



TOWN OF HINTON
Community Engagement & Accountability
Committee Room
October 8, 2014

PRESENT: Garth Griffiths, Fiona Murray-Galbraith, Shirley Caputo, Scott Sunderwald, , Kathy Rees, , Doug Heine, George Higgerty, Albert Ostashek, Ron McKay, Councillor Matthew Young (arrived at 11:12 am), Councillor Dale Currie

ABSENT: Jack Williams, Gerry Brandt, Jennifer Norquay, George Higgerty

SECRETARY: Wendy Anderson/Rhonda West

ALSO PRESENT: Brian LaBerge and Natalie Charlton – Hinton & District Chamber of Commerce, Laura Howarth – Director of Community & Protective Services, Christopher Read, Recreation & Culture Manager

ORDER

Chairman Garth Griffiths called the Regular Meeting of the Community Engagement & Accountability Committee (“CEAC”) to order. The time was 11:05 a.m.

ADOPTION OF AGENDA

FIONA - That the Agenda for the October 8, 2014 Meeting of CEAC be adopted as presented.


CARRIED

DELEGATIONS

Chamber of Commerce

Brian LaBerge and Natalie Charlton provided the group with information on the Chamber of Commerce:

- Hurdles chamber identified: Housing and employment (skilled and unskilled)
 - o Surveyed businesses along Switzer Drive to the mall and had discussions with each business: stated concerns re trouble finding staff, qualified, age, retention, some have no concerns, can't find cooks;
- There are quality issues as it relates to staff and continues to be a serious challenge
- Chamber sat down in October, 2013 to create a road map and 5 pillars were established that are needed to be successful
- Relationship with Town was based on misinformation/inaccuracies
- Strengthening Regional Partnerships
- Midnight madness will be community wide with people bused in from Jasper
- Attempting to try and bring shoppers in from Edson and Jasper
- Celebrate Business
- Economic Development Committee formed, has been difficult to get appropriate attendance; it was important to have a focused wider perspective to our business community
- Promote local shopping, including have discussions with Town regarding local shopping


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- The Chamber will be planning the 2015 pillars at the November 6th meeting.

Fiona Murray-Galbraith commented that from Alberta Health Services perspective, it is important to encourage people from Grande Cache to shop and receive health care services.

Scott Sunderwald suggested a growth strategy task force and asked what are the multi prongs and how are we going to move forward?

Brian and Natalie stated further:

- Chamber's mission statement is to do the best business possible in Hinton
- Regional services - we are being charged with getting machines at hospital
- Good vehicle to talk, but chamber can't tell businesses what to do
- If charging with something, need to charge the right people, doesn't feel that they should be the lead
- The chamber can try to put an environment in place to be attractive to businesses

Garth requested a letter or summary from the Chamber outlining what role they believe/want to have with the CSP and what, if any, actions and outcomes they can lead.

- Chamber works on behalf of the businesses, will come up with a plan on what you will do for the economy of Hinton

Terminology issue, streamline everything and bring together, build an environment for success and this will start the flow of:

- Working on trade days cooperatively with other groups
- Speed networking – business to business
- Tried to put a home business training day
- Business government day at the end of last year
- Chamber minute in promotion to shop local
- Building the community together
- Natalie sit on board Community for College
- NRTA - Natalie
- Creation and promotion and distribution of the visitor guide
- Operation of EIC
- Robust growth in membership in the last two years
- Need to stay focused on our members, that is what the chamber is

Administration will review and correct the interim status spreadsheet to ensure the outcomes and lead partners are aligned correctly and re-distribute to CEAC before the next meeting.

Living Wages

Matthew Young advised that the purpose for appearing before CEAC is to share what he's been doing out in the community to encourage businesses to pay living wages to their employees. He has spoken at the Business Support Network meetings in both Hinton and Edson. He stated his findings are that if Hinton employers moved to becoming a living wage community, there would be an economic stimulus to the community as there is greater consumer spending power. He then gave examples of how his business, the Dairy Queen, has benefitted since becoming a


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living wage employer and he encouraged consumers to make the choice to support those businesses that support living wages.

Brian LaBerge commented that he doesn't see the stimulus and that the challenge is differential in pay (ie. Store owner could pay \$12 in Edmonton but would have to pay \$15 in Hinton) and asked where does the money come from? Matthew noted the following:

- The service sector employees have not caught up to everyone else; Hinton will be facing a crunch where there is going to be no one left to run the restaurants/hotel etc.; need to start re-building the middle class in Hinton; no promotion of the service sector as a place where you can have a career;
- People will move to Hinton if given the opportunity.

Natalie added that business owners have to take the responsibility to understand what they can afford and not afford and how they can attract employees; it may not be doable for some businesses.

ADOPTION OF MINUTES

SUNDERWALD – That the CEAC Minutes of September 10, 2014 be adopted as presented.

CARRIED

ACTION ITEMS

1. Listening Group Reports

Recreation & Culture (Scott & Doug)

Hinton Mountain Bike Association – number of people stepping down and reflecting burnout in the committee; Mountain Bike Mecca – Hinton could be a destination on the map for mountain bikers; other municipalities striving for the same thing;

Riverfront Park – currently stalled – committee is waiting for official response from Council;

Switzer Park – a new trail has been developed starting at the luge parking lot – new signage coming in;

North American Biathlon in March, 2015 – Reminder of North America wide coming to Hinton;

Skunks are in town;

Received comments about the swimming pool in that it has opened up and can't use the hot tub; Christopher Read noted that the Town has chosen to fix it properly and fix it well.

Education, Wellness & Social Supports (Fiona & Kathy)

Raised \$23,000 from Hole in One Golf Tournament – wonderful business support and great volunteers;

New website has been launched for the foundation - www.hintonhealth.ca – great pictures and information about the hospital;

Community cancer clinic – \$1.2 million for renovation; Update from Province indicates the design is done but provincial government has put funding envelope to 2016-17 years. Fiona encouraged members to speak to the MLA about dialysis coming to Hinton;

Community groups struggling for funding due to cutbacks from provincial government;

Kathy attended the Yellowhead County workshop on seniors housing; just as much of an issue in the county as in town;

Pine Valley addition going ahead; Dale will be meeting with Evergreens this week;

Share shop – Kathy expressed concern that she has no idea where it will be 3-5 years from now; hard work for volunteers (most of which are seniors);


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Governance & Partnerships (Garth & Scott)

Have heard concerns from citizens about two councillors running for other political offices; public opinion is that even though they are not required to by provincial law, they should either resign or not run; may become a bigger issue;

Hearing good things about Mike Schwirtz being new Town Manager;

Riverfront Park – public would like council to make a decision soon;

Budget – participatory budget - \$280,000 of requests received so far; applicants have to sell their ideas to the community and why it would benefit the community.

Local Economy (Gerry & Albert)

Comments received that people are happy to see major commercial development this year (ie. Big Rock, new UFA cardlock, upgrades to town infrastructure);

Question: What is the status of Phase II and Phase III of Innovista; Phase II is close to closing; Phase III has an extension; construction started on Baker Street;

Encouraged to see developers responding to entry level housing and moving away from building luxury homes (ie. Boutin 4-plexes; condos on McCardell Drive, Baker Street)

Matthew met with a developer recently about building a seniors rental village in town.

Natural & Built Environments (Jen & George)

No update.

2. Interim Status Report from Partners on 2013-2015 Priority Strategies

The interim report and update was reviewed by members of CEAC. The final report will be provided to CEAC in February, 2015.

There was consensus to accept the report for information.

3. Next Steps re Highway Corridor Study

At the September 10, 2014 CEAC meeting, Councillor Young had requested that the Highway Corridor Task Committee Final Report be forwarded to Council.

MURRAY-GALBRAITH - There was consensus that the Highway Corridor Task Committee Final Report be forwarded to Council and for Council representatives to report back to CEAC on how the report was integrated/considered in the MDP/LUB review.

4. Review and Update Delegation Invitation List

The group reviewed the current delegation list. The group requested that new Town Manager, Mike Schwirtz, be invited to attend the November 13, 2014 CEAC meeting as a delegation.

There was consensus to send a letter to the Chamber of Commerce thanking them for their presentation.

INFORMATION ITEMS

Roxy Theatre property has sold.

Update re large condominium building along the highway - the bank owns the building and deficiencies are being corrected and brought up to code.


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COMMUNITY PULSE

NEXT MEETING

The next meetings of CEAC are scheduled for November 13, 2014, December 11, 2014 and January 15, 2015 at 11:00 a.m.

ADJOURNMENT

YOUNG - That the Regular Meeting of CEAC adjourn.

CARRIED

The time was 1:30 p.m.



Chairman



Director of Community &
Protective Services


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