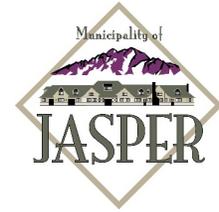


MUNICIPALITY OF JASPER
REGULAR COUNCIL MEETING AGENDA
March 16, 2021 | 9:30 am
Conducted virtually through Zoom



Notice: Meetings are currently being conducted virtually. Public viewing and public participation during Council meetings will continue through Zoom live-streaming. Council meetings are also archived on YouTube for viewing anytime.

To live-stream this meeting starting at **9:30 am**, use the following Zoom link: <https://us02web.zoom.us/j/87657457538>

- 1 CALL TO ORDER**
- 2 APPROVAL OF AGENDA**
2.1 Regular meeting agenda, March 16, 2021 attachment
- 3 APPROVAL OF MINUTES**
3.1 Regular meeting minutes, March 2, 2021 attachment
- 4 PRESENTATIONS**
4.1 Emergency Coordination Centre Update verbal
- 5 BUSINESS ARISING FROM PREVIOUS MINUTES**
- 6 DEPARTMENT REPORTS**
6.1 Protective Services attachment
- 7 BYLAWS**
7.1 Bylaw Summary attachment
- 8 REQUESTS FOR DECISION**
8.1 Lemonade Day attachment
- 9 CORRESPONDENCE FOR INFORMATION, CONSIDERATION OR ACTION**
- 10 OTHER NEW BUSINESS**
- 11 COUNCILLOR REPORTS**
[12.1 Council's appointments to boards and committees](#)
- 12 UPCOMING EVENTS**
March 23: Inclusive Leadership Training, 1-3:30pm, virtual session
March 24: Budget COTW meeting, 9:30am, Zoom
April 6: Council workshop: 2019 ADU & PHA report, 1:30pm, Zoom
April 8: JPCC general meeting, 9am, Zoom
April 13: Strategic Priorities Committee meeting, 1:30pm, Zoom
April 14-16: AUMA Municipal Leaders' Caucus, virtual session
- 13 ADJOURNMENT**

Please note: All regular and committee meetings of Council are video-recorded and archived on YouTube.

Municipality of Jasper

Strategic Priorities 2018-2022

Council's aspiration is the continued enhancement of Community Health within the framework of the effective, efficient and fiscally responsible provision of municipal services.

To achieve that aspiration, Council has identified six priority areas on which to focus its efforts during the next four years.

Council's Mission

Council's mission is to advance the community's vision and interests by:

- fostering positive relationships;
- responsibly managing municipal finances and assets (through committed adherence to the municipal Asset Management Plan); and
- delivering municipal service levels effectively, efficiently and affordably.



Municipality of Jasper
Regular Council Meeting Minutes
Tuesday, March 2, 2021 | 9:30 am
Conducted virtually through Zoom

Virtual viewing and participation	This meeting was conducted virtually through Zoom. Public viewing and public participation during Council meetings is through Zoom livestreaming.		
Present	Mayor Richard Ireland, Deputy Mayor Helen Kelleher-Empy, Councillors Jenna McGrath, Bert Journault, Paul Butler and Rico Damota		
Absent	Councillor Scott Wilson		
Also present	Bill Given, Chief Administrative Officer Christine Nadon, Legislative Services Manager John Greathead, Director of Operations 14 observers		
Call to order	Mayor Ireland called the meeting to order at 9:30 am.		
Approval of agenda #66/21	MOTION by Councillor Kelleher-Empy – BE IT RESOLVED that Council approve the agenda for the March 2, 2021 meeting as presented.		
	FOR 6 Councillors	AGAINST 0 Councillors	CARRIED
Approval of regular minutes #67/21	MOTION by Councillor McGrath – BE IT RESOLVED that Council approve the minutes of the February 16, 2021 regular meeting as presented.		
	FOR 5 Councillors	AGAINST 0 Councillors	CARRIED
	Due to technical difficulties, Councillor Damota was not present for the vote on the approval of the February 16, 2021 regular meeting minutes.		
ECC update	The ECC continues to meet weekly to monitor COVID-19 in the community. As of the March 2, 2021 Council meeting, there is only one active case in Jasper. The ECC is watching for new variants of the virus. The ECC is also reminding residents to remain vigilant in their efforts to reduce the spread of the virus as the province progresses with its reopening phases. Culture and Recreation staff are seeking clarity on the Government of Alberta’s regulations on low intensity fitness activities.		
Business arising from previous minutes	Councillors inquired as to when the 2021 budget will return to Council for further discussion and deliberation. Administration will schedule a focused budget meeting for Council; this will give councillors an opportunity to provide direction before the final budget is presented at a regular meeting.		
Bylaw Summary	Council received a list of bylaws currently in force and those in various stages of readings.		

Connaught Site Servicing #68/21

MOTION by Councillor McGrath – BE IT RESOLVED that Council:

- Approve installation of utility services to the GC, GB, & GA parcels in 2021;
- Direct administration develop the borrowing bylaws required to fund Connaught site utility services, to a maximum of \$3.647 million and present them at a future regular council meeting.
- Allocate \$350,250 in the 2021 budget for upfront project costs for the Connaught Drive Affordable Apartments, subject to approval of the Rapid Housing Initiative grant application.

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Wastewater Treatment Plant RFP #69/21

MOTION by Councillor Butler – BE IT RESOLVED that Council direct Administration to enter into Contract Negotiation with the identified successful applicant for a 10-year Operating Contract of the Jasper Wastewater Treatment Plant (WWTP).

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Healthy Communities Funding Application #70/21

MOTION by Councillor McGrath – BE IT RESOLVE that Council approve the submission of an application to the Canada Healthy Communities Initiative in an amount of up to \$250,000 for improvements to public spaces within the town site.

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Other new business

With respect to councillor participation in upcoming Elected Officials Education Program (EOEP) courses, Council approved the following resolution:

EOEP courses #71/21

MOTION by Councillor Damota – BE IT RESOLVED that Council approve the attendance of any councillor who wishes to attend the upcoming EOEP courses:

- Council’s Role in Service Delivery
- Council’s Role in Strategic Planning

FOR	AGAINST	
5 Councillors	0 Councillors	CARRIED

Due to technical difficulties, Councillor McGrath was not present for the vote on course participation.

Council reports

Councillor McGrath continues to attend weekly Community Conversations. Councillor McGrath will also attend a Jasper Library Board meeting, where reopening plans will be discussed.

Councillor Wilson and Mayor Ireland attended a West Yellowhead Regional Waste Management Authority meeting. The group has agreed to put out an RFP looking for consultants to make recommendations on altering the group's governance structure.

Adjournment
#72/21

MOTION by Councillor Damota – BE IT RESOLVED that, there being no further business, the regular meeting of March 2, 2021 be adjourned at 10:45 am.

FOR
6 Councillors

AGAINST
0 Councillors

CARRIED

Mayor

Chief Administrative Officer

Protective Services Report to Council

November 3 2020- February 24 - 2021

Fire Department

Responses:

There has been a total of 38 emergency responses for this period:

17 command/ minimal staff responses and 21 full fire department responses.

Command responses (17):

Town/MOJ:

Alarm Calls:

- 13 calls were alarm calls with no fire such as accidental or smoke mistaken
 - Response due to improper use of fireplace in a hotel
 - Response to personal residence due to smoke alarm activated
 - Response to hotel due to burst pipe
 - Response to hospital for fire drill
 - 4 Calls due to extreme cold weather setting off alarm
 - 5 responses to hotels due to accidental alarm activation; maintenance issues

Assist RCMP or EMS

- In town unit requesting assistance of command to access an apartment unit
- Request to assist RCMP gain entry into the high school for medic alarm

Report of Possible Gas Leak/ Electrical Issue

- Report of gas odour at CN bunkhouse, nothing found
- Arcing powerline in town

Full Department Response (21):

Town/MOJ (8):

Motor Vehicle Incidents

- Hwy 16 & Hwy 93- 2 vehicle MVI (Motor Vehicle Incident) collision
- Hwy 16 East near Snaring- MVI - Single tractor trailer rollover
- Hwy 16 West- MVI - tractor trailer off the road

Fires

- 1 garbage bin fire
- Smoke report at Jasper Tramway upper terminal (due to faulty suppression system activating)

Assist Police or EMS

- 3 Medical First Responder incidents, assist EMS

Jasper National Park (6):

Vehicle Incidents:

- Hwy 16 East; near Jasper House- 2 vehicle MVI- head-on
- Hwy 16 East; near Talbot- 2 Tractor Trailer MVI- stood down on route
- Hwy 16 East; near Talbot- 2 Vehicle MVI- glancing head on
- Hwy 93; Weeping Wall- Requested by Lake Louise FD; stood down
- Hwy 93; Tangle- Single vehicle MVI
- Hwy 93; Kerkeslin- Single vehicle MVI

Province of British Columbia (7):

Vehicle Incidents:

- Hwy 16; near BC border- 2 bus collision, no injuries
- Hwy 16; just across border- Single vehicle MVI rollover
- Hwy 16; Lucerne- Single vehicle rollover- Stood down before arrival
- Hwy 16; Yellowhead Lake- MVI - Single vehicle rollover
- Hwy 16; Moose Lake- Single vehicle MVI - tractor trailer off road
- Hwy 16; West of Moose Lake- 2 vehicle MVI
- Hwy 16; 30 km west of border- Single vehicle MVI rollover

Fire Prevention

We have completed 14 fire plan reviews, 11 fire prevention inspections and 6 occupant load calculations.

Fire Department Training

- Nov 24th Scene Size-Up, Arrival Reports & Assignment Deployment
- December 3 2020- Loss Control/ Salvage & Overhaul-
- December 8 2020- Mental Health self care with Michelle Cherniawsky
- December 15 2020- Vehicle Fires
- December 22 2020- Case Studies (Looked at LODD and discussed them)
- January 5 2020- Beaus WUI Presentation - USA Wildfire response
- January 12 2021- Interior Search
- January 19 2021- Interior Search cont'd & Firefighter Survivability
- February 2 2021- Ventilation
- January 7th 4 recruit (probationary) firefighters completed their 1-year probation training successfully
- Tuesday, Feb 23 – Virtual social dinner
- On Feb 24, we commenced weekly skills training with our three 1001 students
- March 2 – online training – advanced fire suppression, salvage, overhaul, nozzle training
- March 4- Dr Jeffry Sych Mental Health Resilience training.
- Mar 9 – Health and wellness committee to organized covid-safe virtual fitness evens.
- Mar 16 – CN Rail Hz Mat Tech will provide online training on DG operations to rail events.
- Tuesday, Mar 23 – online training and meeting
- Tuesday, Mar 30 – Alternative-fuel vehicle response safety training
- The Hinton live-fire facility is still not available to us at the time of this writing.
- 2 fire fighters recently off leave received and passed their reintegration training
- Contracted Lieutenant Peter Cherniawsky to fulfill Training Officer duties
- MFR First aid recertification – scheduled for the weekend of March 20 and 21.
- Wildland Urban Interface training course is scheduled for first week of May

FireSmart (Joint) Forest Fuel Reduction Project

The Municipality of Jasper/Parks Canada community wildfire protection – (Forest Fuel Reduction Project), dates back to >18 year ago. The objective of this project is to reduce (wildfire) fuel loading around the community, critical infrastructure, evacuation routes and to re-treat a portion of the original FMU's (2004-2011) now severely compromised by the Mountain Pine Beetle epidemic.

Our most recent project phase of 48 hectares began in November 2020 and is scheduled to be complete this week. Also, in November 2020 we successfully wrapped up our latest funding agreement with FRIAA which was for \$300,000. over two years. More recently we secured a new funding agreement with Parks Canada – the 'Joint Firesmart Fuel Reduction Project Agreement' for financial and oversight support of up to \$350,000 over fiscal years 2020-21 to 2021- 22.

For all of our Forest Fuel Reduction Project phases there are four primary treatment methods:

1- hand pile and burn 2- machine pile and burn 3- selective mechanical harvest & forward with hand pile and burn, and 4- manual falling with Spyder hoe piling and burn.

The objectives of these projects are as follow;

1. Eliminate fast moving crown fire potential close to and surrounding the townsite and critical infrastructure.
2. Reduce surface fire intensity by reducing density of young conifer growth, reduction of ladder fuels on residual mature trees.
3. Reduce firebrand emission and density of embers transported to residential and commercial areas (the primary cause of structural ignitions).
4. Reduce the difficulty of fire suppression tactics and containment near the townsite and reduce potential for direct fire spread into residential area/commercial areas.
5. Produce immediate and long-term wildfire hazard reduction from pine beetle-impacted areas.
6. Encourage forest stand conversion to favor mixed-wood, deciduous and open conifer savannah fuel types.
7. Complement the efforts of the Fire Department, Jasper residents and businesses to reduce wildfire risk in the community and Home Ignition Zones, thereby reducing the risk of wildfire losses.

Landmark Solutions Ltd was secured to conduct the fuel maintenance work on 16 new Fuel Maintenance Units (FMUs). This comprised to a total of greater 125 hectares to be treated over the 2018/19 and 2019/20, 20/21 and into 21/22.

ATCO Electric and CN Rail have provided 'gift in kind' work or the funds required for fuel treatments conducted by the Municipality's contractor on their leases.

Timber in two of the FMU's will produce merchantable timber in the form of saw logs, pulpwood and firewood. On behalf of the Municipality of Jasper, a wood purchase agreement was negotiated with Foothills Forest Products in Grande Cache. As per a long-standing commitment to Parks Canada and national and local environmental groups every revenue dollar from salvaged timber must be re-invested into the project to treat additional FMU hectares. In order to reduce burning in some units we have been providing fire wood to residents under a \$10. permit. We are presently wrapping up fuel reduction work for this season as the snow

is melting and the ground is thawing. Snapes Hill and Walkerville-West will be the last units treated until this December. Overall, we will have successfully completed just under 50 hectares since last November.

Emergency Management

On January 1st, 2020, the Province introduced the new Local Authority Emergency Management Regulations (LAEMR) which initiated new Bylaw requirements and compliance time lines. The LAEMR document provides new direction on municipal emergency management roles and responsibilities. Subsequently, due to Covid 19 the requirements to comply to LAEMR regulations was extended to 2021.

We recently had our Emergency Management Operations, audited by the Alberta Emergency Management Agency, (annual audit) overall, we fared very well and received a passing grade however there are a few recommendations based on the new LAEMR regulations:

- Update the EM Bylaw with the new agreement with PC as soon as possible. – in the views of the AEMA, Parks Canada has not enabled the Town of Jasper to apply the Emergency Management Act within the boundaries of the town.
- Identify a mechanism for regular review and maintenance of the Emergency Management Bylaw and Municipal Emergency Plan.
- Establish a training and exercise cycle that meets all requirements of the LEMR and to identify gaps in organizational capacity. (Training plan)
- Recommend a more concise Re-entry plan. (There some re-entry processes for specific hazard in place but are limited in scope.)
- LAEMR requires that local authority's emergency plan must be updated and reviewed annually by the Agency.
- The Town of Jasper was not required to hold an Emergency Management Exercise in 2020 because they activated their ECC for COVID response.
- The local authority has completed all mandatory training requirements all EM staff have met the mandatory training requirements.

Pandemic response

- On January 19, 2020 the Covid19 outbreak was declared a public health emergency of International concern.
- On March 11, the World Health Organization declared the COVID-19 situation a global pandemic.
- On March 12, the Municipality of Jasper activated its Emergency Coordination Centre (ECC) and we initiated our Pandemic Influenza Plan and our Emergency Social Services Plan.
- On March 12 the Provincial Operation Centre (POC) elevated to Level 4.
- On March 19 a State of Public Health Emergency was declared in Alberta

In Jasper to date we have had 189 total cases of Covid 19 with sadly 6 deaths, overall, we have had 182 people recover and presently have 1 active case.

A global Pandemic incident is a Public Health Emergency, and as such Alberta Health Services (AHS) has lead jurisdiction in Covid 19 response.

In Jasper the Covid Response plan was initiated and the Emergency Coordination Centre (ECC) was activated March 12, 2020 to support: COVID safe municipal operations, essential services, public works, public safety and to assist AHS and the community as/when required.

The Jasper ECC initially operated on a five-day operational period with 4 meetings per period, the purpose for these meetings was to coordinate the Municipal response to this event, assign work tasks, resolve problems, clarify staff roles and responsibilities, obtain resources and supplies and to set incident priorities and objectives, as well as to support the regular operations of Municipality. The Municipal Emergency Social Services was also initiated as a Branch under the ECC and focused on the social impact of a pandemic on residents, ensuring their needs were being met and providing support, resources and referrals as required. On June 25, 2020 we paused ECC operation as the Covid support requirements was on the decline, senior management continued to meet informally to review the local situation.

On October 29th we activated our municipal ECC once again, meeting once per week to deal with the second wave of Covid. As of March 11, 2021, we have once again paused the municipal ECC, however we will continue to monitor the Covid situation within our community and we are prepared to react immediately if required. At this time, we strongly feel that all objectives can and will be met using or regular operational procedures. I would like to personally acknowledge and thank all ECC staff and supporting agencies for their hard work, dedication and commitment to community safety during these unique and challenging times.

Bylaw Department

Administrative Tasks

- 44 Standard Permits issued
- 50 Encroachments Agreements completed
- 60 Business Licenses issued
- 271 Domestic Animal Licenses issued

Additional Tasks

- Twice a day, 5 days a week, Mask Mandate Enforcement Patrols
- Business Cardboard Recycling Enforcement Patrols
- Elementary School crossing patrol
- Safety Officer Duties – ECC
- Resident Storage Lot Administration
- Stan Wright Dr Commercial Parking Lot Administration
- Operations Dept. support e.g. traffic control, snow clearing
- Paid Parking Pilot

Staffing

Since the increased COVID-19 mitigation measures brought in by the Province, the Bylaw Enforcement service has been carrying out at least 2, foot patrols per day of the Central Business & Hotel District, enforcing/promoting the Covid 19 masking requirements.

The need for 2-person patrols to ensure officer safety has meant that the department has only been able to provide Bylaw coverage for 5 days out of the week.

A new officer has been recruited and started on March 10th, 2021. This officer brings with him 2 years of Bylaw Officer experience gained as a CPO Level 2 in another Alberta Municipality, as well as 2 years' worth of knowledge of the Jasper area gained working on the Jasper Park Lodge Security Team and as a JPL Volunteer Fire Service member. This will mean that his training can be expedited allowing him to take on his full duties much sooner. As a result, the Bylaw Department should be able to return to 7-day coverage before the busy summer period begins.

Bylaw Interactions

Year	2020				2021			
Month	Sep	Oct	Nov	Dec	Jan	Feb		Total
Available Staff	1CBO 1CPO	1CBO 1CPO	1CBO 1CPO	1CBO 1CPO	1CBO 1CPO	1CBO 1CPO		
Calls For Service	81	66	51	58	62	60		378
Warnings	111	106	58	115	143	82		615
Tickets	102	53	17	39	65	40		316
Visitors	53	82	55	120	186	96		592
Residents	160	77	20	34	22	26		339
Potential Revenue	\$7,125.00	\$3,915.00	\$1,290.00	\$3,005.00	\$4,650.00	\$3,520.00		\$23,505.00

CBO – Chief Bylaw Officer

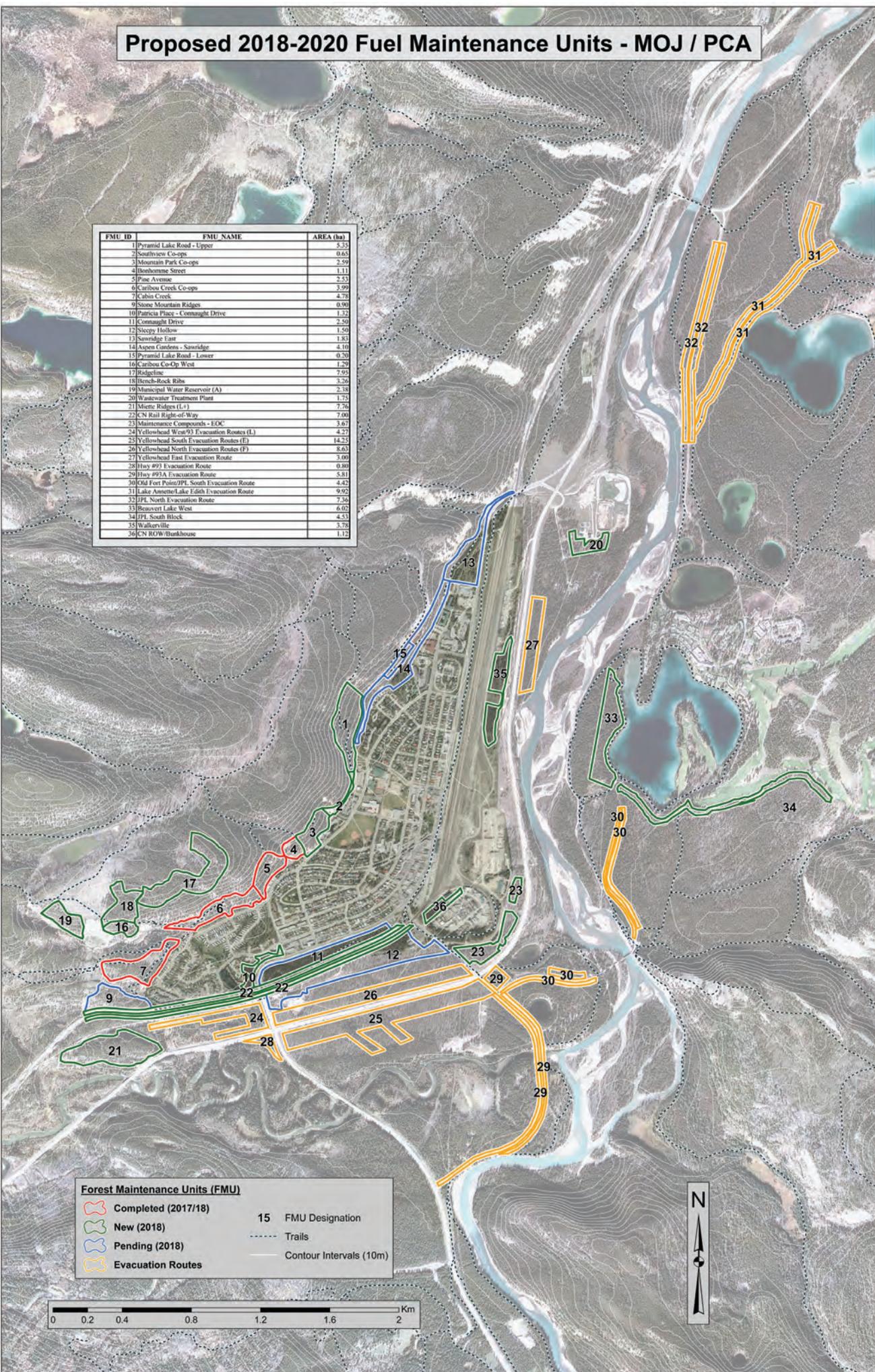
CPO – Community Peace Officer Level 2

MCO – Municipal Compliance Officer

Greg Van Tighem
Director of Protective Services

Proposed 2018-2020 Fuel Maintenance Units - MOJ / PCA

FMU ID	FMU NAME	AREA (ha)
1	Pyramid Lake Road - Upper	5.35
2	Smallshaw Co-ops	0.65
3	Mountain Park Co-ops	2.99
4	Bonhomme Street	1.11
5	Pine Avenue	2.53
6	Caribou Creek Co-ops	3.99
7	Cabin Creek	4.78
9	Stone Mountain Ridges	0.90
10	Patricia Place - Comaught Drive	1.32
11	Comaught Drive	2.50
12	Sleepy Hollow	1.50
13	Sawridge East	1.83
14	Aspen Gardens - Sawridge	4.10
15	Pyramid Lake Road - Lower	0.20
16	Caribou Co-Op West	1.29
17	Badgeline	7.95
18	Bench-Rock Ribs	3.26
19	Municipal Water Reservoir (A)	2.18
20	Wastewater Treatment Plant	1.75
21	Mette Ridges (L.)	7.76
22	CN Rail Right-of-Way	7.00
23	Maintenance Compounds - EDC	3.07
24	Yellowhead West/93 Evacuation Routes (L)	4.27
25	Yellowhead South Evacuation Routes (E)	14.25
26	Yellowhead North Evacuation Routes (F)	8.63
27	Yellowhead East Evacuation Route	3.00
28	Hwy #93 Evacuation Route	0.80
29	Hwy #93A Evacuation Route	5.81
30	Old Fort Point/JPL South Evacuation Route	4.42
31	Lake Armeto/Lake Edith Evacuation Route	9.92
32	JPL North Evacuation Route	7.26
33	Beauvert Lake West	6.02
34	JPL South Block	4.53
35	Walkerville	3.78
36	CN ROW/Blankhouse	1.12



Forest Maintenance Units (FMU)

- Completed (2017/18)
- New (2018)
- Pending (2018)
- Evacuation Routes

15 FMU Designation
 - - - Trails
 — Contour Intervals (10m)



Municipality of Jasper Bylaw Summary

Updated: 2021-02-26

	Bylaw	Date Repealed	Repeals Bylaw	Replaced by Bylaw	Scheduled date for next reading			Date Forwarded	Date Certified
					First Reading	Second Reading	Third Reading & Approval		
234	Supplementary Tax Bylaw 2021		225		2021-Jan-19	2021-Jan-19	2021-Feb-02	2021-Jan-20	2021-Jan-22
233	Supplementary Assessment of Improvements 2021		224		2021-Jan-19	2021-Jan-19	2021-Feb-02	2021-Jan-20	2021-Jan-22
232	Utility Fees Levy and Collection Bylaw 2021		226		2021-Jan-05	2021-Jan-05	2021-Jan-05	2020-Dec-24	2020-Dec-24
231	Temporary Compulsory Face Covering Amending Bylaw #2				2020-Dec-08	2020-Dec-08	2021-Jan-05	2020-Dec-09	2020-Dec-10
230	Jasper Temporary Compulsory Face Covering Bylaw Amending Bylaw				2020-Sept-08	2020-Sept-08	2020-Sept-15	2020-Sept-08	2020-Sept-10
229	CMHC Borrowing Bylaw 2020				2020-Aug-18	2020-Aug-18	2020-Sept-01	2020-Aug-18	2020-Aug-19
228	Temporary Compulsory Face Covering Bylaw				2020-Aug-04	2020-Aug-04	2020-Aug-04	2020-Aug-04	2020-Aug-04
227	Tax Rates Bylaw 2020		217		2020-May-19	2020-May-19	2020-May-26	2020-May-19	2020-May-20
226	Utility Fees Levy and Collection Bylaw 2020 A	2021-Jan-05	223	232	2020-Apr-07	2020-Apr-07	2020-Apr-14	2020-Apr-07	2020-Apr-08
225	Supplementary Tax Bylaw 2020		214		2020-Jan-21	2020-Jan-21	2020-Feb-04	20-Jan-22	20-Jan-23
224	Supplementary Assessment of Improvements 2020		213		20-Jan-21	2020-Jan-21	2020-Feb-04	20-Jan-22	20-Jan-23
223	Utility Fees Levy and Collection Bylaw 2020		212		19-Dec-17	19-Dec-17	20-Jan-07	19-Dec-19	19-Dec-23
222	Records Management Bylaw				19-Nov-19			19-Nov-Byl	19-Nov-Byl2
221	Traffic Advisory Committee Repeal Bylaw		111		19-Oct-15	19-Nov-05	19-Nov-19	19-Oct-Byl	19-Oct-Byl2
220	Waste Water Treatment Plant Borrowing Bylaw				19-Aug-20	19-Oct-01	19-Oct-15	19-Aug-Byl	19-Aug-Byl2
219	Jasper Recreation Complex Renovation Phase 1 Borrowing Bylaw 2019				19-Aug-20	19-Oct-01	19-Oct-15	44062	44062
218	Taxation of Hostelling International Property Bylaw 2019				19-Jul-16	19-Aug-13	19-Aug-20	19-Aug-14	19-Aug-15
217	Taxation Rates Bylaw 2019		209	227	19-May-21	19-May-21	19-Jun-04	19-May-27	19-May-27



REQUEST FOR DECISION

Subject: Lemonade Day
From: Bill Given, Chief Administrative Officer
Prepared by: Christine Nadon, Legislative Services Manager
Date – Discussion: March 9, 2021
Date – Decision: March 16, 2021

Recommendation:

- That Council approve a sponsorship of \$500 for Lemonade Day 2021 to be applied towards the *Local Entrepreneur of the Year Contest Sponsor* as presented in the sponsorship package.

Options:

- Approve a different sponsorship amount, corresponding to one of the options in the attached information package; or
- Not approve the sponsorship request.

Background:

At the last Committee of the Whole meeting, Council received correspondence from Community Futures West Yellowhead and voted in favour of recommending the Lemonade Day request to regular Council meeting for decision. As detailed in the attached letter and sponsorship package, Community Futures West Yellowhead is requesting that Jasper Municipal Council consider providing support as the *Local Entrepreneur of the Year Contest Sponsor*, in the amount of \$500.

Attachments:

- Community Futures West Yellowhead correspondence and sponsorship package on Lemonade Day

221 Pembina Avenue T 780 865 1224 F 780 865 1227
Hinton, Alberta T7V 2B3 T 800 263 1716 F 877 865 1227



March 4, 2021

Mayor and Council
Municipality of Jasper

Attn: Bill Given

Re: Lemonade Day 2021

Good morning Mr. Given

Community Futures West Yellowhead is excited to once again host Lemonade Day 2021 in Jasper! Lemonade Day is an opportunity for children ages pre-K to high school to set up a lemonade day stand in their community on June 19, 2021 to promote entrepreneurship in their community and to have fun. This event is free to all participants and the cost of the event is covered by Community Futures West Yellowhead and local sponsors. It is our hope that the Municipality of Jasper will sponsor the Local Entrepreneur of the Year Contest Sponsor which will highlight the most creative business model for the day.

We have attached a sponsorship package for review and hope to count on your support for 2021!

Sincerely,

A handwritten signature in blue ink, appearing to be "Nancy Robbins", with a long horizontal line extending to the right.

Nancy Robbins
General Manager
Community Futures West Yellowhead



Lemonade Day![™]

20
21

**SPONSORSHIP
PACKAGE**

Community
Futures  West Yellowhead





OUR MISSION...

To help today's youth become the business leading, social advocated, community volunteers and forward-thinking citizens of tomorrow.

Community Futures  West Yellowhead

Lemonade Day!®



NORTHERN ALBERTA

Saturday
June 22, 2019



Community Futures West Yellowhead 

What is Lemonade Day?

Lemonade Day is an event that teaches kids the skills they need to be successful in life. Kids learn to set goals, develop a business plan, establish a budget, seek investors, provide customer service, save for the future, and give back to the community. Northern Alberta Lemonade Day is the perfect opportunity for our community to get engaged, demonstrate passion and show kids they care as well as train the next generation of entrepreneurs through a free, fun, engaging, and empowering activity.

When is it?

Northern Alberta Lemonade Day will take place on Saturday, June 19, 2021.

Who can participate?

Youth of all ages, from pre-k through high school, can register to set up an official Northern Alberta Lemonade Day stand. Registration will commence on March 1, 2021 and will close June 1, 2021. In addition, community support from schools, youth organizations, and local businesses is essential to the success of Northern Alberta Lemonade Day.

How does it work?

Once a child is registered they receive a backpack with an informational workbook that outlines the steps needed to start a business: from setting a goal, creating a business plan, forming a budget, finding an investor, to saving money, and donating a portion back to their community.



Resources for Success



Child Workbooks: These fun and informative workbooks include easy to follow lessons to help you create, build, and run a successful business.



Mentor Workbooks: Following the lesson plan outlined in the children's workbooks, these Mentor guide books make it easy for parents to help make their child's Lemonade Day a huge success!



Mentor Sessions: Join us at 2 scheduled Mentor Sessions and get one-on-one help from a local entrepreneur.



YouTube: Lookup "Lemonade Day" on YouTube where there is a collection of great videos for training and ideas.

App: Download the Lemonade Day App to walk you through all the lessons of Lemonade Day with fun videos!



Mark Your Calendar!



- | | | |
|--------|---|----------------------|
| Mar 1 | ● | Registration opens |
| June 1 | ● | Last day to register |

Hinton / Edson / Grande Cache /
Jasper / Wildwood



How Can I Get Involved?

Everyone is welcome to be involved with Northern Alberta Lemonade Day!

In West Yellowhead, our organizing committee is looking for sponsors, mentors, and volunteers to make Lemonade Day a success! We are currently seeking support for all levels of sponsors, including contest sponsors and participant sponsors. Each level also offers individual benefits and exposure opportunities. We make sure that all of our sponsors are recognized for their contribution, on a wide scale.

Lemonade Day entrepreneurs, the kids in our community, will be looking for investors, a place to setup their lemonade stands and customers to support their first business! Northern Alberta Lemonade Day is a not-for-profit organization with all funds collected through local donations and sponsorship used directly to support Northern Alberta Lemonade Day.

Thank you for your consideration. We're excited to begin working with you!

Please contact:
Nancy Robbins
Community Futures West Yellowhead
221 Pembina Avenue, Hinton, Alberta
780 865 1224



CONTEST SPONSORSHIPS

\$500

LOCAL ENTREPRENEUR OF THE YEAR CONTEST SPONSOR

- Recognition as presenting sponsor of Area Entrepreneur of the Year Award through event signage, marketing materials, social media promotion in area.
- Logo on Northern Alberta website.

\$500

LOCAL BEST STAND LEMONADE CONTEST

- Recognition as presenting sponsor of Best Lemonade Stand Award through event signage, marketing materials, social media promotion in area.
- Logo on Northern Alberta website.

\$500

LOCAL BEST TASTING LEMONADE CONTEST SPONSOR

- Recognition as presenting sponsor of Best Tasting Lemonade Award through event signage, marketing materials, social media promotion in area.
- Logo on Northern Alberta website.

PARTICIPANT SPONSORSHIP

\$50

SPONSOR A PARTICIPANT

- Give a youth the chance to participate in our program!
- There are no registration fees for a participant to attend and we want to keep it that way!
- The continuation of our program into the future, depends on support from businesses like you!

REGIONAL SPONSORSHIP

\$10,000

WEST YELLOWHEAD REGIONAL SPONSOR

- Recognition as Regional Sponsor through event signage, marketing materials, social media promotion in area.
- Logo on Northern Alberta website.
- There are no registration fees for a participant to attend and we want to keep it that way!
- The continuation of our program into the future, depends on donations like this.

COMMUNITY SPONSORSHIP

\$2,500

COMMUNITY SPONSOR

- Recognition as Community Sponsor through event signage, marketing materials, social media promotion in area.
- Logo on Northern Alberta website.
- There are no registration fees for a participant to attend and we want to keep it that way!
- The continuation of our program into the future, depends on donations like this.



The success of Lemonade Day relies on members of the community coming together for a common purpose – to train the next generation of entrepreneurs, civic leaders and engaged citizens.

**THANK YOU FOR
YOUR SUPPORT**



Municipality of Jasper

List of recommendations
Regular meeting, Tuesday, March 16, 2021



Additions to agenda

That Council agree to add/delete the following items to the March 16, 2021 regular meeting agenda:

Approval of agenda

That Council approve the agenda for the regular meeting of March 16, 2021 as presented.

Approval of minutes

That Council approve the minutes of the March 2, 2021 regular Council meeting as presented.

Lemonade Day

That Council approve a sponsorship of \$500 for Lemonade Day 2021 to be applied towards the Local Entrepreneur of the Year Contest Sponsor as presented in the sponsorship package.

Adjournment

That, there being no further business, the regular meeting of March 16, 2021 be adjourned at

_____.