrose and Camrose County, as well as, many towns and villages, including Daysland, Killam, Sedgewick, Hardisty and Provost.

HWY 13



Go Northeast Video Showcase



Go Northeast Top Events

Take part in Events Northeast of Edmonton

16 November 2023

Mallory Chipman
Friday, November 16
10:00 AM - 11:00 AM
Community Theatre

Sir Winston Churchill Music in the Forest - Mallory Chipman
Sir Winston Churchill Provincial Park
Lac La Biche County

Lac La Biche Farmers' Market
Every Friday 3-5:30 pm
Easter til Christmas at
Lakeland Agricom

For any upcoming events
www.laclabicheag.com
@laclabicheagri

Lac La Biche Farmers Market
Lakeland Agricom
Lac La Biche

18 November 2023

Legal Small Town Saturday Night Christmas Party
Save the Date
SATURDAY, NOVEMBER 18, 2023
Lakeland Community Hall
10:00 AM - 11:00 PM

Legal Small Town Saturday Night Christmas Party
Legal



Town of Vegreville

EXPERIENCE. RELAX. ENJOY.

Vegreville has a rich history with many new shops and services which makes this growing community of over 5,700 residents a welcoming stop to come make some memories and have some fun! Only an hour's drive from Edmonton on Highway 16, it's a great place for daytripping, a getaway, or a planned vacation.

ROADTRIP ADVENTURES

View our interactive map and get started on your trip along Highway 16!

- See the Roadtrip Game Sticker Stations
- Events along this Route
- Deals & Offers
- Recommended Businesses

LEARN MORE ABOUT THE ROADTRIP ADVENTURE GAME

Highway 16 Go East Roadtrip Adventure
Go East of Edmonton

This map was made with Google My Maps. Create your own.

+

-

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Google My Maps

Map data ©2023 Terms 500 m

HIGHLIGHTS

Shop at the Park

Pysanka Park Market runs Thursdays 5 pm - 8 pm June 17 to Sept 9
Baking, veggies, crafts and more!



VISITOR INFORMATION

Located by the Pysanka, off Hwy 16A.
Free Borrow-A-Bike and Borrow-A-Boat program.

Open May 10 - Sept 26

780-632-6800 or 780-632-3100

ACCOMMODATIONS

Find Places to Stay In & Around Vegreville.

Where to Stay?

Regional Map

Hwy 16 Road Trip Video



Discover Downtown!

Stroll through historic downtown shopping district. Find a selection of unique gifts, souvenirs, fashions, food and more!



VEGREVILLE ATTRACTIONS & EVENTS

The breathtaking and symbolic Pysanka is located at the Elks/Kinsmen Park at the east end of town, on the north side of Highway 16. This amazing, giant **Ukrainian Easter Egg** was built in 1974 as a monument to honor the RCMP and its long history of bringing peace and security to the area.

Borrow-A-Bike and **Borrow-A-Boat** Programs are available at the Vegreville Visitor Information Centre. Take a bike for an hour or for the day - just bring it back before the centre closes. All bikers need to do is provide a valid driver's license, fill out an online waiver and wear the provided helmet. Also available are 3 paddle boats available for use at the Elks Pond. Enjoy peddling around the water as you take in the view from a new perspective.

Build a Vegreville tour of significant stops and visit the internationally recognized **Rotary Peace Park**. It features a Peace Grove of 12 trees, where you can relax and enjoy the park created through the dedication of tireless volunteers and community builders. It offers serenity and a large picnic area and shelter with a fireplace. You can book this beautiful and serene park for your next family function. Just steps away from the park you can enjoy the unique collections at the **Vegreville Regional Museum** that showcase the community life of the area.

Nearby, is another one of its kind Canadian attraction: the **Our Lady of the Highway**

The **Vegreville Aquatic and Fitness Centre** offers something for everyone: swimming pool, a twister waterslide, aqua rock climbing wall, whirlpool, sauna, fitness room, racquetball court, indoor ice arena, and a dance studio. Within walking distance, you will find the **Lions Club Community Spray Park & Playground**, a tennis court, and the Vegreville Agricultural Society Grounds.

Enjoy the exciting **Father's Day Event** with a huge Show 'n Shine, awesome demolition derby, and much more!

Celebrate Ukrainian Culture at **Vegreville's Ukrainian Pysanka Festival**. Enjoy three days of cultural immersion at the Vegreville Exhibition Grounds. Free Main Gate Admission! There will be four amazing grandstand shows, dance competitions, Pioneer Village demonstrations, Cultural showcase stage, Authentic Ukrainian cuisine, shop at the Yarmarok Market for Ukrainian souvenirs, and dance the night away at the evening Zabavas. Camping is available.

The annual **Vegreville Country Fair** is a highly anticipated event for young and old alike. It kicks off with a spectacular parade Wednesday morning. Highlights include a fantastic Midway, grandstand performances, and the ever popular Canadian Chuckwagon Finals. Check out the horse show, bandshell and children's activities, petting zoo, tractor pulls, kids mini tractor pulls, strong person competition, beer gardens, trade show, mouth-watering food, and more! **Country Fair** is a must-see event for everyone.

SHOP STAY

Shop downtown Vegreville! Visit **Vegtel Engraving Ltd.** for unique gifts, souvenirs, jewelry, and so much more. Next door you can visit **Vegreville Natural Health Centre** featuring genuine herbs, grains, and supplements to help you live a natural and healthy lifestyle. Authentic handmade Ukrainian ceramics, tablecloths, wooden ornaments, and icons are available at the **Ceramic Cottage**. For fashions and quilting drop into **Ziegler Fashions & The Quilt Rack**. For a large selection of gifts, souvenirs, and travel needs shop at **Vegreville Drug Mart**. After that, you'll want to drop into **Regent Health**, an all-purpose wellness store chock full of all your favourite brands of nutritional supplements and natural beauty products. Visit **Envy Boutique** to see their selection of women's clothing and accessories. Get yourself looking and feeling your best!

On the east side of town, stock up or replenish your groceries and supplies for your road trip at **Adam's No Frills**. They have you covered with value pricing that's simply hard to beat.

On the west side of town, for a great selection of wine, local craft beer and specialty spirits, visit **Liquor Den**. Nearby, you can stay at the **Vegreville Suites** located within walking distance of shops and restaurants. For a complete list of businesses, clubs and services visit www.VegrevilleDirectory.ca.



OUTDOORS

Explore your surroundings at the **Vegreville Municipal Campground and Elks/Kinsmen Park**. Cast your rod in the picturesque trout pond. Walk or bike around Vegreville and be sure to check out the path near the winding Vermilion River, which is part of the Community Linked Trail System. Let the kids burn off some energy at the playground, skateboard park or at the outdoor fitness park. Make sure to stop by the Travel Alberta Accredited Visitor Information Centre (VIC) on Pysanka Avenue, to meet the friendly knowledgeable staff and check out the great Ukrainian souvenirs.

Enjoy many species of birds while fishing at the **Rainbow Park Reservoir** located just south of town. This scenic parcel of land boasts a man-made lake that is stocked with trout by Alberta Fish and Wildlife. It's a very popular fishing hole.

Tee off at the **Vegreville Kinsmen Golf Course**, which features fantastic greens, challenging fairways, and lots of water that comes into play on five of the nine holes. Are you ready for the challenge?

The story of Vegreville's historic downtown is told through plaques that line the sidewalks leading past unique boutiques and gift shops in buildings that date back to the early 1900s. Enjoy the beautiful **Rotary Rendezvous Park** at the corner of 50th Street and 50th Avenue, and to the south you will see the Canada 150 Anniversary Mural Mosaic Art Piece.



EAT

For eats and sweets, Vegreville is the place to be! Don't miss the Pysanka Park Market under the open skies every Thursday evening from mid-June through early fall, off Hwy 16A. On Main Street is **Prime Cuts Meat & Deli**, home to Vegreville Garlic Sausage. They also carry a great selection of specialty Ukrainian items including perogies and cabbage rolls. Love Pizza? Look no further, there are several great choices to choose from! You can save big and fill your belly at award winning **Perry's 2 for 1 Pizza and Pasta** featuring delicious gourmet dishes for delivery or takeout. **Boston Pizza** or **Vito's Steak and Pizza House** have you covered for a nice relaxing meal out, offering eat in or take out services.



CAMROSE COUNTY...

ACTIVITIES, BUSINESSES & ATTRACTIONS

in Camrose County

Filter Categories ▾



Website

ANNUAL REACH

- 500,000+ Pageviews
- 260,000+ Sessions/Visits
- 200,000+ Online Travel Guide Pageviews
- 35,000+ Leads to Partners
- Regional Tourism Directory**
- 140,000+ Pageviews
- 1000+ Featured Webpages
- 1000+ Views on each Box Ad



Lakehouse Naturals Soap Company



Creative All Natural Bath and Body products made fresh in-store. Handcrafted bars, bath bombs, salts or essential oils, you can be assured you are selecting products made from the finest, all natural ingredients available. Indulge and let Lakehouse Naturals take you away to a completely relaxing experience.

Shop online at <https://lakehousenaturals.ca/collections>

- Bath Bombs & Shower Steamers
- Bath Salts
- Handcrafted Soap Bars & Liquid Soap
- Diffusers
- Essential & Fragrance Oils
- Face & Body Care
- All natural bulk station
- Candles
- Sprays
- Gift Baskets
- Gift Cards

Lakehouse Naturals Soap Company is participating in the Roadtrip Passport Savings promotion! Click [here](#) to sign up for their deals and discounts!

Featured Box Ad

You Get a Webpage which is a fully Featured Mini Website that includes:

- Links to your website and social media with map & contact info
- Pictures and/or Videos
- Why Go?, What's Unique?, Description of your business
- Add a Special Offer and get more results
- Box Ads and other links throughout the website drive traffic to your business page

Featured Webpage

Lakehouse Naturals Soap Company



[Details](#) [Photos](#)

Creative All Natural Bath and Body products made fresh in-store.

Whether you choose the handcrafted bars, bath bombs, salts or essential oils, you can be assured you are selecting products made from the finest, all natural ingredients available. Indulge and let Lakehouse Naturals take you away to a completely relaxing experience.

Shop online at <https://lakehousenaturals.ca/collections>

- Bath Bombs & Shower Steamers
- Bath Salts
- Handcrafted Soap Bars & Liquid Soap
- Diffusers
- Essential & Fragrance Oils
- Face & Body Care
- All natural bulk station
- Candles
- Sprays
- Gift Baskets
- Gift Cards

Lakehouse Naturals Soap Company is participating in the Roadtrip Passport Savings promotion!

Click [here](#) to sign up for their deals and discounts!

To save your Trip Lists, register on this site. Learn more about [trip planning](#) and [how to register here](#).

Listing Map



Go East is the #1 highest traffic Regional Tourism Business Directory (Eat, Drink, Shop, Stay, Do)

Category: Camrose, Camrose County, Drink, Eat & Shop, Gifts, Health & Wellness, Highway 13, Shopping, and Southeast of Edmonton

Address: 4926 - 50 Street
Camrose
Alberta
T4V 1R1
Canada

Phone: 780-673-7551

[Website](#)

[Facebook](#)

[Instagram](#)

Tags: [Natural Products](#)

WEBSITE TRAFFIC SEES HUGE GROWTH THIS SUMMER!

- **New Milestone reached again- it's the highest traffic ever for the Go East website. Across the region, no tourism website even comes close to achieving this high of Traffic!**
- *For May 1 to Sept 15 from Google analytics:*
- **Over 50% increase in website sessions (visits) over last year, which is 187,000 more visits to the website! Now reached over 325,000 sessions(visits) to the website.**
- **30% increase in pageviews to over 450,000 which is 100,000 more than last year!**
- **40% Increase in website users = over 250,000 users which is an increase of nearly 75,000 new people using the Go East website to plan trips into the region!**
- **Annual online version of the printed travel guide.** So far for 2023 the online travel guide has reached...**over 130,000 pageviews** from spring till end of September which is a **30% increase in views.**
- **77% Mobile traffic, 80% are New Users**
- **65% increase in Organic Traffic, now = over 200,000 annually!**
- **Total Pageviews for the website and Online Guide is consistently over 600,000 annually and growing.**
- **Worldwide people from over 500 communities visit the website!!**

WHERE ARE THEY FROM...

WEBSITE AUDIENCE

OCT 2022 TO OCT 2023

- Total Pageviews over 600,000.

- Total Users - Canada 285K

- Alberta 235k+

- BC 23k+ (Vancouver 7k+) (2x)

- Ontario 7k+

- Sask 5.5k+

- Manitoba 2.5k+

- Quebec 2.4k+

- USA 5k+, France 1k+

- **Locally:** Vegreville 2.5k+, Cold Lake 2k+, Bonnyville 2k+.

- Wainwright, Provost, Tofield, Wetaskiwin, St Paul, Vermilion, Lac La Biche, Fort McMurray. All over 1000 users.

- **Alberta Users...**

- Edmonton 100K+

- Calgary 40k+

- St Albert 5k+

- Medicine Hat 3.5k+

- Edson, Hinton 5.5k+

- Red Deer, Stettler, Lacombe 8k+

- Drumheller 2.5k+

- Canmore, Banff 3k+

- **In Region...**

- Sherwood Park 12k+

- Camrose 5k+

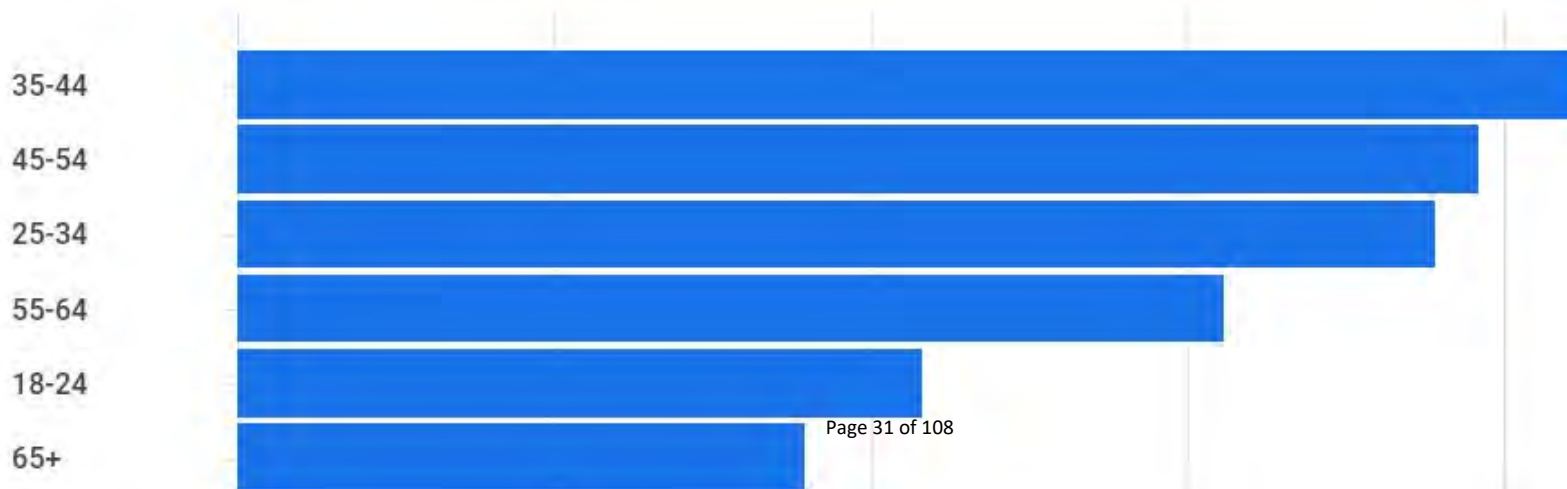
- Fort Sask 3.5k+

- Lloydminster 3.5k+

AUDIENCE DEMOGRAPHICS OF WEBSITE AND ONLINE TRAVEL GUIDE

- All Age Groups use Go East of Edmonton. 56% Females, 44% males as per Google Analytics
- Top Interests of Visitors – Google Analytics
- Food and Dining, Shopping, Entertainment, Outdoors, Travel, Accommodations, Wellness, Home and Garden.

Users ▾ by Age



THE TOP PAGES READ ON WWW.GOEASTOFEDMONTON.COM

- **Top Content in 2023**
- Travel Guide-Online Guide
- Events calendar and Major events-100%^
- Outdoor Adventures, golfing, lakes/fishing, parks-1000%^
- Camping, Accommodations
- Roadtrips, communities, attractions
- Businesses, eat, drink, shop
- Notable higher traffic: Largest Communities
- #1 Article on website...Lakes and Beaches near Edmonton

COME EXPERIENCE RURAL ALBERTA AS IT BEAT SEEN - BY RAIL!

Battle River Train Excursions go east

With headquarters in Forestburg, the Friends of the Battle River Railway (FBRR) are delighted to offer private charters alongside a great lineup of theme-based excursions this year.

2023 EXCURSIONS
 Sip N' Ride Excursion: May 20
 Historic Heister Hotel Excursion: June 17
 A Day on the Train: August 12
 Explore Farm to Fork by Train: August 19
 Oktoberfest Train: October 14
 Murder on the BR Express: November 25 & 26

To book the train, rent the Train Station, purchase Excursion tickets and more details visit:
battlerivertrain.com
 Email: friendsbattleriverrail@gmail.com 780-781-9260
 @battleverrail



Battle River Rail Murder on the Battle River Express

On Saturday, November 25 & Sunday, November 26, join us for a night of murder and mystery on the Battle River Express. Each year we have a different themed murder mystery event.

A murder has taken place on the Battle River Express. Find out who done with a murder mystery by a local theatre group, then enjoy a traditional Christmas Feast with a licensed bar - a perfect Christmas party for business and families.

Catch the train in Relay and travel to Forestburg on the way someone dies. You will enjoy a Christmas Feast in Forestburg at the Station while you discuss the clues to the murder mystery. Then solve the murder mystery on the way back to Relay. (Ticket includes round trip train ride, entertainment & meal)

DATE
Nov 25 - 26 2023

LOCATION
Forestburg

CATEGORY
 > Arts & Performing Arts
 > Comedy
 > Highway 17
 > Major Events
 > Showcase of Edmonton

SHARE THIS EVENT

Facebook Twitter LinkedIn YouTube

Google

GET YOUR EVENTS IN THE CALENDARS!

SUBMIT EVERY MONTH OR AS THEY ARE ANNOUNCED!

- 1000% Major Events Traffic increase in summer 2023!



Photo Contest Submission by Charlene Tondou, Warwright Stamperade

2023 Events

Major Events are colour coded to the Highway Sections.

MAY

- 5-6 Camrose Resort Casino Eagles Tribute Band
- 6 Marwayne Community Wide Garage Sale
- 6 Egremont Community Centre Garage Sale
- 6 Mundare Town Wide Garage Sale
- 6 LAMONT BULLARAMA SUPREME XXVI See ad page 75.
- 6 Vegreville Home Business & Makers Market
- 6 Chauvin Mother's Day Market & High Tea
- 6 Cold Lake Quad Poker Rally
- 6 Brookville Spring Market
- 6 Bawlf Community Garage Sale & Show n' Shine
- 7, 14, 21, 28 BOYLE SPRING FLING
- BARREL RACING JACKPOTS See pg 34.
- 12-14 Bruderheim Edmonton & Area Classic Rabbit Show
- 13 Elk Point 2nd Chance Trail Ride

JUNE

- 2 & 3 Camrose Resort Casino Johnny Cash Tribute
- 2-4 VEGREVILLE DASH TO SUMMER See ad page 97.
- 2-4 CAMROSE JAYWALKERS JAMBOREE
- 3 Andrew Townwide Garage Sale
- 3 Warwright Crazy Muley Ultra Run
- 3 Athabasca Riverboat Assn Jet Boat Rally
- 3 ELK POINT CAR SHOW
- 3 Egremont Days, Parade & Car Show
- 3 Mannville Community Wide Garage Sale
- 3 FORT SASKATCHEWAN LEGACY PARK FAMILY FESTIVAL
- 3 Lamont Town Wide Garage Sale
- 3-4 SHERWOOD PARK WHOLLY HANDMADE See ad page 89.

10-11 Viking Cloverleaf Stamperade & Viking Community Festival
 11 Vegreville Legion Breakfast
 11 ST. PAUL MUSEUM OPEN HOUSE
 See ad page 56.
 15 Provost Museum Heritage Days
 16 VEGREVILLE RCMP MUSICAL RIDE See ad page 97.

SCAN ME
 Add events to your phone or tablet
 GoEastofEdmonton.com/Events

10-11 Viking Cloverleaf Stamperade & Viking Community Festival
 11 Vegreville Legion Breakfast
 11 ST. PAUL MUSEUM OPEN HOUSE
 See ad page 56.
 15 Provost Museum Heritage Days
 16 VEGREVILLE RCMP MUSICAL RIDE
 See ad page 97.

go east Edmonton.com

Things to Do Itineraries Roadtrips Drink Eat Shop Places to Stay Festivals & Events Travel Guide

Killam District Chamber of Commerce

Join us...

- BLACKTOP BONANZA STREET FAIR Saturday, June 17
- SCARECROW FESTIVAL Saturday, September 9
- PARADE OF LIGHTS Saturday, December 1
- KILLAM'S NORTH POLE CHRISTMAS CELEBRATION Fri-Sun, December 1-3

✓ Diverse Business Community
 ✓ Unique Shopping Options
 ✓ Professional Services
 ✓ Excellent Recreation Facilities

Follow us on Facebook for updates

SHARE THIS EVENT

Facebook Twitter LinkedIn YouTube

QR Code

More information coming soon: Killam & District Chamber of Commerce | Facebook

GO EAST of Edmonton Daytrips & Getaways
 Published by Jolene Kisilevich · 2h · 🌐

Over 100 food and beverage producers in one place!!! Come and discover something new or rediscover an old favourite at **NOSH FOOD FEST** this weekend!!

Saturday, November 18 - 10:00 AM - 5:00 PM
 Sunday, November 19 - 11:00 AM - 4:00 PM
 401 Festival Lane in Sherwood Park
 Free admission

See featured vendors here: <https://www.facebook.com/whollyhandmade>

#GoEastofEdmonton #AlbertasBestRoadtripAdventures #ShopEastofEdmonton Explore Strathcona County
 Strathcona County Economic Development and Tourism



GO EAST of Edmonton Daytrips & Getaways
 Sponsored · 🌐

🌿 Get ready to conquer the heights at our Adventure Park, refuel at The Ridge restaurant, meditate with a gorgeous view, and practice your target golf swing at Kinosoo Ridge this summer! 🧘🏻☀️



Elevated Adventure
 Your Summer Adventure... [Learn more](#)



Elevated Dining
 Experience a Delicious ...

EVENTS & BUSINESS PROMOTIONS DRIVE TRAFFIC!

GO EAST of Edmonton Daytrips & Getaways
 Published by Jolene Kisilevich · September 21 at 8:19 AM · 🌐

#TrendyThursday -- For all things fun and spooky...you'll want to check out **Walk On Water Toys** for some Halloween Goodies with 2 locations - Lloydminster and Wainwright!
 Learn more about this awesome store here:
<https://goeastofedmonton.com/.../wainwright/walk-on-water/>
 #GoEastofEdmonton | #wainwright | #lloydminster | #shopeastofedmonton



- Over 209,000 impressions >
- Nearly 4000 link clicks >

SUCCESS STORY... PUMPKIN FEST 2023!

2023 Pumpkin Fair Social Media ads and posts by Go East of Edmonton reached over 400,000 people!

It is now the #1 event on the Go East website at over 20,000 views!

Amazing Results!



GO EAST of Edmonton Daytrips & Getaways
Posted by Jolene Kisilevich
3d · 🌐

Congratulations to Don Crews of Lloydminster for growing the largest pumpkin at the Smoky Lake Pumpkin Fair!!! A whopping 2037.5 lbs !! This is the 2nd year the largest pumpkin was over 2000 lbs in Smoky Lake, (both grown by Don), and I was lucky enough to snap a picture with the famous winner !! /Jolene

#GoEastofEdmonton is proud to be a Gold Sponsor!

Town of Smoky Lake | Smoky Lake County | Smoky Lake Great White North Pumpkin Weigh-off & Fair





Reaching over
1 Million Annually

36,000+ Followers

@GoEastofEdmonton

#GoEastofEdmonton

(as of Oct. 3)

What we do...

Featured posts include:

- Mark Your Calendar Monday!
- Tasty Tuesday
- Wild Wednesday
- Where to Stay Wednesday?
- Thrifty Thursday
- Thirsty Thursday
- What's on this Weekend?

Tag Us @GoEastofEdmonton

Use #GoEastofEdmonton

Instagram & TikTok

Ask us about

- Highlights
- Stories
- Reels and more!



GO EAST of Edmonton Daytrips & Getaways
Published by Jolene Kisilevich August 22

Join Cherry Lane B & B and Cafe this weekend for their annual End of Summer Celebration featuring Travis Dolter! They have an awesome menu including soft pretzels and churros. Call now to get your tickets! 780-678-9368

#GoEastofEdmonton | Camrose County
<https://goeastofedmonton.com/~cherry-lane-bb-and-cafe-3/>



#TastyTuesday

GO EAST of Edmonton Daytrips & Getaways
Published by Jolene Kisilevich September 1

#TrendyThursday -- Who else is ready to start making their home cozy? Budding Ideas Flowers & Gifts in Killam now has an amazing display of beautiful fall decor, florals and dough bowl candles!

<https://goeastofedmonton.com/~budding-ideas-flowers-/>

#shopeastofedmonton #goeastofedmonton #hwy13roadtrip



#TrendyThursday

GO EAST of Edmonton Daytrips & Getaways
Published by Jolene Kisilevich April 28

#WhereToStayWednesday -- The Camrose RV Park is opening May 1st and they can't wait to welcome you!

Their fully serviced pull-through and back-in sites are perfect for big RVs and groups. Plus, they have plenty of amenities to keep you and your family happy, including a children's playground, picnic tables, fire pits, WiFi, coin-operated laundry, and shower facilities.

Located at the east end of Camrose, next to the CRE and Camrose Resort Casino, the park is the perfect home base for exploring the region or attending local events. Book your spot today by calling 780-678-2888 or visiting the site below.

#GoEastofEdmonton #CampEastofEdmonton

Explore Camrose | Camrose County | Camrose Resort Casino Hotel



#WhereToStayWednesday

GO EAST of Edmonton Daytrips & Getaways
Published by Jolene Kisilevich June 20

Get the family ready, the midway is coming to Wainwright this weekend! All the favorite rides, games, and treats PLUS 3 days of Professional CPCA Chuoowagons and CPRA Rodeo -- June 23rd - 25th!

For more details visit: <https://goeastofedmonton.com/events/wainwright-stampede-3/>

#GoEastofEdmonton #GoRoadtrips2023 #hwy14Roadtrip | Town of Wainwright | Wainwright Stampede



#What's on this Weekend?

HELP US TO HELP YOU!

Event Promotions!



Email us your Events for the Calendar!



DIY- Submit your events on our Website.



Send us your photos and event posters!



Events are promoted weekly on Web & Social, and Campaigns



RADIO PROMOTIONS every week promote events and businesses!

Social Media Promo!

- Email us monthly with your sales, events, promotions!
- Contact us to discuss any special promotions
- Get more shares if you Tag Us @goeastofedmonton
- Every day we do what other **media doesn't** – we promote our partners sales, and events from across the region!
- **TOURISM DIRECTORY** needs your updated photos and content!

SOCIAL MEDIA GROWS TO OVER 51,000 FOLLOWERS!

100,000- 500,000 PEOPLE REACHED MONTHLY.



- 10,000 more followers annually year after year!
- In summer Meta reach at over 500,000 per month and over 40,000 engagements.
- Over 1.5 Million people reached and over 200,000 Engagements annually!
- Get more shares if you Tag Us @goeastofedmonton
- From Insights we can help you sell more product, reach 2x to 10x more people.
- Tik Tok
- over 780,000 views of #goeastofedmonton!



RADIO PARTNERSHIPS...

EVENT PROMOTIONS

2023 Stingray Sponsorship from CFCW



Started in April 2023...Country 99

Lakeland area Radio Talk show- once monthly

Weekly Radio Talk Show Friday 8:15 am

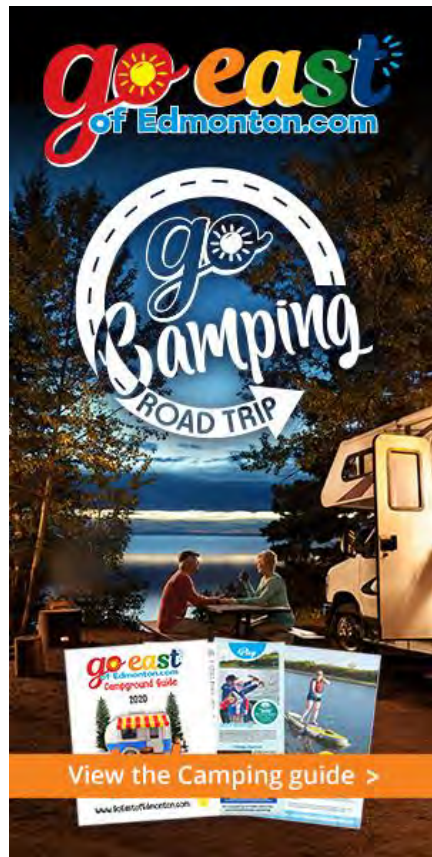
www.Country106.ca

- Milestone Reached Over #350 Shows in January 2023! (Since April 2016)
- 10+ Minutes of Regional Tourism Talk and Promotion.
- Promotes Events, Attractions and Businesses Weekly.





AWARD WINNING DIGITAL MARKETING SUMMER-FALL-WINTER CAMPAIGN



Google Ads

Year Round Ad Campaigns

- Google, Facebook & Instagram Ads - Reached over **6.5 Million** ad impressions annually!
- Roadtrip Adventure Game Ads & Reels reached over **100,000** views
 - Roadtrip Video Ads reached over **100,000** views
- Billboard Ads seen **200,000** times all over the Edmonton area
- Radio Ads on **10 Stations** (Edmonton & East area)



OVER 100 BLOG ARTICLES -GROW TOURISM

- Since 2021, an amazing over 100 blog Articles were written and posted on the Website- and promoted by digital advertising.
- Every community in the region benefited from this ongoing effort to bring in new content and new visitors.
- Now organized by Season and by Region.
- <https://goeastofedmonton.com/trip-ideas-stories/>
- Monthly E- Newsletter has nearly 10,000 subscribers.
- Every month thousands read it, with hundreds of clicks on content links.



The Ultimate Guide to Spray Parks East of Edmonton

■ APRIL 21, 2021 /
■ 2021 ROADTRIP ADVENTURES, ■ ATTRACTIONS, ■ BONNYVILLE, ■ BOYLE, ■ CAMROSE, ■ EAST OF EDMONTON,
■ ELK POINT, ■ ENTERTAINMENT, ■ FORT SASKATCHEWAN, ■ GIBBONS, ■ HIGHWAY 15, ■ HIGHWAY 16, ■ HIGHWAY 28,
■ HIGHWAY 55, ■ HOLDEN, ■ IT'S TIME TO GO, ■ LAC LA BICHE REGION, ■ LAMONT, ■ LLOYDMINSTER, ■ MUNDARE,
■ OUTDOOR ADVENTURES, ■ ROADTRIPS, ■ SEDGWICK, ■ SHERWOOD PARK, ■ SMOKY LAKE, ■ ST. PAUL,
■ ST. PAUL COUNTY, ■ TOFIELD, ■ VEGREVILLE, ■ VERMILION, ■ WAINWRIGHT, ■ WATER ADVENTURES

With the nice weather upon us, spray parks are set to a great way to cool off. There are more than 25 great spots across the Region – check them out this summer! Hours of operation are subject to change, please check the website of the municipality for the park you are looking to visit. Northeast of Edmonton Highway 55 Athabasca to the Spray Park and



October's Big Pumpkins, Beautiful Roadtrips & More!

NEW CONTENT IN 2023

ENHANCING ONLINE

Eat-Drink-Shop, 20 New Videos...(Cares Grant)

Tourism operator, roadtrip compilations.

New Website Content

New Homepage

New theme pages for Roadtrips for Northeast, East and Southeast.

More Parks and Trails, More Cultural Content in development and Indigenous Tourism ongoing.

GO EAST of Edmonton Daytrips & Getaways
Published by Jolene Kisilevich · September 13 at 10:36 AM · 🌐

🍷 🍷 Go East of Edmonton invites you to **SIP & STAY IN CAMROSE!** With plenty of options for every taste -- beer, cider, wine, liquor and more! 🍷 After you sip, book a relaxing stay and make it a getaway! 🏡

📍 Only 1 hour southeast of Edmonton.

True North Cider Co. | Back40 Distillery | Half Korked Winery Ltd. | Battle River Brewing | Detention Brewing C... See more

go east of Edmonton.com
Invites you to
#explorecamrose #sipeastofedmonton

Museums East of Edmonton | Go East of E...
Watch later Share

Roadside Attractions East of Edmonton | G...
Watch later Share

World's Largest Sausage | World's Largest Sausage | World's Largest Sausage

MUSEUMS EAST OF EDMONTON >

Roadside Attractions East of Edmonton | G...
Watch later Share

Let's Go Camping East of Edmonton | Go E...
Watch later Share

Let's Go Golfing East of Edmonton | GO Eas...
Watch later Share

GO CAMPING EAST OF EDMONTON >

GO GOLFING EAST OF EDMONTON >



VIDEOS AND REELS

Explore Our Regions

Adventure awaits at every corner around the region. Find special features on our Communities and what each area has to offer.

Go Northeast
Alberta's Lakeland

Go East of Edmonton

Go Southeast
Battle River Region

Shop in the Bonnyville and Cold Lake Region

GO NORTHEAST >

GO EAST OF EDMONTON >

GO SOUTHEAST >

SUMMER DIGITAL BILLBOARD CAMPAIGN

- An Incredible REACH- A Rotation of Images on Pattison.
- 350,000 plays for a total vehicle circulation of 8 million ! (Free Ad space included was 40% extra)
- Rotating Edmonton locations- Yellowhead Fwy, Sherwood Park Fwy, Southside and Westend. June till August.



SUMMER DIGITAL GLOBAL TV CAMPAIGN

- Morning News Ads
- Total Audience reach of over 6 million, June to Aug.
- June 29 Live Interview on Morning News
- Kevin's 8th time on Global live



<https://globalnews.ca/video/9801711/new-travel-guide-features-locations-in-eastern-alberta>

GO EAST of Edmonton Daytrips & Getaways
Published by Jolene Kisilevich · July 11 ·

Roadtrip southeast of Edmonton to Camrose, Killam, Hardisty and Wainwright for some **amazing trails and outdoor summer fun!**

Learn more here on where to play outside: <https://goeastofedmonton.com/.../outdoor-summer-fun-in-.../>

#GoEastofEdmonton #GoRoadtrips2023 | Camrose County | Explore Camrose | Town of Killam | Town of Hardisty | Flagstaff County | Town of Wainwright | Play Outside Guide



edmontonplaygrounds · Follow
Paid partnership with goeastofedmonton
FB sound collection

edmontonplaygrounds GO EAST OF EDMONTON AND WIN!!!

Nothing says summer fun in Alberta like a road trip - and the area east of Edmonton is packed with historic sites, hidden gems and AMAZING PLAYGROUNDS!

The girls and I had a chance to take a @goeastofedmonton Road Trip and we had the best day!!! You can take a road trip like ours (or plan your own itinerary) and enter to win over \$6000 in prizes!

We visited:
The amazing space-themed spray park in St. Paul, Alberta!

Liked by goeastofedmonton and others

JULY 13

Add a comment...

WORKING WITH INFLUENCERS



re: [Home](#) » [Road Trips](#) » 6 AMAZING Road Trips East of Edmonton (for 2023)

6 AMAZING ROAD TRIPS EAST OF EDMONTON (FOR 2023)

MORE WAYS WE PROMOTE THE REGION!

Annual Photo Contest shows off the region!

[#goroadtrips2023](#)

See them at photo-contests on the website.



6 Parades completed in 2023!

Lamont, Lac La Biche, Vermilion, Vegreville, Camrose, Andrew



INNOVATIVE TOURISM DEVELOPMENT SUCCESS

Roadtrip Adventure Game!

- A One-of-a-Kind promotion.
- Started for Covid Recovery
- A success story...

STICKER STATION



GoEastofEdmonton.com





go east
of Edmonton

**ROADTRIP
ADVENTURE
GAME!**

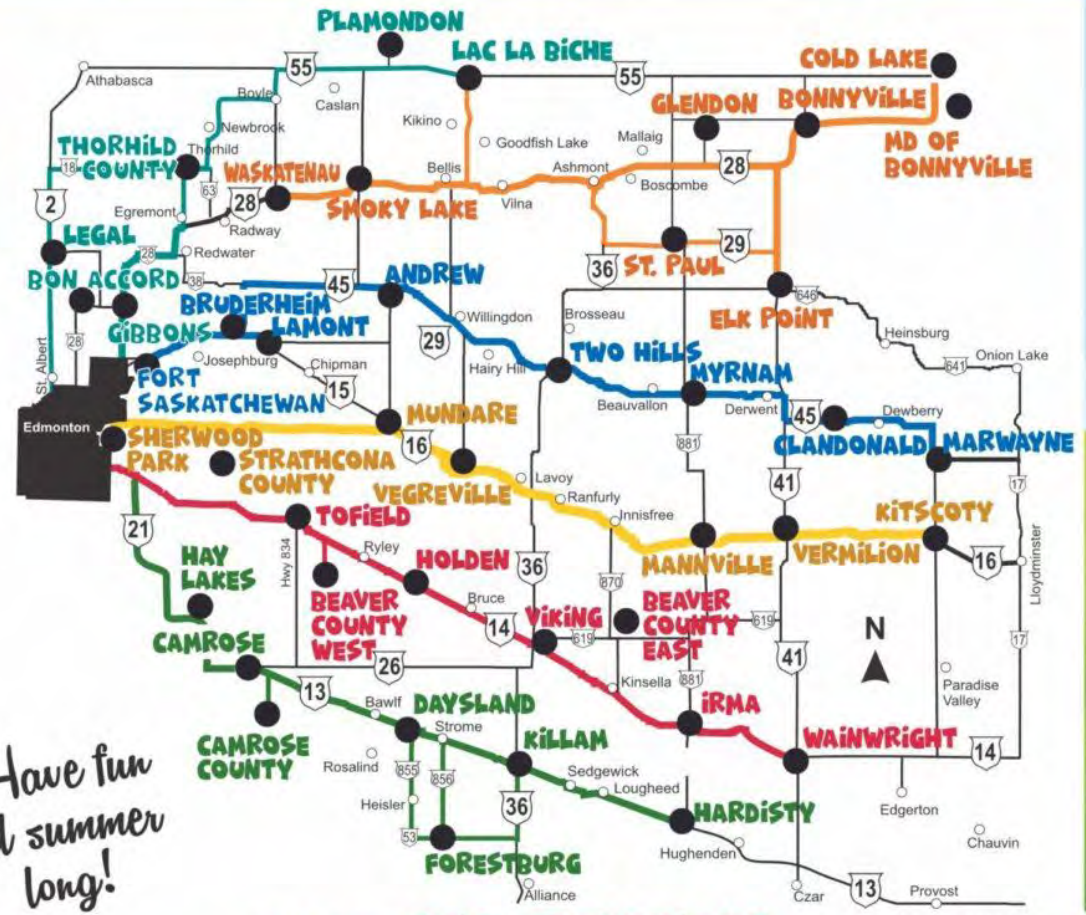
June 1
to Sept 3,
2023

More Ways to **PLAY & WIN** in 2023!
Over \$6000 in Prizes!

Win the Awesome Roadtrip Prize Packages!
What you can win – Fuel, Food, Dining, Beverages, Shopping, Gifts, Golf, Camping, Accommodations, Attractions Passes, Cash and much more! See GoRoadtripGame.ca for complete details.

**Collect Stickers on
6 Highway Routes**

Teal	Hwy 2 - 55	NE
Orange	Hwy 28	
Blue	Hwy 15 - 45	East
Yellow	Hwy 16	
Red	Hwy 14	SE
Green	Hwy 13	



*Have fun
all summer
long!*

FIND THE STICKER STATIONS
AT THE HIGHLIGHTED COMMUNITIES & WATCH FOR SIGNS & POSTERS!



Map not to scale.



OVER 100,000 REACHED THROUGH ADVERTISING CAMPAIGNS



- Ads, Posters, Reels & more!



Go Northeast to
EXPLORE ST. PAUL

GoEastofEdmonton.com

GoEastofEdmonton.com

Go East to
EXPLORE STRATHCONA COUNTY

GoEastofEdmonton.com

GoEastofEdmonton.com

Go Southeast to
EXPLORE WAINWRIGHT

GoEastofEdmonton.com

GoEastofEdmonton.com

go east of Edmonton
ROADTRIP
ADVENTURE
GAMEBOARD



go east of Edmonton
ROADTRIP
ADVENTURE
GAMEBOARD



Town of Gibbons
gibbons.ca



Town of Bon Accord
bonaccord.ca



Town of Legal
legal.ca



Hwy 2-55
Northeast

Thorhild County
thorhildcounty.com



Plamondon -
Lac La Biche Region
Plamondon (Lac La Biche Region)



Lac La Biche Region
laclabicheregion.com



SIGN HERE

For complete game details visit: GoRoadtripGame.ca

Player Name:

Village of Waskatenau
waskatenau.ca



Town of Smoky Lake
smokylake.ca



Town of St. Paul
stpaul.ca



go east of Edmonton
ROADTRIP
ADVENTURE
GAME!



Town of Bonnyville
town.bonnyville.ab.ca



M.D. of Bonnyville
md.bonnyville.ab.ca



City of Cold Lake
coldlake.com




SIGN HERE

Any questions? Call 1-888-632-8755 or email info@goeastofedmonton.com

Fort Saskatchewan
fortsask.ca



Town of Bruderheim
bruderheim.ca



Town of Lamont
lamont.ca



go east of Edmonton
ROADTRIP
ADVENTURE
GAME!

Town of Myramanah
myramanah.ca



Village of Marwayne
marwayne.ca



Hamlet of Clandonald
clandonaldalberta.ca



CANALTA
HOTELS

MCS
NET

840.CFCW
Alberta's Country Legend

Sherwood Park
sherwoodpark.ca



Strathcona County
strathcona.ca



go east of Edmonton
ROADTRIP
ADVENTURE
GAME!

Village of Mannville
mannville.com



Town of Vermilion
vermilion.ca



Village of Kitscoty
vokitscoty.ca



Town of Tofield
tofieldalberta.ca



Beaver County - West
beaver.ab.ca



Village of Holden
holden.ca



go east of Edmonton
ROADTRIP
ADVENTURE
GAME!

Village of Irma
irma.ca



Town of Wainwright
wainwright.ca



CANALTA
HOTELS

MCS
NET

840.CFCW
Alberta's Country Legend

go →

Post your Trip to WIN Bonus Prizes.
Use #GoRoadtrips2023 and
#GoEastofEdmonton




Village of Hay Lakes
villageofhaylakes.com



City of Camrose
explorecamrose.ca



Camrose County
county.camrose.ab.ca



Hwy 13
Southeast

Town of Daysland
daysland.ca




Village of Forestburg
forestburg.ca



Town of Killam
town.killam.ab.ca



Town of Hardisty
hardisty.ca



2023



TO PLAY & DOWNLOAD GAMEBOARD VISIT: GoRoadtripGame.ca

STICKER STATION

You must present your Gameboard at the Sticker Stations to collect your sticker.

Collect your sticker here!

And don't forget to Scan for more Deals & Prizes!



GO east of Edmonton
ROADTRIP ADVENTURE GAME!
PLAY & WIN
 June 1 to Sept 3 2023
Over \$6000 in Prizes!
 Get your Gameboard here in the 2023 Go East of Edmonton Travel Guide or Download it at GoEastofEdmonton.com
 Sponsored by MCS, CANALTA, BAO CFCH
 Questions? Contact us... info@goeastofedmonton.com
 1-888-632-8755



ROADTRIPPERS

SCAN HERE



Enter for Bonus Prizes of over \$1000

Get Deals & Special Offers

Must See Local Events & Attractions

Find out the BEST places to EAT and SHOP!

Includes Google Maps

POST YOUR TRIP WITH
 #GoEastofEdmonton
 #GoRoadtrips2023



OVER 1000 SCANS...

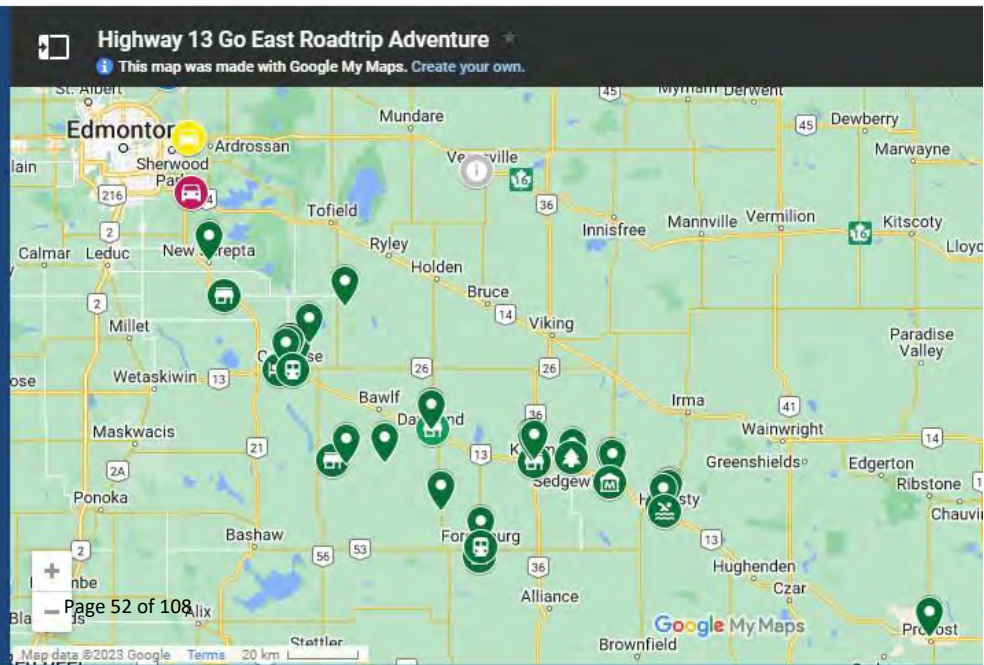
- From 200 people, 2 ladies scanned over 40x each!
- All Total Map views June to Sept 10 over 18,000!

ROADTRIP ADVENTURES

View our interactive map and get started on your trip along Highway 13!

- See the Roadtrip Game Sticker Stations
- Events along this Route
- Deals & Offers
- Recommended Businesses

LEARN MORE ABOUT THE ROADTRIP ADVENTURE GAME





GREAT RESULTS FOR 2023!

- **Better results than 2022! Increased Travellers and More stickers Given away in 2023!**
- Over 1000 have signed up for the Roadtrip Adventure Game on the website from Edmonton region mostly.
- Hundreds of Families played the game and spent money across the region from as far as Tennessee and Ak!
- Over **1500 downloads** of gameboards and Prizes contributed from the partners actually topped **over \$8000.00**
- Some sticker stations reported to double the amount of stickers given away, while some others had **significant increases** of 100 or more. Nearly all reported more stickers given away in 2023 as compared to 2022.
- **Results are that: 40% more stickers given away to a total of over 8900 stickers across the region and 630 entries submitted from all prize categories.**
- **The amount of people that went to every Community – all 43 locations doubled over last year.**
- **Over 40 families tripped to all 43 Communities, Over 80 tripped to over 21 communities, and Over 100 tripped to over 16 communities.**
- This is a very significant amount of increased roadtripping and expenditures projected across the region.
- We are estimating once again that the ROI and **spending generated from the Roadtrip Adventure Game is over \$150,000 in 2023.**
- **Over \$500,000 spent in the region** by Game Roadtrippers since 2021.
- **It is our recommendation to continue the Game across the region for 2024!**

AMAZING TESTIMONIALS YEAR AFTER YEAR!

- **Where do the People come from?**
- 64% Edmonton Area (Incl Sh Park, Fort Sask)
- 32% Local East Area
- 2% Calgary, Red Deer, other AB
- 2% Sask, Ontario, USA
- **Amazing Sylvia visits all 43 locations in June!**
- <https://goeastofedmonton.com/2023-roadtrip-adventures/sylvia-goes-east-of-edmonton-on-an-epic-adventure/>

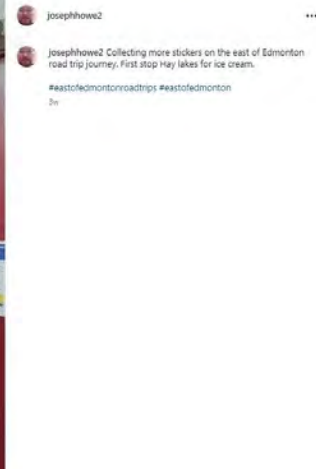
- Over 50 people/families are repeat Gamers playing year after year!
- A lot of people came and said **they loved it and they will be back to visit the community again!**
- The people and families enjoyed themselves, and more came than last year.
- Some people said **they would not have come here** if not for the Go East Roadtrip Game!
- Most stations (where applicable) said that travellers made purchases at the station and around the town. Some came specifically to make purchases. As much as 25% to 50%, and even 90% made purchases at a station!
- Travellers said it was great fun and the Best Roadtrip ever!
- Many said they used the "travel guide" and "played last year" as a reason for hearing about it.
- Overall was very good and we should do the game again next year!



WALL OF FAME

SHOWCASES WINNERS AND PARTICIPANTS
WWW.GOROADTRIPGAME.CA

- How did they hear about the game?
- 30% Go East Travel Guide
- 26% Played Before
- 22% Social Media, Online Ads
- 11% Word of mouth
- 2% Radio, TV
- 2% from a local Business
- 5% Other



WALL OF FAME

SHOWCASES WINNERS AND PARTICIPANTS

WWW.GOROADTRIPGAME.CA

- **Ultimate Prize Winner** - Cecile Cyr-Greyson, Edmonton
- **Blackjack Prize Winner** – Lyndsay Sommerfeldt, Edmonton
- **Hwy 2-55 Prize Winner** - Dominic Rudyk, Vegreville
- **Hwy 28 Prize Winner** - Pat Van Meer, Edmonton
- **Hwy 15/45 Prize Winner** - Tunde Holca, Bonnyville
- **Hwy 16 Prize Winner** - Jenn Leskow, Edmonton
- **Hwy 14 Prize Winner** - Nicole Werbicki, Sherwood Park
- **Hwy 13 Prize Winner** – Eliana Srochenski, Edmonton
- **Northeast Prize Winner**– Michelle Westre, Ardmore
- **East Prize Winner** – Christian Martin, Fort Saskatchewan
- **Southeast Prize Winner** – Heather Howe, Camrose
- **Lucky 7 Prizes** - Orlean Moran, Edm, Mary Weston, Stony Plain, Jordan Saitz, Leduc.
- **Bonus Scan Winners** – Tracy Aisenstat, St Albert, Angela Hotchkiss, Lloydminster.
- **Repeat Gamer Prize Winners** – Janelle Byma, Edmonton, Janelle Cadrin, Mallaig
- Plus over 100 other Bonus Prize winners!



PLANNING FOR THE 2024 ROADTRIP GAME!

It is our recommendation to continue the Game across the region for 2024!

Goal: Continue to develop and promote experiences and packages for summer, fall and winter to make consumers stay longer and spend more \$.

Game: June 1 to Sept 1, 2024

Shoulder Season - Roadtrip Adventures Development

Great Potential for Tourism Development and Growth!

Planning Meetings over the Winter.



- **A Success Year after Year...survey results** from Game Roadtrippers
- 30% replied in our last survey – great results.
- Nearly 100 Room nights booked of Hotels, Camping and BnB-Unique accommodations.
- Over 90% stated they Ate locally
- Nearly 90% stated they shopped locally
- Over 75% visited attractions.
- Over 75% booked paid accommodations.
- **Over \$500,000 spent in the region** by Game Roadtrippers since 2021.

A dark, top-down view of various travel items including a hat, a compass, a map, a camera, and glasses.

- Tourism Development & Support

GETTING AHEAD WITH NRED OVER \$80,000 PROJECT...

- Business Supports
- **Support Hundreds of local tourism businesses** from communities all over the region using the upgraded Go East of Edmonton Regional Tourism Directory, including adding businesses, features, packages, itineraries and new visitor experiences.
- Strategic Focus
- **Cultural**, Indigenous, Ukrainian, Francophone
- **Culinary and Ag-Tourism-** Eat East of Edmonton. Eat-Drink-Shop!
- **Attractions and Outdoor** Activities
- Niche and Shoulder Season
- Explore Edmonton, Yeg (Eia)
- More Training 2023 and Conference 2024
- Develop an **Industry Hub** on the website that highlights our services and resources and increase communications with stakeholders.
- More development of **Training Programs** and Tools along with a Go East Tourism **Conference** of training Seminars to be planned for spring 2024.
- Tourism Development
- A **Coordinator to build capacity** in the region working with Partners.
- **Enhance** Roadtrips and Community landing pages.

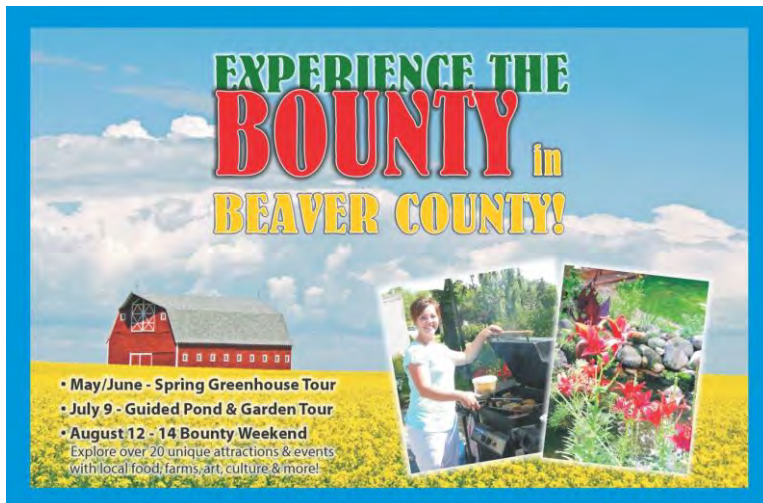
ONGOING DEVELOPMENT

- Ag- Tourism Development in process with OFD.

ALBERTA
OPEN
FARM DAYS

Eat **East of**
Edmonton!

- Ag Tourism Revival...



- **Industry Hub** in development to be ready for 2024.
- **Go EV...** New feature of EV locations for Roadtrips
- **Destination Weddings** New section to be developed on the website.
- Upgrading Content on Cultural and Nature Based Tourism- Parks and Trails.

INDIGENOUS TOURISM OPPORTUNITIES 2024

Travel Alberta Funding...

Get ready for the next intake of

Travel AB Product Development Fund.
Up to \$500K to grow your business. Be shovel ready!

www.industry.travelalberta.com

Go East of Edmonton
Indigenous Experiences...
now on the website.



Indigenous Tourism Alberta -

Operator and Attraction
Development, Marketing and
Partnering opportunities

(Mackenzie Brown, ITA, Shannon McEwan
Explore Edmonton)



ROGER BROOKS

TIPS FOR TOURISM DEVELOPMENT

Make Tourism and Downtown a priority!

Create places for people to spend time and Money!

Front shop revitalization can more than double revenues!

75% of tourism dollars is spent between 4pm and midnight!

70% of first purchase is because of curb appeal!

80% of purchases are by women!

80% of non-lodging spending takes place downtown or in retail areas.

60% chance people will spend \$ if they get out of the Car!
(Why Roadtrip game works!!)

- Quality of life is leading Ec Dev (now and the future!)
- Be more unique in your business and more specific in your details will attract more travellers.
- Relieved customers spend lots more money! So build public bathrooms, parking and use wayfinding signs.
- Restrooms, Local food and Fuel are key to get people to stop!
- Rural travel searches have increased 4x since 2019 and is now 1/3 of all travel searches!
- Over 70% pickup a brochure-travel guide when in the area. (Why Go East guide works!!)
- [youtube@destinationdevelopment](#)

DIGITAL TRAINING & TOURISM CONFERENCE PLANNING FOR UPCOMING DATES

- Accepting proposals...
- Go East Tourism Conference 2024 TBA
- Digital Training Lac La Biche - November 26
- Other locations TBA
- Recent BRAED-Beaver County (Strong Coffee Mktg) Training event...

2023

HOSTED BY 

BUSINESS & COMMUNITY DIGITAL MARKETING CONFERENCE

FULL DAY CONFERENCE
TUESDAY
MARCH 28, 2023
VEGREVILLE, AB

Vegreville Social Centre
4802 - 87A Street Vegreville, AB
9:00AM - 5:00PM

Showcase your business during the one day conference as part of your registration.
Tables will be provided.
Please RSVP your participation in the showcase to jenniferfilip.goeast@gmail.com

REGISTER BY
MARCH 22, 2023

www.goeastofedmonton.com

TOWN OF
VEGREVILLE

SCHEDULE AT A GLANCE

- 9:00 – 9:30: REGISTRATION
- 9:30 – 10:45: STRATEGIC SOCIAL MEDIA MARKETING IN 2023
- 10:45 – 11:00: NETWORKING BREAK & TOURISM SHOWCASE
- 11:00 – 12:00: COMMUNICATIONS FOR RURAL BUSINESS / WORKING WITH INFLUENCERS
- 12:00 – 1:00: LUNCH - TOURISM SHOWCASE
- 1:00 – 2:00: TOURISM TRENDS & OPPORTUNITIES
- 2:00 – 2:15: NETWORKING BREAK & TOURISM SHOWCASE
- 2:15 – 3:30: TOURISM OPERATOR & COMMUNITY PANEL FEATURING EVENTS, AG-TOURISM, RETAIL, COMMUNITY AND TOURISM DEVELOPMENT OPPORTUNITIES
- 3:30 – 4:00: DIGITAL TIPS FOR YOUR ONLINE FOOTPRINT
- 4:00 – 5:00: SOCIAL NETWORKING SAMPLE LOCAL FOODS & BEVERAGES





NOW AND UPCOMING...

- February- 2024 Edmonton RV SHOW- Promoting all areas for Camping, Adventures and Activities.



- Submit Christmas Events!!
- Update Winter Adventures and Festivals to us!

- 2023 saw heavy competition for tourism dollars. 2024 will be a very competitive year for tourism advertising.



THANK YOU FOR JOINING US!

- **We are looking forward to the future...**and we are pleased to Promote, Develop, Support and help your Community, Businesses, and NPO's to have the greatest potential for **Tourism Growth** and Potential **Economic Development** annually.
- Contact us: info@goeastofedmonton.com
- Kevin.goeast@gmail.com 780-632-6191

It's Time to...
go east
of Edmonton.com



ATTRACTIONS • CAMPING • EVENTS • ROADTRIPS

Northeast Alberta Alliance for Growth & Opportunity (NAAGO) Meeting

November 13, 2023 at 11:00 a.m.

Chipman National Hall (4715-50 Street)

Attendance:

Amy Cherniwchan	Mayor	Town of Smoky Lake (Chairperson)
Shana McIntyre	Deputy Mayor	Village of Chipman (Host)
Gerald Aalbers	Mayor	City of Lloydminster
Greg Thronson	Mayor	Town of Vermillion
Paul Reutov	Mayor	Lac La Biche
Elisa Brosseau	Mayor	Town of Bonnyville
Rex Smith	Mayor	Village of Mannville
Leonard Ewanishan	Mayor	Town of Two Hills
Donna Rudolf	Mayor	Village of Myrnam
Don Gulayec	Reeve	Two Hills County
Lorne Halisky	Reeve	Smoky Lake County
Cheryl Calinoiu	Mayor	Town of Mundare
Brian Hall	Reeve	Athabasca County
Kirk Perrin	Mayor	Town of Lamont
Tim MacPhee	Mayor	Town of Vegreville
Maureen Miller	Mayor	Town of St. Paul
Colin Derko	Mayor	Village of Boyle
Marty Baker	Reeve	County of Vermillion River
Keiron Willis	Guest Secretary	Village of Chipman

Agenda:

Meeting opened at **11:09 am**.

1. Round Table Introductions

2. Terms of Reference

- Renumeration for hosting meetings
 - o Tabled to Treasurer Report

- NAAGO Meeting at RMA & AM Conferences
 - o Discussion centred around the need for municipalities to focus on their agendas during these conferences.
 - o Group agreed that more visibility is required to accomplish the mandates set out.
 - o During the meeting, a consensus was reached to draft a letter of introduction with the purpose of distributing it to all Provincial Ministerial departments. The letter would be tailored to NAAGO's current priority projects - Highway 28 and Healthcare - and specific letters would be drafted accordingly. In this regard, Papineau Consulting was contacted to furnish a quote. The group further resolved that upon drafting the letter, its members would circulate it to each provincial department.
- Virtual meeting quarterly and in person biannually
 - o Group agreed that meetings should be quarterly in person and virtually as needed.

3. Subcommittee Updates

- Health Care(Chair Mayor Miller, Mayor Ewanishan, Mayor Thronson and Mayor Hall)
 - o Subcommittee Chair Mayor Maureen Miller will be attending a virtual meeting regarding healthcare before the end of the week. Mayor Miller feels that the healthcare regions are not in line with where patients are from and often ignore smaller centers such as Lamont. Also, the current climate of change in the healthcare system is not in line with mandates letters. The discussion revolved around patients travelling long distances to larger municipalities for treatment instead of utilizing smaller centers. The group agreed the most efficient area would be the Northeast area of Alberta.

Motion: Mayor Maureen Miller of the Town of St. Paul motioned that group advocate to have the NAAGO Membership as a provincial healthcare region in the new decentralized Alberta Health Services.

Carried Unanimously

- Highway 28 (Chair Mayor Copeland, Reeve Halisky, Mayor McPhee, Mayor Aalbers)
 - o During the meeting, the group deliberated on the prospect of drafting letters to ensure that the issues remained at the forefront of the Provincial minister's mind. Mayor McPhee reported that although 5 million had been set aside for a study, no word on the progress of that study. The group discussed that the introductory letters should incorporate actionable items that the recipient minister must respond to or follow up with.

4. Treasurer Report (Town of Vegreville)

- o According to the Financial Report furnished, the funds that remain after the Highway 28 advocacy effort amount to \$12,482.25. The group has deliberated on how to allocate these funds towards operational expenses such as correspondence with the minister. However, it was unanimously decided that the remaining funds were remain exclusively for advocacy purposes. In light of this, the group recommended establishing a committee to formulate a budget and agreed that the membership should add a line budget item equivalent to the originally requested funds.

Motion: Mayor Kirk Perrin motioned that NAAGO members will include a budgetary line item for 2024 in the amount equal to the existing formula used for the original membership to be dispersed between advocacy and administration upon budget approval at the next NAAGO meeting.

- The group agreed that the chairs of the subcommittees should be part of the budget subcommittee to ensure that resources needed for their efforts are known and can be included in the budget.
- Budget Subcommittee: Chair Mayor Brian Hall, Mayor Maureen Miller, Mayor Craig Copeland, Mayor Tim McPhee, Mayor Amy Cherniwchan and Mayor Kirk Perrin.
- The participants deliberated on the issue of remuneration for hosting the membership. The costs associated with the hosting varied from less than \$500 to \$840. It was emphasized that confirming attendance would be instrumental in keeping the costs down for the hosting municipality.

Motion: Mayor Kirk Perrin motioned that beginning January 2024 municipalities hosting the NAAGO meeting will receive a remuneration of \$500.

Carried Unanimously

5. Adjourned for lunch at 1:00pm. Reconvened at 1:45pm.

6. Broad band Update

- The cost of various fiber to premise projects, were discussed. Costs in rural areas to install fiber is higher than if most Counties were to offer a satellite system to the users.

7. LGFF Update (formerly MSI)

- Discussion revolved around how two urban areas get 50% of the provincial funding and the remaining amount is split up between the rural areas. It was suggested that because municipal funding was cut to facilitate the provincial repayment of debt, funds saved from interest should be allocated back to municipalities.
- Agreement was reached that Mayor McPhee will discuss the idea with AB Munis and request they take the idea to the provincial government, and Reeve Halisky does the same for RMA.

Papineau Consulting contacted Mayor Perrin during the meeting and requested clarification. The requested quote would include:

- Letter of introduction of the NAAGO and its goals
- Letter addressing healthcare concerns, such as advocating for Northeast Alberta as a health region and requests to improve EMS and doctor recruitment in rural areas
- Letter requesting the continuation of the Highway 28 project.

All letters to include the infographics compiled to date. Papineau Consulting gave an informal quote.

Motion: Mayor Kirk Perrin motioned to set the budget for composition of the three letters at \$2000.00.

Carried Unanimously

8. Next Priorities for NAAGO

Tabled to next meeting.

9. General Discussion/Regional Needs

- Mayor Reutov of Lac La Biche County summarized the Enforcement Training Program offered by Lac La Biche. The By-law Enforcement, Fish and Game Officers, and RCMP training program is successful.

Motion: Mayor Maureen Miller motion that a letter outlining the training program be sent the Northeast Alberta Alliance for Growth and Opportunity membership.

Carried Unanimously

10. Next Meeting

- February Meeting - Village of Myrnam and Two Hills County at C-tech Centre in Myrnam

Motion: Mayor Maureen Miller motioned to adjourn at 3:00 pm.



**TOWN OF LAMONT
COUNCIL AGENDA
REQUEST FOR DECISION**

AGENDA ITEM: 4.1

COUNCIL MEETING DATE:
December 12, 2023

ITEM DESCRIPTION OR TITLE

Lamont Christmas Light Up Committee Donation Request

RECOMMENDATION

THAT Council provide the Lamont Christmas Light Up Committee an in-kind donation of the use of the Meeting room on January 14, 2024.

BACKGROUND

The Lamont Christmas Light Up event was a success this year as a result of many groups and volunteers working together. The Committee is hosting a gathering for the committee volunteers.

COMMUNICATIONS

The Lamont Christmas Light Up Committee will be notified of Council’s decision.

IMPLICATIONS OF DECISION

Supports community clubs, associations, and committees.

FINANCIAL IMPLICATIONS

Estimated at \$150.00. Funds would be allocated from the Public Relations/Donations line item. 6 Hour Meeting Room rental equivalent to \$150.

POLICY AND/OR LEGISLATIVE REFERENCES

Town policy 11-10 -Donation Request from Clubs, Organizations and Others

ATTACHMENTS

- 1. Donation Request Letter

Report Prepared By: Jackii Ponto-Lloyd, Executive Assistant

Approved by CAO: 

November 30, 2023

Valued Mayor, Council and Administration,

Greetings to all!

What a wonderful **Lamont Christmas Light UP! 2023** we had. This success was the result of many groups and volunteers working together, and the support of our many generous sponsors. A big thank you to the Town of Lamont for all you do to support our ad hoc committee with this amazing family friendly Christmas event.

We are looking at hosting a gathering for our committee volunteers in the Meeting Room on the afternoon of Sunday, January 14, 2024. We ask Council and Administration to consider waiving the fees for the use of the Meeting Room for this appreciation event please.

Thank you for your consideration!

Sincerely,
Dorothee Saleski
Chairperson for Lamont Christmas Light Up Committee



**TOWN OF LAMONT
COUNCIL AGENDA
REQUEST FOR DECISION**

AGENDA ITEM: 4.2

COUNCIL MEETING DATE:
December 12, 2023

ITEM DESCRIPTION OR TITLE

Lamont Lions Club Donation Request

RECOMMENDATION

THAT Council provide an in-kind donation, consisting of a cheese board, to support the Lamont Lions Club raffle.

BACKGROUND

The Lamont Lions Club is hosting a special Christmas Bingo on December 13 which will include a bake sale and raffle fundraiser.

COMMUNICATIONS

The Lamont Lions Club will be notified of Council's decision.

IMPLICATIONS OF DECISION

Supports community clubs and associations.

FINANCIAL IMPLICATIONS

N/A

POLICY AND/OR LEGISLATIVE REFERENCES

Town policy 11-10 -Donation Request from Clubs, Organizations and Others

ATTACHMENTS

1. Donation Request Letter

Report Prepared By: Jackii Ponto-Lloyd, Executive Assistant

Approved by CAO:



Lamont Lions Club

Box 901, Lamont, Alberta T0B 2R0

December 04, 2023

BINGO SPONSORSHIP

The Lamont Lions Club has been part of the community for 60 years. With the support of the community we have been able to donate to our Healthcare Centre, support our youth through school programs and scholarships, and give aid when disaster strikes anywhere in the world with Lions Clubs International Foundation.

We have a special Christmas Bingo on Dec. 13 which will include a bake sale and raffle fundraiser. We are asking you to partner with us by donating our bingo prizes, usually hams or turkeys as this way we can make it a family event that children can attend. Items for a raffle prize would also be appreciated. This offsets some of our costs and helps us raise more funds to support our community.

In appreciation of your support we will advertise your generosity at the event, on our face book page, and on the posters advertising the event. You would be welcome to come and say a few words at the event if you so choose.

Thank You for your consideration.





**TOWN OF LAMONT
COUNCIL AGENDA
REQUEST FOR DECISION**

AGENDA ITEM: 4.3

COUNCIL MEETING DATE:
December 12, 2023

ITEM DESCRIPTION OR TITLE

Transfer of Tax Recovery Costs to Tax Rolls

RECOMMENDATION

THAT Council authorize the costs to be transferred to the tax rolls as itemized in the attached Schedule "A".

BACKGROUND

Costs associated with tax recovery proceedings related parcels can be transferred to the tax rolls as stated within the Municipal Government Act (MGA). A list of roll numbers and the associated costs with tax recovery proceedings has been attached as Schedule "A". The costs are related to legal expenses, appraisals, and all tax recovery related expenses.

COMMUNICATIONS

N/A

IMPLICATIONS OF DECISION

With the costs transferred, it is possible that costs may be recovered.

FINANCIAL IMPLICATIONS

Reimbursement of costs to the Town.

POLICY AND/OR LEGISLATIVE REFERENCES

MGA Section 553 (1)(f)

ATTACHMENTS

Schedule "A"- Transfer of Tax Recovery Costs to Tax Rolls

Report Prepared By: Betty Malica, Tax Clerk

Approved by CAO:



**TOWN OF LAMONT
COUNCIL AGENDA
REQUEST FOR DECISION**

AGENDA ITEM:

4.4

**COUNCIL MEETING DATE:
December 12, 2023**

ITEM DESCRIPTION OR TITLE

Transfer of Utilities to Property Taxes

RECOMMENDATION

That Council authorize the transfer of outstanding utilities over 90-days to their individual tax rolls as per schedule "A".

BACKGROUND

As per Section 553 of the MGA, the transfer of unpaid utilities to the tax rolls on any outstanding accounts over 90-days should be completed on a regular basis. This is a recommended practice as identified by our Auditors. A list of utility accounts and the associated roll numbers has been attached as Schedule "A".

COMMUNICATIONS

Notification is provided to the affected account holders.

IMPLICATIONS OF DECISION

N/A

FINANCIAL IMPLICATIONS

With the costs transferred, it is possible that costs may be recovered.

POLICY AND/OR LEGISLATIVE REFERENCES

MGA Section 42(1)
MGA Section 553 (1)

ATTACHMENTS

Schedule "A" - Utilities to Tax Roll as of December 6, 2023

Report Prepared By: Betty Malica, Utility Clerk

Approved by CAO:



**TOWN OF LAMONT
COUNCIL AGENDA
REQUEST FOR DECISION**

AGENDA ITEM: 4.5

COUNCIL MEETING DATE:
December 12, 2023

ITEM DESCRIPTION OR TITLE

Bylaw 14/23, Borrowing Bylaw

RECOMMENDATION

1. That Council give first reading to Bylaw 14/23, Borrowing Bylaw.
2. That Council give second reading to Bylaw 14/23, Borrowing Bylaw.
3. That Council give unanimous consent to proceed to third reading of Bylaw 14/23 Borrowing Bylaw.
4. That Council give third reading to Bylaw 14/23, Borrowing Bylaw.

BACKGROUND

For cash flow and the purposes of financing operating expenditures, it is common practice for a municipality to have a Borrowing Bylaw that allows for an operating line of credit. The last Borrowing Bylaw was approved by Council in December 2022. The attached Bylaw authorizes that the that the Town may borrow, for the purpose of financing operating expenses, from Servus Credit Union, up to the principal sum of \$800,000. Also identified is the Mastercard with a limit of \$35,000.

Section 256 of the MGA provides the authorization for a municipality to borrow funds for the purpose of financing operating expenditures:

Section 256

- (1) This section applies to a borrowing made for the purpose of financing operating expenditures.
- (2) The amount to be borrowed, together with the unpaid principal of other borrowings made for the purpose of financing operating expenditures, must not exceed the amount the municipality estimates will be raised in taxes in the year the borrowing is made.
- (3) A borrowing bylaw that authorizes the borrowing does not have to be advertised if the term of the borrowing does not exceed 3 years.



**TOWN OF LAMONT
COUNCIL AGENDA
REQUEST FOR DECISION**

COMMUNICATIONS

If approved, a copy of the Bylaw will be provided to the Servus Credit Union.

IMPLICATIONS OF DECISION

This gives certainty to the municipality that they have sufficient funds to cover all expenditures until taxes are levied and received. This is a precautionary measure.

FINANCIAL IMPLICATIONS

Cost is the interest charged at the time of borrowing. The interest rate within our agreement with Servus Credit Union is prime less 0.25%.

POLICY AND/OR LEGISLATIVE REFERENCES

MGA Sections 251(1) & 256 (1)

ATTACHMENTS

Bylaw 14/23, Borrowing Bylaw

Report Prepared By: Robert Mu, Finance Officer

Approved by CAO:

A handwritten signature in blue ink, appearing to be "R. Mu", is written over the text "Approved by CAO:".

**TOWN OF LAMONT
BYLAW 14/23**



**BEING A BYLAW OF THE TOWN OF LAMONT IN THE PROVINCE OF ALBERTA,
FOR THE PURPOSE OF GIVING AN AUTHORIZATION OF BORROWING FOR
FINANCING OPERATING EXPENDITURES OF THE TOWN OF LAMONT**

WHEREAS Section 251 of the *Municipal Government Act*, R.S.A. 2000C.M.-26, and amendments thereto provides that a Council may only make a borrowing if the borrowing is authorized by a borrowing bylaw;

AND WHEREAS Section 256 of the *Municipal Government Act* provides that a municipality may make a borrowing for the purpose of financing operating expenditures of the municipality provided that the amount to be borrowed, together with the unpaid principal of the other borrowings made for this purpose, must not exceed the amount the municipality estimates will be raised in the taxes in the year the borrowing bylaw is made;

AND WHEREAS Section 256 of the *Municipal Government Act* further provides that a borrowing bylaw does not have to be advertised if the term of the borrowing does not exceed 3 years;

NOW THEREFORE the Council of the Town of Lamont, hereby enacts as follows:

1. BYLAW TITLE

1.1 This Bylaw is known as “The Borrowing Bylaw”.

2. DEFINITIONS

2.1 Unless the context otherwise requires, or is otherwise defined herein, the words and phrases contained in this bylaw shall have the same meaning as in the MGA. For the purposes of this Bylaw:

a. “Corporation” means the Town of Lamont.

3. BORROWING

3.1 The Corporation may borrow, for the purpose of financing operating expenses, from Servus Credit Union, up to the principal sum of \$800,000.00 repayable upon demand at a rate of interest per annum not to exceed the prime lending rate plus one percent and such interest will be calculated daily and due and payable monthly on the last day of each and every month.

3.2 The Corporation may borrow, for the purpose of purchasing, from Servus Credit Union Master Card by way of a Business No Fee Mastercard Credit Card, up to a maximum combined limit of \$35,000 to be shared

**TOWN OF LAMONT
BYLAW 14/23**



between two cards, as per Servus Credit Union Master Card terms and conditions agreement. The Mayor and the Chief Administrative Officer are authorized:

- i. to apply to Servus Credit Union for the aforesaid loan to the Corporation and to arrange with Servus Credit Union the amount, terms and conditions of the loan and securities to be given to Servus Credit Union;
- ii. as security for any money borrowed from Servus Credit Union:
 - a. to execute promissory notes and other negotiable instruments or evidence of debt for such loans and renewals of all such promissory notes and other negotiable instruments or evidences of debts;
 - b. to give or furnish to Servus Credit Union all such securities and promises as Servus Credit Union may require to secure payment of such loans and interest hereon; and
 - c. to execute all security agreements, hypothecations, debentures, charges, pledges, conveyances, assignments and transfers to and in favor of Servus Credit Union of all or any property, real or personal, moveable or immovable, now or hereafter owned by the Corporation or in which the Corporation may have an interest, and any other documents or contracts necessary to give or to furnish to Servus Credit Union the security or securities required by it.

3.3 The source or sources of money to be used to repay the principal and interest owing under the borrowing from Servus Credit Union are:

Monthly payments of interest to be debited from account 31349-607011531143

3.4 The amount to be borrowed and the term of the loan will not exceed any restrictions set forth in the *Municipal Government Act*.

3.5 In the event that the *Municipal Government Act* permits extension of the term of the loan and in the event the Council of the Corporation decides to extend the loan and Servus Credit Union is prepared to extend the loan, any renewal or extension, bill, debenture, promissory note, or other obligation executed by the officers designated in paragraph 4 hereof and delivered to Servus Credit Union will be valid and conclusive proof as

**TOWN OF LAMONT
BYLAW 14/23**



against the Corporation of the decision of the Council to extend the loan in accordance with the terms or such renewal or extension, bill debenture, promissory note, or other obligation and Servus Credit Union will not be bound to inquire into the authority of such officers to execute and deliver any such renewal, extension document or security.

4. SEVERABILITY

4.1 If any portion of this Bylaw is declared invalid by a court of competent jurisdiction, the invalid portion shall be severed, and the remainder of the Bylaw is deemed valid.

5. TRANSITIONAL

5.1 That Bylaw 08/22 is hereby repealed.

6. EFFECTIVE DATE

6.1 That this Bylaw shall come into force and take effect upon the date of third reading and is duly signed.

READ A FIRST TIME THIS _____ DAY OF _____, 20____.

READ A SECOND TIME THIS _____ DAY OF _____, 20____.

READ A THIRD TIME AND PASSED THIS _____ DAY OF _____, 20____.

Mayor

Chief Administrative Officer

Date signed

Initials_____



**TOWN OF LAMONT
COUNCIL AGENDA
REQUEST FOR DECISION**

AGENDA ITEM: 4.6

COUNCIL MEETING DATE:
December 12, 2023

ITEM DESCRIPTION OR TITLE
GFL Environmental Inc. Update

RECOMMENDATION

THAT Council approve the recommended option 1 as the preferred transition to the new weekly waste collection service day Friday.

BACKGROUND

Administration met with GFL Environmental Inc. on November 24, 2023, and discussed the proposed changes to the waste collection services in Lamont.

The change proposed is to Lamont’s weekly waste collection day. The waste collection will be moved from Wednesday to Friday for all 3 service streams, waste collection, recycling, and organics collection. This change will come into effect, January 5, 2024. To accommodate this change in service GFL has proposed two options that will assist residents in adapting to the service changes. The waste collection transition options are as follows:

- Option 1:
- Wednesday December 27, 2023
- Wednesday January 3, 2024
- Friday January 5, 2024
- Friday January 12, 2024
- Regular Friday pickup.

- Option 2:
- Wednesday December 27, 2023
- Friday January 5, 2024
- Monday January 8, 2024
- Friday January 12, 2024
- Monday January 15, 2024
- Friday January 19, 2024
- Regular Friday pickup.

GFL is implementing these changes to improve overall service in Lamont. This change will allow GFL to provide a consistent driver to this route on a day that has less demand. Services will remain consistent through statutory holidays that fall on the Friday.



TOWN OF LAMONT COUNCIL AGENDA REQUEST FOR DECISION

As part of the Waste Collection Services Agreement, Schedule “A” Article 2. States: “Should the contractor need to change the day of collection; the contractor will provide a minimum 30-day notice in order to adequately inform all residents of the change.” GFL has met the obligations outlined in the agreement and have offered to do door knockers for 2 weeks leading up to the changes and provide marketing material for social media and the website.

COMMUNICATIONS

Notify GFL of the preferred transition option.

Resident notification through door knockers supplied by GFL Environment Inc. 2 weeks leading up to the change.

Weekly social media and website notices starting December 13, 2023.

IMPLICATIONS OF DECISION

Change of waste collection day.

Improved waste collection service.

FINANCIAL IMPLICATIONS

N/A

POLICY AND/OR LEGISLATIVE REFERENCES

Strategic Plan 2023-2027 – Environmental Leadership, Goal- Reduce impacts and increase efficiency of municipal operations.

ATTACHMENTS

1. GFL Waste collection services agreement
2. Sample Door Knockers

Report Prepared By: Tyler Edworthy Director Operations and Infrastructure.

Approved by CAO:

2022 - (4)

WASTE COLLECTION SERVICE AGREEMENT

MEMORANDUM OF AGREEMENT MADE THIS 2 DAY OF Feb, 2022

BETWEEN

TOWN OF LAMONT
P.O. Box 330
Lamont, AB
T0B 2R0

(hereinafter called the "Town")

AND

GFL Environmental Inc.
8409 – 15 Street
Edmonton, AB
T6P 0B8

(hereinafter called the "Contractor")

WITNESSETH that in consideration of the mutual and other covenants herein contained, the parties hereto covenant and agree each with the other as follows:

1.01 PURPOSE OF THE AGREEMENT

- 1.1 The Town is entering into this Agreement with the Contractor to have the Contractor provide waste, recyclables and Yard waste collection and disposal services as specifically set out in Schedule "A" hereto (the "Services"), to the Town, in the Province of Alberta.
- 1.2 The Contractor shall, during the term of the Agreement, at its own expense, provide its own labour and all related equipment and costs required to fulfill the terms and conditions of this Agreement, unless otherwise set out in Schedule "A".
- 1.3 The Contractor shall ensure that the services are performed in accordance ~~with any and all applicable permits, bylaws, codes of practices, legislation,~~ and regulations as may be applicable from time to time and any such instructions directives of policies issued by the Town from time to time.

- 1.4 Work under the Agreement shall be completed in an efficient, thorough and workmanlike manner. The Town will supervise the operation of the Contractor who is to assist and cooperate with the Town to ensure that an efficient operation is maintained at all times.

2.0 TITLE TO MATERIALS

- 2.1 Title to all materials shall remain in the householder while on the householder's land and title to such materials shall transfer to the Contractor at the time of pickup from the residence. The Town acknowledges and agrees that all materials collected by the Contractor are the sole property of the Contractor upon collection. Notwithstanding the foregoing, title to and liability for the placing of any toxic, radioactive or hazardous material within any materials placed in Blue Bags/Bins, green carts, waste carts, or other waste receptacles shall remain with the respective householder from whose residence material was collected.
- 2.2 The Town shall have the right to periodically inspect the Contractor's designated processing facilities to ensure that materials collected by the Contractor are being diverted from the landfill and processed appropriately.

3.0 TERMS

- 3.1 The term of this Agreement shall be for sixty (60) months commencing from the 1st day of March 2022 to and including the 28th day of February, 2027, unless terminated sooner in accordance with the provisions of this Agreement.
- 3.2 Upon mutual agreement between the Town and the Contractor, this Agreement may be renewed in writing for an additional three (3) year term. Such renewal shall be subject to all the terms and conditions of this Agreement except the provision as to renewal and such other changes as may be agreed to by the parties in writing.

4.0 TERMINATION

- 4.1 If the Contractor shall become bankrupt or insolvent, the Town may in its sole discretion, upon twenty-four (24) hours written notice to the Contractor, without process or action at law, take the whole work or any part of parts thereof out of the hands of the Contractor.
- 4.2 An "Event of Default" will be deemed to have occurred if:

The Contractor neglects or fails to observe, perform, or comply with any of its obligations or covenants pursuant to this Agreement.

5.0 PAYMENT

- 5.1 The Town shall make monthly payments to the Contractor for the units invoiced under this Agreement at the rates specified in Appendix "A" as billed by the Contractor and approved by the Town or its designate.
- 5.2 The Contractor will show separately on its invoice, the Goods and Service Tax (G.S.T.) with its G.S.T. registration number.
- 5.3 The Contractor shall comply with the requirements and regulations of the Worker's Compensation Act and shall maintain an account in good standing with the Worker's Compensation Board. The Contractor shall provide such evidence of compliance as the Town may demand from time to time.

6.0 INSURANCE

- 6.1 Prior to commencing any work under the Contract, the Contractor shall, at its own expense, obtain and maintain in force at all times during the life of the Contract, the policies of insurance as outlined in this article and such policies shall be satisfactory to the Town. The Contractor shall provide a Certificate of Insurance satisfactory to the Town prior to commencement of work, and from time to time upon request of the Town.
- 6.2 The Contractor shall insure against public liability and property damage for amounts equal to or greater then those listed below.

Public Liability: Five million dollars (\$5,000,000.00) for death and injury to one or more persons arising from any one accident.

Property Damage: Five million dollars (\$5,000,000.00) for damage to property arising from any one accident.

Alternatively: Five million dollars (\$5,000,000.00) all-inclusive risk policy covering public liability and property damage.

- 6.3 Automobile Insurance, Owned and Non-Owned

The Contractor shall, during the lifetime of the Contract, carry standard automobile policies covering all licensed vehicles owned by the Contractor, registered in its name, or leased to the Contractor for limits not less than two million dollars (\$2,000,000.00) inclusive.

- 6.4 Additional Named Insured

The Town shall be an "Additional Named Insured" in the insurance coverage obtained by the Contractor.

6.5 Liability

The Contractor assumes all liability for all damage of any nature whatsoever, including any bodily injury or personal damage claim and any damage to or loss of any personal or real property caused by or directly attributable to the negligent act of the Contractor, its employees, servants, consultants, subcontractors, or agents for which it may be responsible. The Town shall neither be liable or responsible for any bodily or personal injury or property damage or any nature whatsoever that may be suffered or sustained by the Contractor, its employees, or agents in the performance of this Agreement.

7.0 DISPUTES & ARBITRATION

- 7.1 Subject to any other provisions of this Agreement to the contrary, if any dispute or difference between the parties shall arise under this Agreement, the parties shall meet to discuss such dispute within five (5) days notice of such dispute or difference. In the event such dispute is unable to be resolved by such meeting, either party may refer such dispute or difference to arbitration in accordance with the provisions of this agreement.
- 7.2 Arbitration hereunder shall be by a reference to an independent person to be selected jointly by the Town and the Contractor, and the Arbitrator's decision shall be final and binding. In the event that the Town and the Contractor shall fail to agree on an arbitrator within forty eight (48) hours of either party giving the other party notice of a dispute or difference pursuant to this agreement hereof, then an application shall be made to a Justice of the Court of Queens Bench of Alberta to select the arbitrator.
- 7.3 All charges, fees and expenses of the arbitrator shall be borne and paid by the Town and the Contractor, or proportionately by both the Town and the Contractor, depending upon their respective fault as found by the arbitrator.

8.0 NOTICES

- 8.1 Any notice to be given pursuant to the terms of this Agreement shall be sufficiently given.

In the case of notice to the Contractor, if such notice is sent by prepaid registered mail in an envelope addressed to:

ATTN: Wade Chernichan
GFL ENVIRONMENTAL INC.
8409 – 15th Street
Edmonton, AB
T6P 0B8

In the case of notice to the Town, if such notice is sent by prepaid registered mail in an envelope addressed to:

TOWN OF LAMONT
P.O. Box 330
Lamont, AB
T0B 2R0

- 8.2 The Contractor and the Town may, from time to time, designate in writing, any other addresses to which notice may be given. Notice given as aforesaid, if posted in Alberta, shall conclusively be deemed to have given on the third business day following the date on which such notice is mailed. Either party may at any time, give notice in writing to the other of any changes of address of the party giving such notice and from and after the giving of such notice, the address therein specified shall be deemed to be the address of the said party for the giving of notice hereunder. The word "notice" in this clause shall be deemed to include and requests, statement, of other writing in this Agreement provided or permitted to be given by the Town to the Contractor or by the Contractor to the Town. Any notice personally delivered shall be deemed to have been given on the date of personal delivery.

9.0 FORCE MAJEURE

Delays in or failure of performance by either party under this Agreement shall not constitute default hereunder or give rise to any claim for damages if and to the extent caused by occurrences beyond the control of the party affected, including but not limited to decrees of government, acts of God, fires, floods, explosions, riots, war, rebellion, sabotage and atomic or nuclear incidents (herein called "Force Majeure"). In the event that performance of this Agreement in the reasonable sole discretion of the Town is made impossible by Force Majeure, then the Town shall so notify the Contractor in writing, and the Town shall either:

- (a) notify the contractor that this Agreement shall be deemed to have been terminated by the Town; or
- (b) require the completion of the performance of this Agreement by the Contractor with such adjustments as are required by the existence of the Force Majeure and as are agreed upon by both parties. Upon the termination of the Force Majeure the parties shall resume their obligations in accordance with the terms of this Agreement.

10.0 ENTIRE AGREEMENT

10.1 No oral agreement or conversation, instruction, objection, claim or notice with any officer, agent or employee of the Town or the Contractor, either before or after the execution of this Agreement, shall affect or modify any of its terms or obligations herein contained. This Agreement constitutes the entire agreement between the parties hereto and supersedes all previous or contemporaneous communications, representations or agreements. No changes, alterations or modifications to this Agreement shall be effective unless in writing and signed by both parties hereto.

10.2 The invalidity or unenforceability of any portion or provision of this Agreement shall in no way affect the validity or enforceability of any other portion or provision hereof. Any invalid or unenforceable portion or provision shall be severed from this Agreement and the balance of this Agreement shall be construed and enforced as if the Agreement did not contain such invalid or unenforceable portion or provision.

11.0 ASSIGNMENT

The Contractor shall not without prior written notice to the Town, assign or transfer the rights, liabilities, obligations and benefits of this Agreement.

12.0 LAWS OF ALBERTA

This Agreement shall be deemed to have been made in and shall be performed in accordance with the laws of the Province of Alberta and for the purposes of all legal proceedings, this Agreement shall be deemed to have been performed in the said Province and the Courts of the said Province shall have the exclusive jurisdiction to entertain any action arising under this Agreement. If any provisions herein contained shall in any way contravene the laws of the Province of Alberta where this Agreement is to be performed such provision or provisions shall be severed from the Agreement and the remaining provisions shall continue to force and effect.

13.0 PERFORMANCE

The Contractor and the Town for themselves, their successors, administrators, and assigns, hereby undertake and agree to the full performance of their respective obligations under this Agreement, and further undertake and agree that the provisions of this Agreement, unless it is otherwise agreed between the parties, shall, the necessary changes be made, apply to any extension of this Agreement.

IN WITNESS WHEREOF the parties hereto have attested by the signature of their respective duly authorized signing officers, as of the day and year above written.

TOWN OF LAMONT

Per: 

Print Name

Tyler Edworthy

Position

Director Operations

GFL ENVIRONMENTAL INC. 

Per: 

Print Name

Wade Chernichan

Position

Operations Manager.

SCHEDULE "A"

Collection Services

1. The Contractor will provide pickup of household waste, yard waste and recyclables from the front curb of each residence once a week, and the Contractor will supply new yard waste carts to all homes that use the service.
2. Pickup will begin no earlier than 7:00 AM on the stipulated day. Should the contractor need to change the day of collection of either the waste, yard waste or blue bags/bins, the Contractor will provide a minimum of 30-day notice in order to adequately inform all residents of the change. For the week in which Christmas Day falls, collection for that week may be delayed until the following week at the Contractor's discretion; or alternatively, collection on Christmas and New Year's Day may be delayed until the following Saturday. In the case of extreme weather, collection may be delayed until the next available day when conditions improve.
3. Subject to the prior review and approval of the Town, the Contractor will be responsible for initial advertising in the form of a mail-out to be included with the Town's utility bills as well as a door hanger with respect to the pickup service including the weekday, time of pickup, the type of bagging/bins used for the various recyclables, yard waste and/or waste and the automated method in which waste and yard waste collection will be performed. Gfl will also set up a booth at any public events or community days about recycling and proper waste management.
4. The Town will refer concerns regarding the service directly to the Contractor and the Contractor will promptly make all reasonable efforts to address the concern. The Contractor will be accessible to residents by telephone weekdays from 9:00 AM to 4:30 PM.
5. The Contractor will require residents to use the following packaging:
 - a. Recyclable materials in standardized blue plastic bags or bins
 - b. Blue Bags/bins must be kept at a minimum of 4 feet distance from regular garbage. In the case of alley collection, the blue bags must be visible in the alley from both directions and not stored in boxes or other receptacles
 - c. The Contractor will only be obligated to collect carts that:
 - i. Are placed along the edge of the roadway with wheels in the gutter
 - ii. Not overloaded so as to prevent the lid from closing
 - iii. Are placed with a minimum of 4 feet clearance on all sides and above the cart from any obstacle including additional bags, parked vehicles, fences, other carts, etc and are placed so as to allow unimpeded access of the collection grabber directly from the side of the collection truck out to the cart

- d. Only waste and yard waste contained within the respective automated 65-gallon cart will be collected. Carts filled with inappropriate material will not be collected.
 - e. Residents will be fully responsible for replacing lost or stolen carts during the term of this Agreement without exception. Replacing carts damaged through misuse (eg. overloading), accident (eg. driving over) or neglect will also be at the resident's or Town's cost as determined by the Town. GFL will replace damaged or stolen carts, upon request, throughout the contract term at a rate of \$100 each to reflect stocking, replacement and delivery costs, and will invoice the Town for these costs. Replacing carts damaged through collection activities will be the responsibility of the Contractor and at the Contractor's sole cost. Notwithstanding the foregoing, upon expiry or termination of this Agreement, the Contractor may, at its discretion, collect all waste carts from the Municipality. If there are missing or damaged carts, Contractor shall invoice the Town for replacement carts at a rate of \$100 per cart.
6. The Contractor will pickup all Recyclables that are placed at the front curb/lane way of each residence between the designated times on the stipulated day. "Recyclables" means the following recyclable products:
- a. Newspaper
 - b. Mixed papers (including office paper, magazines, flyers)
 - c. Corrugated Cardboard
 - d. Box Board
 - e. Metal cans (i.e. food tins)
 - f. Milk containers
 - g. Deposit beverage containers
 - h. Rigid, screw top and snap on lidded containers labeled #1 or #2 ONLY
7. The Contractor will only collect yard waste that include grass clippings, fallen leaves, hedge and garden pruning's (no branches over 1 cm diameter), small quantities of pet waste and soiled paper, small quantities of sod. Yard Waste will be collected from May to the end of October each year.
8. The Contractor reserves the right to refuse to pickup materials from individual residents that do not comply with the size, bagging, type, or other requirements outlined in this agreement as determined by the Contractor.
9. In the event that the Contractor determines that market conditions have changed such that the markets no longer exist for any item on the list of Recyclables and ~~consequently that that item will be landfilled,~~ the Contractor shall notify the Town as soon as reasonably practicable. Following such advice from the Contractor the Town and the Contractor shall meet to determine if the list of Recyclables to be placed in the blue bag/bins needs to be modified.

Pricing

1. Payment to the Contractor for residential pickup shall be made monthly. The Contractor will supply each invoice to the Town for the provided Services according to the following rates in the amount of:
 - Three dollars and ninety- five cents (\$3.95) per cart per month for weekly automated black cart collection
 - One dollar and sixty cents (\$1.60) per cart per month for SEASONAL (May to October) automated green cart Yard-waste Collection
 - Three dollars and fifty cents (\$3.50) for weekly manual blue bag/bin recycling collection

The above rates are exclusive of GST and will be billed per residential pickup unit within the Town limits. A residential unit will be equal to the number of carts assigned to residents. All residences will be supplied a 65-gallon roll-cart by Contractor for Waste and Yard Waste, as directed by the Town, for the purpose of automated solid waste and Yard Waste collection. Payment for services is due within 30 days of invoice. Any late payments will be subject to a 2% per month late fee.

2. Payment to the Contractor for commercial pickup shall be made monthly. The Contractor will supply each invoice to the Town for the provided services according to the following rates:
 - 2 yd bin tipped weekly - \$56.29
 - 3 yd bin tipped weekly - \$64.82
 - 4 yd bin tipped weekly - \$86.43
 - 6 yd bin tipped weekly - \$120.03
 - 8yd bin tipped weekly - \$160.04

If the town chooses to do a large item collection. The price is 2.50 per home for collection and 85.00M/T for disposal and 20.00 per mattress.

3. Payment due from the Town during each year of the term of this agreement shall be based upon the total number of carts assigned in circulation as of January 1st, 2022, multiplied by the base rate of the applicable rate per month per unit (excluding any GST which may be payable). In the future, the number of carts shall be adjusted monthly as additional carts are delivered to new dwellings or dwellings requesting additional carts.
4. For 2023 and ensuing years, the base rate shall be determined by multiplying the 2022 base rate by a fixed cost of living adjustment of 3.00%. This will be applied on the anniversary date of the Agreement each year.

5. Disposal costs for waste are to be paid directly by the Town to the St. Michael facility. For yard waste, if we offload at the towns public yard, there is no cost. If we haul the yard waste to our facility it will be 80.00M/T for processing. In the case of

Recycling, the Contractor is responsible for processing costs associated with recycling and marketing of Recyclables collected.



MOCKUP

CUSTOMER: GFL Environmental

JOB NAME: Lamont Door Hangers






Cardboard - Flattened



Aluminum and Tin Cans and Containers



Wrapping Paper Greeting Cards



Mixed Paper/Paperboard



Deposit Items



Hard Plastic Containers, Tubs and Bottles. No Lids or Caps



RECYCLING

Place these items in your blue bag. They must be clean and free of foods, liquids and dirt

Town of Lamont
COLLECTION DAY CHANGE
Moving to Fridays Effective
January 5, 2024




WASTE COLLECTION
FRIDAYS
 Starting January 5, 2024

WE WILL COLLECTING ON
JANUARY 3, 2024 AND AGAIN
ON JANUARY 5, 2024
THEN EVERY FRIDAY GOING
FORWARD

REMEMBER TO

- 1** Have your cart(s) out by 7AM on your collection day.
- 2** Ensure lids are fully closed.
- 3** Leave at least one metre clearance on all sides of your cart(s) and blue bags.

TOWN OF LAMONT COLLECTION DAY CHANGE
FOR WASTE/RECYCLE/YARD WASTE CURRENTLY
COLLECTED ON WEDNESDAY, MOVING TO
FRIDAYS EFFECTIVE JANUARY 5, 2024.



TOWN OF LAMONT COUNCIL AGENDA REQUEST FOR DECISION

AGENDA ITEM:

4.7

COUNCIL MEETING DATE:
December 12, 2023

ITEM DESCRIPTION OR TITLE
2024 Interim Operating Budget

RECOMMENDATION

THAT Council approve the 2024 Interim Operating Budget as presented.

BACKGROUND

The 2024 operating budget plan is to pass an interim budget in December 2023 and the final 2024 budget in the spring 2024.

COMMUNICATIONS

Notice will be prepared announcing the approval of an Interim Operating Budget.

IMPLICATIONS OF DECISION

The benefits of having an interim budget in place includes the ability to provide a temporary financial document that helps the Town get through a period until the final budget is approved. In early April after, amounts of funding from the Province, final assessments, and requisition amounts are known the 2024 budget will be presented to Council.

FINANCIAL IMPLICATIONS

An interim budget is a temporary financial document that gives the Town administration spending rights for expenditures in 2024 until the 2024 budget is passed.

However, the spending is limited to a predetermined amount, or a percentage that is approved by Council. For example, the spending limitation of 2024 for the first four months' operation, could be 40% of the amount last year's approved budget with few exceptions, such as insurance, audit fees, debenture repayments, etc., at least until the full budget is passed in the April 2024.



**TOWN OF LAMONT
COUNCIL AGENDA
REQUEST FOR DECISION**

POLICY AND/OR LEGISLATIVE REFERENCES

- Subsection 242(1) of the Municipal Government Act (MGA) states each council must adopt an operating budget for each calendar year.
- Subsection 242(2) of the MGA states a council may adopt an interim operating budget for part of a calendar year.

ATTACHMENTS

- 2024 Interim Operation Budget

Report Prepared By: Robert Mu, Finance Officer

Approved by CAO:

A handwritten signature in blue ink, appearing to be "RM", is written over the text "Approved by CAO:".

2024 Operation Interim Budget		Notes
--	--	--------------

REVENUE

Administration	(173,035)	No tax revenue
By Law	(1,854)	
Strs. & Road	(1,948)	
Storm Sewer	0	
Water	(185,528)	
Sewer	(77,250)	
Garbage and Other	(118,988)	
Hall	(4,221)	
Arena	(24,839)	
Park	(611)	
Curling Rink	(172)	
TOTAL REVENUE	(588,444)	33% of 2023 Budgeted amount in general

EXPENSE

Council	54,658	
Administration	311,362	
Fire	19,831	
Disaster Service	600	
By-Law	49,166	
Public Work	125,607	Debenture payment was budgeted at 50%
Street & Road	310,204	
Storm Sewer	34,687	
Water	265,093	
Sewer	28,270	
Garbage	189,189	Solid Waste Commission payment and Insurance 100%
Family Community & Cemetery	10,670	
Town Beautification	3,460	
Planning & Subdivision	128,720	Adding \$100K for for FCM's Green Municipal Fund applied
Hall	66,842	
Arena	147,806	
Park	69,957	Insurance was budgeted at 100%
Curling Rink	33,906	60% as Curling Rink Club pay their bill from Oct to April
FCSS & School Fund	322,584	Lamont County Senior Requisition 100%
Total Expense	2,172,612	40% of 2023 Budgeted amount in general

	2024 Operation Interim Budget	Notes
Net	1,584,167	Forecasted Cash Flow needed

Forecasted Cash Flow Needed		\$	1,584,167 (B)
Identified Cash Available			
Servus Chequing	\$	1,687,483	
ATB Chequing		9,268	
Total funds available is greater than amount needed (A>B)			1,696,751 (A)



MAYOR & COUNCIL REPORT

COUNCIL MEETING DATE: December 12, 2023

ELECTED OFFICIAL: Kirk Perrin

REPORT PERIOD, November 1 ,2023 – December 12 ,2023

Boards and Committees:

- Nov 13 – NAGOO
- Nov 19 – Special meeting of Council

Town of Lamont Business:

- Dec 10 – Governance & Priorities Committee

Professional Development (Workshops & Conferences)

Lamont Functions and Events:

- Dec 2 – Town of Lamont Staff Christmas Party
- Dec 7- NCIA Annual Gathering



MAYOR & COUNCIL REPORT

COUNCIL MEETING DATE: Dec. 12, 2023

ELECTED OFFICIAL: Al Harvey

REPORT PERIOD: Nov.8 to Dec.2 2023

Boards and Committees:

- Nov. 15 Lamont County Food Bank
- Nov. 24 Northern Lights Library Board

Items for Council Discussion:

(Requires Input from Council to Take Back to Boards and Committees)

Town of Lamont Business:

- Nov. 14 Council
- Nov. 22 Kirk and Rick
- Nov. 28 Council
- Dec. 2 Town Christmas celebration

Professional Development (Workshops & Conferences):

-

Lamont Functions and Events:

- Nov. 11 Remembrance Day
- Nov. 15 Chamber Meet and Greet
- Nov. 22 RCMP
- Nov. 25 Christmas Lights Up
- Nov. 26 Bus Train Memorial



MAYOR & COUNCIL REPORT

COUNCIL MEETING DATE: December 12, 2023

ELECTED OFFICIAL: Colleen Holowaychuk

REPORT PERIOD: November 29 - December 12, 2023

Boards and Committees:

- Lamont Public Library Board Meeting – December 4, 2023
 - Christmas Light Up! 267 people participated in the library activities (highest number ever)
 - Elections were held.
 - Library will be closed for the holidays starting on December 23, 2023 and will reopen on January 2, 2024
- Governance and Priorities Meeting – December 10, 2023

Town of Lamont Business:

- N/A

Professional Development (Workshops & Conferences):

- N/A

Lamont Functions and Events:

- N/A



MAYOR & COUNCIL REPORT

COUNCIL MEETING DATE: December 12, 2023

ELECTED OFFICIAL: Linda Sieker

REPORT PERIOD, November 27 ,2023 – December 12 ,2023

Boards and Committees:

- **November 27 – County of Lamont Housing Foundation Meeting**
- **Dec 4 – County of Lamont Housing Foundation Managers Meeting**

Town of Lamont Business:

- **Dec 10 – Governance & Priorities Committee**

Professional Development (Workshops & Conferences)

Lamont Functions and Events:

- **Dec 2 – Town of Lamont Staff Christmas Party**
- **Dec 7- NCIA Annual Gathering**



MAYOR & COUNCIL REPORT

COUNCIL MEETING DATE: December 12, 2023

ELECTED OFFICIAL: Dave Taylor

REPORT PERIOD, November 28 ,2023 – December 12 ,2023

Boards and Committees:

- **Nov 19 – Special meeting of Council**

Town of Lamont Business:

- **Dec 10 – Governance & Priorities Committee**

Professional Development (Workshops & Conferences)

Lamont Functions and Events:

- **Dec 7- NCIA Annual Gathering**

OPERATIONS & INFRASTRUCTURE REPORT

FOR THE PERIOD ENDING December 12-23

HIGHLIGHTS

STAFF

- Weekly Operations team meetings Thursday.
- Safety Meeting Fire Extinguisher Training December 6, 2023

Facilities

- 22 facility bookings since November 14, 2023.
- Facility Christmas Decorating Completed.
- Ice scheduling and communication.
- Hall and arena door repairs.

Transportation Maintenance

- Install Memorial Ave signage.
- Prepare winter equipment.
- Road sanding initiated.
- Backhoe repair completed.

Parks & Recreation

- Put up snow fence.
- Christmas Decorating Completed.

Utilities

- Meeting with GFL regarding waste Collection Services.
- Water mainline valve replacement & planned water interruption.
- Hydrant flushing and winterizing.
- Lift Station H2S sensor repair.
- Water CC valve repairs completed.

Projects & Requests:

- Governance & Priorities Meeting Dec 10
- Light up Christmas Celebration November 25, 2023
- Bus Train Memorial Committee Memorial Ave unveiling November 26,2023.
- Joint Use meeting with Elk Iland Public School Nov 23, 2023.
- Climate Resilience Capacity Building Meetings, November 28, 2023.
- Clay Pile Lease agreement meetings.
- Parks and Recreation Committee December 11, 2023.

Description	2023 Budget	Targeted Amount Nov.	2023 Actual Nov.	Variance	% of Completion	2023 - Nov. 2022 - Nov.	Increase/ (Decrease)	Percentage	Note
REVENUE									
General Revenue	(3,048,674)	(3,008,635)	(2,920,598)	(128,076)	96%	(19,225)	(19,802)	577	-3%
Administration	(516,394)	(473,361)	(388,161)	(128,233)	75%	(3,068)	(19,734)	16,665	-84%
By Law	(5,620)	(5,152)	(7,172)	1,552	128%	(289)	(1,508)	1,219	-81%
Strs. & Road	(318,993)	(292,410)	(322,242)	3,249	101%	(1,056)	(1,000)	(56)	6%
Water	(562,205)	(515,355)	(456,216)	(105,989)	81%	(91,400)	(86,651)	(4,749)	5%
Sewer	(234,091)	(214,583)	(192,357)	(41,734)	82%	(27,116)	(25,774)	(1,342)	5%
Garbage	(357,721)	(327,911)	(298,967)	(58,754)	84%	(59,672)	(57,641)	(2,030)	4%
Cemetery	(1,269)	(1,163)	(3,000)	1,731	236%	(600)	0	(600)	0%
Planning & Subdivision	(1,650)	(1,513)	(980)	(670)	59%	(207)	(104)	(103)	99%
Hall	(12,792)	(11,726)	(12,069)	(723)	94%	(301)	(646)	345	-53%
Arena	(145,338)	(133,227)	(142,665)	(2,673)	98%	(13,644)	(13,199)	(445)	3%
Park	(6,050)	(5,546)	(8,608)	2,558	142%	0	0	0	0%
Curling Rink	(520)	(477)	(475)	(45)	91%	0	0	0	0%
TOTAL REVENUE	(5,211,317)	(4,991,057)	(4,753,509)	(457,808)	91%	(216,577)	(226,058)	9,481	0%
EXPENSE									
Council	135,632	124,329	121,366	14,266	89%	12,225	8,112	4,113	51%
Administration	719,496	659,538	631,837	87,659	88%	54,048	49,821	4,227	8%
Fire	36,481	33,441	28,581	7,900	78%	1,719	1,475	245	17%
Disaster Service	3,860	3,538	2,360	1,500	61%	0	0	0	0%
By-Law	122,914	112,671	42,471	80,443	35%	3,623	1,638	1,985	121%
Public Work	287,620	263,652	208,917	78,703	73%	16,620	12,292	4,329	35%
Street & Road	605,067	554,645	419,526	185,541	69%	32,234	41,679	(9,445)	-23%
Storm Sewer	90,718	83,158	76,011	14,707	84%	4,620	2,604	2,016	77%
Water	718,337	658,476	478,287	240,050	67%	42,718	52,974	(10,256)	-19%
Sewer	68,035	62,365	40,852	27,183	60%	2,318	636	1,683	265%
Garbage	306,729	290,348	254,491	52,238	83%	14,498	13,493	1,006	7%
Family Community & Cemetery	26,675	24,452	27,055	-380	101%	0	0	0	0%
Town Beautification	8,650	7,929	7,550	1,100	87%	630	2,669	(2,039)	-76%
Planning & Subdivision	71,800	65,817	25,103	46,697	35%	2,108	1,981	127	6%
Hall	140,707	128,981	106,919	33,788	76%	9,137	13,183	(4,046)	-31%
Arena	334,995	307,079	263,705	71,290	79%	28,452	30,139	(1,688)	-6%
Park	173,963	159,466	161,931	12,032	93%	8,389	7,785	604	8%
Curling Rink	44,326	40,632	37,966	6,360	86%	5,516	409	5,107	1250%
School Fund	556,564	510,184	452,494	104,070	81%	0	0	0	0%
Total Expense	4,452,569	4,090,701	3,387,424	1,065,145	76%	238,856	240,889	(2,033)	-1%

Notes: the overbudget of \$380 was due to an increased FCSS Requisition in 2023. 2022 requisition was \$11, 274.75 and 2023 was increased to \$11,655.27
 The total of \$27,055 spent in 2023 includes 2023 FCSS requisition of \$11,655.27, Lamont Family liaison worker of \$10K, and contract service of \$5.4K

CLOSED SESSION NOTICE

December 12, 2023

7.1 Personnel

(Disclosure Harmful to Personal Privacy)

- FOIP Section 17 – Disclosure Harmful to Personal Privacy

7.2 Utilities

(Advice from Officials)

- FOIP Section 24 – Advice from Officials

Motion to go into Closed Session:

"That Council convene in closed session pursuant to Section 197 of the Municipal Government Act to meet in private to discuss matters protected from disclosure by Section 17 and 24 of the Freedom of Information and Protection of Privacy Act at XXXX p.m."