

MUNICIPALITY OF JASPER
REGULAR COUNCIL MEETING AGENDA
April 4, 2023 | 1:30 pm
Jasper Library & Cultural Centre – Quorum Room
[Municipality of Jasper Strategic Priorities 2022-2026](#)



Notice: Council members and staff are at the Jasper Library and Cultural Centre. Members of the public can attend meetings in person; view meetings through the Zoom livestream; or view archived Council meetings on YouTube at any time. **To live-stream this meeting starting at 1:30 pm, use this Zoom link: <https://us02web.zoom.us/j/87657457538>**

1 CALL TO ORDER

2 APPROVAL OF AGENDA

2.1 Regular meeting agenda, April 4, 2023 attachment

Recommendation: That Council approve the agenda for the regular meeting of April 4, 2023 as presented.

3 APPROVAL OF MINUTES

3.1 Regular meeting minutes, March 21, 2023 attachment

Recommendation: That Council approve the minutes of the March 21, 2023 Regular Council meeting as presented.

3.2 Committee of the Whole meeting minutes, March 28, 2023 attachment

Recommendation: That Council approve the minutes of the March 28, 2023 Committee of the Whole meeting as presented.

4 CORRESPONDENCE

4.1 Jasper Pride Festival Society attachment

Recommendation: That Council approve the flag raising request for a 'Progressive' Pride flag at the Jasper Emergency Services Building on Friday, April 14, as presented by the Jasper Pride & Ski Festival co-chairs.

5 DELEGATIONS

6 NEW BUSINESS

6.1 Planning and Development Feasibility Report attachment

Recommendation: That Council authorize the Mayor to provide a formal submission on behalf of the Municipality of Jasper into Parks Canada's public consultation on land use planning and development.

6.2 Membership with West Central Airshed Society

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Recommendation: That Council direct Administration to register the Municipality of Jasper as a member of the West Central Airshed Society (WCAS); and that Council support a representative of the Municipality of Jasper to join the WCAS board of directors if invited.

6.3 Communities in Bloom verbal

Recommendation: That Council receive the report for information.

6.4 UpLift! Sponsorship Funding attachment

Recommendation: That Council approve the proposed funding for the Municipality to be a “Wall Co-Sponsor” and a “Paint Sponsor” in the amount of \$15,000.

6.5 West Yellowhead Trail Society – Pathway to the Park

Recommendation: That Council seek opportunities to advocate on behalf of the extension of the Pathway to the Park from the Park boundary to the Municipality of Jasper.

6.6 Director’s Report – Community Development attachment

Recommendation: That Council receive the Director of Community Development’s report for information.

7 NOTICES OF MOTION

8 COUNCILLOR REPORTS

[8.1 Council’s appointments to boards and committees](#)

9 UPCOMING EVENTS

Community Futures West Yellowhead 2023 Jasper Business Visitations – 9:30am, April 5
Jasper Park Chamber of Commerce General Meeting – 7:30-9:30am, April 12, Forest Park Hotel
Jasper Pride & Ski Festival – April 14-23
Intergovernmental Meeting – 9:30am, April 18, Jasper Library & Cultural Centre
NETMA hosted by Jasper Pride – 5-7pm, April 19, Papa George’s Restaurant
Discuss Recycling Industry & Waste Reduction with the West Yellowhead Regional Waste Management Authority and the Municipality of Jasper – 10am-4:30pm, April 27, Lobstick Lodge, Skyline Room

10 ADJOURNMENT

Recommendation: That, there being no further business, the regular meeting of April 4, 2023 be adjourned at _____.

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

Municipality of Jasper
Regular Council Meeting Minutes
Tuesday, March 21, 2023 | 1:30 pm
Jasper Library and Cultural Centre, Quorum Room

Virtual viewing and participation	Council attendance is in Council chambers at the Jasper Library and Cultural Centre. This meeting was also conducted virtually and available for public livestreaming through Zoom. Public viewing and participation during Council meetings is through both Zoom livestreaming and in-person attendance.
Present	Mayor Richard Ireland, Deputy Mayor Ralph Melnyk, Councillors Scott Wilson, Helen Kelleher-Empy, Rico Damota and Wendy Hall
Absent	Councillor Kathleen Waxer
Also present	Bill Given, Chief Administrative Officer Christine Nadon, Director of Protective & Legislative Services Natasha Malenchak, Director of Finance & Administration John Greathead, Director of Operations & Utilities Christopher Read, Director of Community Development Amanda Stevens, Communications Manager Emma Acorn, Legislative Services Coordinator Lynn Wannop & Joost Tijssen, Jasper Pride Festival Society Board Rob Olson, resident Bob Covey, The Local Peter Shokeir, The Fitzhugh 14 observers
Call to order	Mayor Ireland called the March 21, 2023 regular meeting to order at 1:30pm and began with a Traditional Land Acknowledgement .
Additions/ Deletions to agenda #123/23	MOTION by Councillor Melnyk – BE IT RESOLVED that Council move Delegations in the agenda order from item 5 to item 3. FOR 6 Councillors AGAINST 0 Councillors CARRIED
Approval of agenda #124/23	MOTION by Councillor Kelleher-Empy – BE IT RESOLVED that Council approve the agenda for the March 21, 2023 regular meeting as amended. FOR 6 Councillors AGAINST 0 Councillors CARRIED
Delegations – Jasper Pride Festival Society Board	Lynn Wannop and Joost Tjissen of the Jasper Pride Festival Society Board attended the meeting as a delegation to extend invitations to Mayor & Council to the Jasper Pride and Ski Festival which will be taking place April 14-23.
Approval of Regular minutes #125/23	MOTION by Councillor Hall – BE IT RESOLVED that Council approve the minutes of the March 7, 2023 Regular Council meeting as presented. FOR 6 Councillors AGAINST 0 Councillors CARRIED
Approval of Committee of the Whole minutes #126/23	MOTION by Councillor Kelleher-Empy – BE IT RESOLVED that Council approve the minutes of the March 14, 2023 Committee of the Whole meeting as presented. FOR 6 Councillors AGAINST 0 Councillors CARRIED
Correspondence – Ashley Van Tighem – Jasper Hockey League Conduct and Violence	Council received correspondence from a resident sharing concerns regarding the Jasper Hockey League and recent events at the last hockey tournament held at the arena.

Jasper resident and hockey enthusiast Rob Olson attended the meeting to share statistics from the Jasper Hockey League.

#127/23 MOTION by Councillor Hall – BE IT RESOLVED that Council receive the correspondence regarding the Jasper Hockey League conduct for information; and direct Administration to come back to a future Committee meeting with recommendations.

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Paid Parking 2023
#128/23 MOTION by Councillor Damota – BE IT RESOLVED that Council direct Administration to expand paid parking to include Connaught Drive between Hazel Avenue and the 700-block residential area as shown in the diagram attached to the agenda.

FOR	AGAINST	
5 Councillors	1 Councillor (Councillor Wilson)	CARRIED

#129/23 MOTION by Councillor Kelleher-Empey – BE IT RESOLVED that Council direct Administration to expand paid parking to include the off-street parking lot and on-street parking on the 200-block of Connaught Drive, excluding the electric vehicle charging stations and the parking for oversized vehicles.

FOR	AGAINST	
4 Councillors	2 Councillors (Mayor Ireland & Councillor Wilson)	CARRIED

#130/23 MOTION by Councillor Damota – BE IT RESOLVED that Council direct Administration to convert the upper McCready Centre parking lot to resident parking only.

FOR	AGAINST	
5 Councillors	1 Councillor (Councillor Wilson)	CARRIED

#131/23 MOTION by Councillor Melnyk – BE IT RESOLVED that Council direct Administration to increase parking lot rates to \$2.50 per hour and on street parking to \$3.50 per hour.

FOR	AGAINST	
5 Councillors	1 Councillor (Councillor Wilson)	CARRIED

#132/23 MOTION by Councillor Hall – BE IT RESOLVED that Council direct Administration to increase to the parking lot daily rate to \$15.

FOR	AGAINST	
5 Councillors	1 Councillor (Councillor Wilson)	CARRIED

Recess Mayor Ireland called a recess from 3:05-3:11pm

Alberta Living Wage Network Mayor Ireland relinquished the chair to Deputy Mayor Melnyk in order to make the following motion.

#133/23 MOTION by Mayor Ireland – BE IT RESOLVED that Council approve the Municipality of Jasper joining the Alberta Living Wage Network.

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Deputy Mayor Melnyk relinquished the chair to Mayor Ireland.

Equity, Diversity, & Inclusion Master Plan Implementation Update #134/23	<p>CAO Bill Given presented an update to Council detailing the activities completed in 2022 related to the ED&I Master Plan including the formation of the Inclusion Committee and its subsequent work with many community partners.</p> <p>MOTION by Councillor Damota – BE IT RESOLVED that Council receive the report for information.</p> <p>FOR 6 Councillors</p> <p>AGAINST 0 Councillors</p> <p style="text-align: right;">CARRIED</p>
Recreation Renovation Public Information and Schedule Update #135/23	<p>Director of Community Development, Christopher Read, presented an update to Council reviewing the key front-facing aspects of the Activity Centre Renovation Project, as well as a picture of what the first six months of the project will look like for residents and user groups. There is now a page on the Municipality’s website which will post more updates as the project progresses.</p> <p>MOTION by Councillor Wilson – BE IT RESOLVED that Council receive the March 2023 Recreation Renovation Public Information and Schedule Update for information.</p> <p>FOR 6 Councillors</p> <p>AGAINST 0 Councillors</p> <p style="text-align: right;">CARRIED</p>
International Day for the Elimination of Racial Discrimination Proclamation #136/23	<p>Mayor Ireland relinquished the chair to Deputy Mayor Melnyk in order to make the following motion.</p> <p>MOTION by Mayor Ireland – BE IT RESOLVED that Council proclaim March 21st as the International Day for the Elimination of Racial Discrimination in Jasper.</p> <p>FOR 6 Councillors</p> <p>AGAINST 0 Councillors</p> <p style="text-align: right;">CARRIED</p> <p>Deputy Mayor Melnyk relinquished the chair to Mayor Ireland.</p>
Notices of Motion	none
Councillor Reports	<p>Councillor Kelleher-Empy attended the Evergreens Foundation budget meeting last week.</p> <p>Councillor Hall attended an Elected Officials Education Program course titled “Council’s Role in Service Delivery” in Edmonton yesterday.</p> <p>Last night Councillor Melnyk attended the annual general meeting of the Jasper Yellowhead Historical Society & Museum and attended a fundraising casino in Edmonton with the same group last week.</p> <p>Mayor Ireland continues his weekly meetings with consultants and counterparts in Banff and Canmore in respect to the designation initiative.</p> <p>Mayor Ireland and Councillor Melnyk attended the evening public information session on Land Use & Planning held by Parks Canada on March 16.</p>
Upcoming events	<p>Council received a list of upcoming events for information.</p> <p>Councillor Wilson left the meeting at 4:10pm.</p>
In-camera #137/23	<p>MOTION by Councillor Kelleher-Empy to move in camera at 4:12pm to discuss agenda items:</p> <ul style="list-style-type: none"> • 10.1 Mayor’s Recognition Awards FOIP s. 17(2)(j)(iv) <p>FOR 5 Councillors</p> <p>AGAINST 0 Councillors</p> <p style="text-align: right;">CARRIED</p>

Mr. Given, Mr. Read, Ms. Nadon and Ms. Acorn also attended the in camera session.

Mayor Ireland relinquished the chair to Deputy Mayor Melnyk for the remainder of the meeting and left at 4:14pm.

Move out of camera
#138/23

MOTION by Councillor Kelleher-Empy to move out of camera 4:41pm.

FOR	AGAINST	
4 Councillors	0 Councillors	CARRIED

Adjournment
#139/23

MOTION by Councillor Hall – BE IT RESOLVED that, there being no further business, the regular meeting of March 21, 2023 be adjourned at 4:42pm.

FOR	AGAINST	
4 Councillors	0 Councillors	CARRIED

Mayor

Chief Administrative Officer

DRAFT

Municipality of Jasper
Committee of the Whole Meeting Minutes
Tuesday, March 28, 2023 | 9:30am
Jasper Library and Cultural Centre, Quorum Room

Virtual viewing and participation	Council attendance is in Council chambers at the Jasper Library and Cultural Centre. This meeting was also conducted virtually and available for public livestreaming through Zoom. Public viewing and participation during Council meetings is through Zoom livestreaming and in person attendance.
Present	Mayor Richard Ireland, Councillors Wendy Hall, Kathleen Waxer and Helen Kelleher-Empey
Absent	Deputy Mayor Ralph Melnyk, Councillors Scott Wilson and Rico Damota
Also present	John Greathead, Director of Operations & Utilities, Acting Chief Administrative Officer Christine Nadon, Director of Protective & Legislative Services Natasha Malenchak, Director of Finance & Administration Christopher Read, Director of Community Development Lisa Riddell, Community Development Manager Amanda Stevens, Communications Manager Melissa Day, Community Development Coordinator Leanne Pelletier, Community Development Coordinator Emma Acorn, Legislative Services Coordinator Bernie Kreiner & Mark Storie, West Yellowhead Trail Society Peter Shokeir, The Fitzhugh 2 observers
Call to Order	Councillor Hall called the March 28, 2023 Committee of the Whole meeting to order at 9:30am and began with a Traditional Land Acknowledgement .
Additions/deletions to the agenda #140/23	MOTION by Mayor Ireland that the following changes be made to the agenda: <ul style="list-style-type: none">Item 7.5 be deleted and added to the April 4 Regular Council meeting agendaElected Officials Education Program be added to the agenda as Item 7.5
	FOR 4 Councillors AGAINST 0 Councillor CARRIED
Approval of agenda #141/23	MOTION by Councillor Kelleher-Empey that Committee approve the agenda for the March 28, 2023 Committee of the Whole meeting as amended.
	FOR 4 Councillors AGAINST 0 Councillor CARRIED
Business arising from March 14, 2023 minutes	Mayor Ireland referred to Motion #105/23 and noted that due to the recent grant funding approval received by the Municipality of Jasper there would be incentive to move up the timing for the Jasper Community Housing Corporation Business Plan if possible.
Correspondence – Minister of	Committee received correspondence from the Office of the Minister of Seniors, Community & Social Services notifying Mayor Ireland of the approval of provincial capital

Seniors,
Community &
Social Services
#142/23

grant funding under the Affordable Housing Partnership Program for the Jasper
Connaught Affordable Housing Project.

MOTION by Councillor Kelleher-Empy that Committee receive the correspondence from
the Minister of Seniors, Community & Social Services, Jeremy Nixon, for information.

FOR	AGAINST	
4 Councillors	0 Councillor	CARRIED

Alberta Trade,
Immigration and
Multiculturalism
Project Update
#143/23

Community Development Manager, Lisa Riddell, presented an update to Council
reviewing the work accomplished on the Alberta Trade, Immigration and Multiculturalism
Project. Community Development Coordinators Leanne Pelletier and Melissa Day
attended to give a tour of the newcomers section of the website and share a video to help
showcase work done on the Municipality's website to assist newcomers and all residents
of Jasper. Ms. Riddell also shared the new Jasper Community Guide with Council.

MOTION by Councillor Waxer that Committee receive the Alberta Trade, Immigration and
Multiculturalism Project Update for information.

FOR	AGAINST	
4 Councillors	0 Councillor	CARRIED

2022 Annual
Employee Housing
Report
#144/23

Ms. Pelletier reviewed the 2022 Annual Employee Housing report with Council.

MOTION by Councillor Kelleher-Empy that Committee receive the 2022 Annual
Employee Housing Report for information.

FOR	AGAINST	
4 Councillors	0 Councillor	CARRIED

Membership with
West Central
Airshed Society
#145/23

Director of Operations & Utilities, John Greathead, presented information to Committee
regarding membership with the West Central Airshed Society.

MOTION by Councillor Waxer that Committee recommend that Council direct
Administration to register the Municipality of Jasper as a member of the West Central
Airshed Society (WCAS), and;

That Council support a representative of the Municipality of Jasper join the WCAS board
of directors if invited.

FOR	AGAINST	
4 Councillors	0 Councillor	CARRIED

Traffic Advisory
Committee Terms
of Reference

Director of Protective & Legislative Services, Christine Nadon, presented a draft terms of
reference for the Traffic Advisory Committee which had been requested by motion at the
fall Organizational Meeting on October 25, 2022.

#146/23

MOTION by Mayor Ireland that Committee receive the draft Traffic Advisory Committee terms of reference for information; and,

That Committee direct Administration to formalize the Traffic Advisory Committee terms of reference through approval from the CAO; and,

That the Traffic Advisory Committee Draft Terms of Reference item be removed from the Motion Action List.

FOR
4 Councillors

AGAINST
0 Councillor

CARRIED

Recess

Councillor Hall called a recess from 10:26-10:38am.

Elected Officials
Education
Program
#147/23

MOTION by Councillor Kelleher-Empy that Committee approve the attendance of any Councillor who wishes to attend the Alberta Municipalities Elected Officials Education Program Course "Land Use & Planning" over Zoom in April 2023.

FOR
4 Councillors

AGAINST
0 Councillors

CARRIED

Motion Action List
#148/23

Administration reviewed the Motion Action List.

MOTION by Councillor Kelleher-Empy that Committee approve the following update to the Motion Action List:

- Amend March timeline target dates to April

FOR
4 Councillors

AGAINST
0 Councillors

CARRIED

Councillor reports

Councillor Kelleher-Empy made a request for an alternate to attend the Early Childhood Community Conversation on her behalf next week. Councillor Waxer will attend on her behalf.

Upcoming events

Council asked that the Community Futures Business walk on April 5 be added to the upcoming events list.

Recess

Councillor Hall called a recess from 10:50-10:59am.

Delegations –
West Yellowhead
Trailhead Society
#149/23

Committee received a presentation from Mark Storie & Bernie Kreiner with the West Yellowhead Trail Society detailing the Pathway to the Park project.

MOTION by Councillor Waxer that Committee receive the Pathway to the Park presentation from the West Yellowhead Trail Society for information.

FOR
4 Councillors

AGAINST
0 Councillor

CARRIED

#150/23

MOTION by Mayor Ireland that Committee recommend Council seek opportunities to advocate on behalf of the extension of the Pathway to the Park from the Park boundary to the Municipality of Jasper.

FOR
4 Councillors

AGAINST
0 Councillors

CARRIED

Adjournment
#151/23

MOTION by Councillor Kelleher-Empy that, there being no further business, the Committee of the Whole meeting of March 28, 2023 be adjourned at 11:23am.

FOR
4 Councillors

AGAINST
0 Councillors

CARRIED

DRAFT

JASPER PRIDE & SKI FESTIVAL

March 27, 2023

AGENDA ITEM 4.1

Re: 2023 Jasper Pride & Ski Festival invitation and flag raising request

Dear Mayor and Councilors of the Municipality of Jasper,

On behalf of the Jasper Pride Festival Society Board we would like to invite you to the 2023 Jasper Pride and Ski Festival! We welcome everyone to join in and celebrate diversity, inclusion and community with us from April 14th to April 23rd, 2023. This 10-day festival is a celebration of the LGBTQ+ community in the Canadian Rockies, featuring over 35 events. Jasper Pride and Ski Festival is the only Pride ski week in the Canadian Rockies and the 3rd largest Pride Festival in Alberta.

The event line-up for the 2023 festival features a great variety. We are thrilled that the festival will be expanding programming with a generational focus; including new events for youth, families and seniors. The detailed event calendar can be found on www.jasperpride.ca. Every event is worth visiting (of course), but we would like to highlight our signature events for you.

We will kick-off the Pride Festival on Friday April 14th with our flag raising where representatives from our community, municipality and Parks Canada will officially open the 2023 Pride Festival. Following that, the Fruit Loop Mountain Party. On Saturday April 15th, the iconic Jasper Park Lodge hosts our Dungeons & Drag themed Pride Party. We will celebrate our two-spirited community when we present Sâkihítowin on April 22nd, an incredible night with drag queens and dancing. When you aren't skiing at Marmot Basin, check out one of our family friendly events like our Family Pride Party or the Pride Awards Brunch with our keynote speaker Aynsley Graham.

Our Request

We would like to request the use of a flagpole to raise a 'Progressive' Pride flag located at the Jasper Emergency Services Building for the duration of the Jasper Pride & Ski Festival occurring April 14th to 23rd, 2023. Specifically, we request to host a flag raising ceremony on April 14th, 2023 at 12:15 pm at this location to officially launch the festival. In addition, we would like to invite the Mayor to speak at the ceremony speaking to what it means to host a Pride festival and the importance it has within our community. Once the flag is raised it should remain raised through to the end of the festival on April 24th, 2023.

On behalf of the Jasper Pride Festival Society, we wish to thank you for your time and consideration of this request and the continued support for the LGBTQ+ community in Jasper and beyond. We are very much looking forward to celebrating with you!

Warm regards,

Lynn Wannop and Joost Tijssen
Co-Chairs



AGENDA ITEM 6.1

REQUEST FOR DECISION

Subject: Planning & Development Feasibility Report
From: Bill Given, Chief Administrative Officer
Prepared by: Albert Frootman, Municipal Advisor
Date: April 4, 2023



Recommendation:

That Council authorize the Mayor to provide a formal submission on behalf of the Municipality into Parks Canada's public consultation on land use planning and development.

Alternatives:

- That Council direct administration to revise the proposed correspondence;
- That Council direct administration to undertake additional research on key messages to convey the Municipality's priorities.

Background:

Parks Canada Agency is in the final stages of a program of public consultation regarding the proposed sharing of Land Use Planning and Development approval powers with the Municipality of Jasper.

This consultation has taken the form of a website with relevant background information at <https://www.letstalkmountainparks.ca/lupdtj>, a survey questionnaire, in-person consultations held in Jasper in March, and direct communication and consultations with First Nations.

Administration has drafted correspondence for Council to consider as official input from the Municipality.

Discussion:

The attached letter addresses a number of key messages, which are:

- There needs to be more clarity, certainty and consistency in processes
- Planning and development processes need to be handled in a timely and responsive manner
- Accountability to Citizens
- Transparency to the public and Parks Canada
- Improved long range planning
- Better coordination with municipal operations & utilities
- Land rent should be adjusted if the municipality takes on service delivery

This matter is being presented at regular Council to coincide with the anticipated close of Parks Canada's public consultation process.

Financial:

N/A

Strategic Relevance:

- Pursue the acquisition of tools and authorities to enhance service delivery, equity and affordability.
- Take active and strategic steps to advance Jasper's interests, including the acquisition of land-use planning and development authority and attaining Resort Municipality Status.
- Ensure residents receive quality service that provides strong value for dollar.
- Build our internal capacity to advance our housing priorities.
- Value the unique opportunities and responsibilities arising from our location inside a National Park and World Heritage Site

Attachments:

- Draft correspondence



OFFICE OF THE MAYOR

April 4, 2023

Parks Canada Agency

<https://www.letstalkmountainparks.ca/lupdtj>

Re: Land Use Planning and Development in the Town of Jasper Consultations

Dear Parks Canada Agency,

As the Municipality of Jasper, we appreciate the opportunity to share our input on the local delivery of land use planning and development services.

The Municipality of Jasper was incorporated to provide municipal governance and services for the benefit of a small urban community with well-defined boundaries. It is more than a service provider; it is a local government that is directly accountable to its electorate. It is responsible for understanding the desires of the community, and for making decisions that contribute to its health and vitality.

Current services include utilities, bylaw enforcement, recreation, transportation, and housing. Missing from this list is the administration of land use controls.

While we acknowledge that Parks Canada is a federal entity with clear responsibility for managing our national parks for the benefit of present and future generations, we believe that the current system for delivering planning and land use services in Jasper presents inherent challenges.

We observe that land use planning services are widely delivered by local governments, across countries and political systems. It is common practice for national and provincial/state government to define their interest in land use matters by establishing a policy framework. However, implementation of such policies and land use bylaw administration is almost always left to the local level. The intent is never to remove or avoid oversight, but to create local flexibility and accountability in terms of how higher-level policies are implemented.

This should be done within a framework that emphasises the unique character and value of the national park, the ongoing purpose of the townsite community to serve the needs of park visitors, and the fact that the townsite is home to its citizens, including those whose families have resided in the park for generations. The Municipality should promote a complete community for its citizens and create opportunities for a full range of urban land uses, while managing overall development and development impacts on the park as a whole, consistent with nationally defined priorities.



Our community believes that there must be more clarity, certainty, and consistency in the land use planning and development process. The public and businesses need to understand the application and approval processes, which should be consistent with those used throughout Alberta to ensure familiarity and consistency. People should know who is ultimately accountable for decisions made under these processes.

Land use decisions affect residents directly. While land use controls protect people from incompatible uses, timely permissions enable owners to improve their properties, provide new housing, and initiate new businesses that provide jobs and accommodations for visitors in effective and efficient ways.

Therefore, it is crucial that planning and development processes are handled in a timely and responsive manner. The current system is slow due to the complexity of the organization, and local issues require an agile system that can adapt more quickly. Municipalities across the country deliver planning and development services, and we believe Jasper can do the same using existing knowledge and experience and through hiring of qualified staff.

The Government of Canada, through Parks Canada agency, should avoid the prescription of solutions and instead be focused on continuing to articulate and communicate a strong and clear policy framework for the national park. The Municipality needs to take this policy framework and determine how to implement it in an accountable and transparent manner. The intent is not to remove accountability, but to create flexibility and discretion in meeting the needs of the public.

In turn, accountability to citizens is critical to effective land use planning and development processes. Land use decisions have a direct impact on our community, and it is appropriate to place land use planning and regulation in the hands of the local government. Municipal council is democratically elected and directly accountable to the citizens of the community. Under the current system, decisions are made within the context of a very large and complex organization. Because of this, there is little direct accountability for Parks staff or the results under the Parks system, nor is there an independent appeal process.

Transparency to the public and Parks Canada is essential for effective land use planning and development. It is standard practice for development inquiries to be confidential, but development applications should be public documents and available to all residents in advance of decisions being made. Development permit appeals should be handled by a Development Appeal Board that has representation from the public and elected officials.

Improved long-range planning is necessary to ensure the needs and interests of the townsite community are taken into account while respecting the national park context. The current long-range planning is based on Parks Canada priorities for Jasper National Park as a whole, and the townsite itself seems to be an afterthought.



An obvious concern is for continued protection of the national park and how this might be affected with greater local involvement in land use policy. However, we believe the local commitment to the national park is no less significant than the national interest. Most Jasper residents live in the community because of a deep connection to the national park, and they place a high priority on its protection.

Better coordination with municipal operations and utilities is critical to ensure effective land use planning and development. The lack of coordination causes needless delay and cost for development. A municipal approval system that involves all relevant municipal departments would add value for applicants by ensuring effective coordination and a reduction in time, effort, and cost.

Finally, land rent should be adjusted if the municipality takes on service delivery. If Jasper's current land rent is reflective of the cost of providing land use and planning services, then the total should go down if the municipality takes on delivering these services.

We hope that our input will be taken into consideration as you review the delivery of land use planning and development services. We believe that the municipality will be an able partner and is best equipped to handle these services, and we look forward to working together to ensure the best outcomes for our community and Jasper National Park.

Sincerely,

Richard Ireland
Mayor, Municipality of Jasper
rireland@jasper-alberta.ca

cc Daniel Mercer, Manager, Land Use Planning Services Daniel.mercer@pc.gc.ca

Moira McKinnon, Manager, Realty and Municipal Services Moira.mckinnon@pc.gc.ca

AGENDA ITEM 6.4

REQUEST FOR DECISION

Subject: UpLIFT! Sponsorship Funding
From: Bill Given, Chief Administrative Officer
Prepared by: Christopher Read, Director of Community Development
Reviewed by: John Greathead, Director of Operations and Utilities
Natasha Malenchak, Director of Finance and Administration
Date: April 4, 2023



Recommendation:

- That Council approve the proposed funding for the Municipality to be a “Wall Co-Sponsor” and a “Paint Sponsor” in the amount of \$15,000.

Alternatives:

- That Committee recommend Council approve the proposed funding for the Municipality of Jasper to be a “Wall Sponsor” in the amount of \$25,000; or
- That Committee recommend an amended motion that better meets Council’s vision.

Background:

In 2022 Council received a presentation from UpLIFT! mural festival asking for support of any kind for the 2023 festival. The support given in 2022 amounted to gift-in-kind support of approximately \$2,500 and was very well received by the festival organizers. In 2023, UpLIFT! has proposed a unique opportunity to work towards getting a municipally-owned building mural. Administration has been working with UpLIFT! to find the best way to support this possibility, and has developed this proposal:

- A mural could be added to the large south-facing wall of the Activity Centre (facing the tennis courts);
- This would require the Municipality to enter into a “Wall Co-Sponsor” and “Paint Sponsor” arrangement, which is a \$15,000 request;
- The gift-in-kind support would repeat the same as last year.

This matter was originally brought to the March 28, 2023 Committee of the Whole meeting but due to limited quorum, Council members in attendance voted to advance this item to regular meeting for consideration without discussing the matter as a committee.

Discussion:

Administration believes this mural opportunity meets many Council priorities and will add to the “welcoming appeal” of our facilities and our community. The funding we have sourced will ensure that the Municipality is an anchor sponsor of the event, and very likely ensure the artist chooses the Tennis Court Wall – very likely, but is dependent on total festival donations.

Council may wish to 100% guarantee the Municipality gets the Tennis Court Wall Mural that would require a larger donation of \$25,000. This would require Council to allocate the additional \$10,000 from a fund such as

Council Major Project fund.

Strategic Relevance:

- Community Health:
 - Promote and enhance recreational and cultural opportunities and spaces.
 - Enable and facilitate events that provide opportunities to increase community connections.
 - Leverage and create opportunities for greater inclusion.
 - Recognize the fundamental importance of our tourism economy.
- Relationships
 - Communicate and engage with residents.
 - Welcome the expertise, innovation, creativity and commitment of community members, groups, associations, and businesses.
- Organizational Excellence
 - Ensure residents receive quality service that provides strong value for dollar.

Financial:

This level of support was not included in the final 2023 approved operating budget, however the funding model proposed would mean no change to the original budget request as these funds are in place and can be allocated in this way. Administration is proposing the following:

- reallocated as \$7,500 from the Communities in Bloom budget, which will leave enough to accomplish 2023 CIB goals, and
- reallocated \$7,500 as a Community and Economic Development grant.

Should Committee recommend a larger amount, Council will need to name the source of the additional funding.

Attachments:

- [UpLIFT! Festival sponsorship package](#)
- Artist bio and portfolio who is interested in the “tennis court wall” [Ola Volo](#).

DIRECTOR'S REPORT April 2023

Christopher Read, Director of Community Development

Major Projects

- Ice Plant Project is progressing – demolition and new system skid install completion spring 2023
- Major Facility Reno Project continues moving forward, and the most recent costing detail level has introduced some “Market Condition Variables” that we are dealing with that will inevitably impact the project. We will have more details coming to Council after the tenders return, but to keep everyone in the loop:
 - Local and regional contractors are not able to bid much (if any) of the work which adds “LOA” or living out allowance that includes things like per diems, mileage, meals, and accommodations – which in Jasper may be a premium of as much as a 30% (or more)
 - Supply chain realities may delay some elements
 - Inflationary pressures are already showing price increases above expectations
- Active Transportation Feasibility Study out now, work to occur over the next few months
- Centennial and Commemoration Parks project planning/permitting work has begun
- Multi-purpose hall sound system upgrade project contract awarded though experiencing supply chain delays.
- Fitness and Aquatic Centre Lobby re-opened after the Sprinkler line break from December. Great to be back in there!

Staffing

- Position vacancies and turnover continue to be challenging to our teams. Most recent vacancies at Activity Centre front desk, Childcare centre, and COS program support.
- Wildflowers Childcare and Out of School Care have yet to have one day with full staffing this year due to vacations, leaves, and illnesses. This has resulted in looking to hire more casuals and Childcare Manager spending more time on the floor.
- Welcome Project Coordinator Jenna McGrath, Program Support worker Wendy Kellis, and Custodian Nelson Gonzales

Service Trends

- Increased requests for support coming in at COS. Noted needs are: monetary support to access programs within the community, transportation to appointments outside Jasper, and finding programs like Respite, Al-anon and Grief support. Jasper Community Team Society continues to support our residents with support through the Caring Community Fund and the Child and Youth Participation Fund in particular.
- This quarter did see a decreased drop-in transient clients accessing COS for crisis supports
- Outdoor Ice season is complete, many thanks to Operations for making the two rinks in Robson and Lions parks this year – many users enjoyed these rinks this winter.
- Share your passion toolkit is done and on-line. Library of Things ready to launch. Operations continues to work on getting the recycling/compost signage on all the bins. Looking into little sled libraries for next year.
- Still reporting high attendance at almost all programs – wonderful uptake by our community.
- Community Dinners have wrapped up the 20th Season: 5,544 plates of food served. Average attendance of 462/week. Attendance doubled, donations down by 30%, food costs double and even triple in some cases. Program nearly met income targets only thanks to generous corporate donations and grant funding. Many thanks to our new Coordinator Marlyn, the many groups and volunteers who made it happen yet again!
- Added Emergency Planning for Business to new ‘Doing Business in Jasper’ page on website, including designing a business continuity guidebook and workbook for businesses, available now.
- Created Summer Swim Squad program to start in May, to fill gap from no Redfins swim team this year.
- We continue to see a cross section of new faces at the Soup Station, many thanks to the donations and of course Glenda the Great and her team for making this happen! A simple bowl of soup can really bring community together.

Communications & Engagement *(a whole lot of launches this quarter)*

- Community Conversations adapted to meet new policy; feedback and participation both favourable.
- Major Capital Projects information publicly available at Council, NETMA, and launched on our website.
- Printed Community Guide launched.
- Staff accommodation mini magnet whiteboards with QR code to newcomer information on our website launched.
- Jasper Local Immigration Partnership and Newcomer Network partners in helping to create a video to go with Website and Community Guide, all launched at Council in March.