



TOWN OF HINTON
Community Engagement & Accountability
Committee Room
December 11, 2014

PRESENT: Garth Griffiths, Kathy Rees, Scott Sunderwald, George Higgerty, Doug Heine, Albert Ostashek, Ron McKay, Shirley Caputo, Councillor Dale Currie

ABSENT: Gerry Brandt, Fiona Murray-Galbraith, Councillor Jack Williams, Joann Race

SECRETARY: Rhonda West

ALSO PRESENT: Laura Howarth – Director of Community & Protective Services

ORDER

Chairman Garth Griffiths called the Regular Meeting of the Community Engagement & Accountability Committee (“CEAC”) to order. The time was 11:03 a.m.

ADOPTION OF AGENDA

HIGGERTY - That the Agenda for the December 11, 2014 Meeting of CEAC be adopted.

CARRIED

INTRODUCTION OF NEW MEMBER

Chairman Garth Griffiths introduced Doug Heine as the new Council appointed member to CEAC.

DELEGATIONS AND PRESENTATIONS

Kimberley Worthington, Economic Development & Housing Manager for the Town of Hinton, presented to CEAC on the Tourism Destination Region. Highlights of her presentation included:

- Alberta Northern Rockies Tourism Alliance – the regional destination model
- Collaborations to date include Yellowhead County, Alberta Parks, Town of Edson, Willmore Wilderness Foundation and many more
- Publications such as the Northern Rockies Highway Guide, film projects
- Destination Management Plan to be developed from grant funding
- Town marketing campaigns include Hinton Mountain Bike Association (billboards, contests, social media); working with Hinton Nordic Centre on a marketing campaign for the North American Biathlon Championships in 2015; partner with the Chamber and the Visitor Information Centre; visitor guide (free to community);
- Taken advantage of Province’s festival grant program (Fohn Festival, Wild Mountain Music Festival);
- Hinton consistently markets with Yellowhead County (ie. \$80,000 marketing campaign cost Hinton \$10,000 using Travel Alberta match funding);


Initial

Scott commented that the Alberta Northern Rockies destination is starting to resonate with people in Edmonton (tourists and provincial government).

Albert suggested that a Destination Marketing Tax for hotels would be a good tool to have to support tourism in the community.

CEAC members commented that greater awareness of Hinton's amenities needs to happen; Hinton has a long way to go and the Highway Corridor is a big piece of the equation (create a reason for people to stop).

ADOPTION OF MINUTES

OSTASHEK – That the CEAC Minutes of November 13, 2014 be adopted.

CARRIED

ACTION ITEMS

1. Community Connection Team Reports, Confirmation and Appointment to Vacancies

There was consensus that Doug Heine be appointed to the Recreation & Culture community connection team.

Recreation & Culture (Scott & Doug)

Fat Bikes: Growing trend; users are requesting more groomed trails in town and Switzer Park; suggestion of grooming trails at the Golf Course;

Upcoming Major Event: the North American Biathlon Championships happening March 9 – 15, 2015 at the Hinton Nordic Centre;

Riverfront Park: Update- the volunteer committee identified a location that is Town owned property; West River Road residents brought road concerns to the forefront along with parking and garbage concerns; Committee members stepped back until resident and land issues are dealt with; Committee will be meeting with Council in the new year;

Education, Wellness & Social Supports (Fiona & Kathy)

Evergreen Expansion: Kathy attended the open house for the Evergreen expansion of Pine Valley Lodge; the expansion proposal has been submitted to the Province and can expect an announcement towards the end of January as to which proposals will be funded. If approved, the project could begin in April, 2015;

Fundraiser for Bridges: The Minister of Health will be coming to Hinton to attend a dinner fundraiser for Bridges on January 30th at the Hinton Centre. Tickets are \$60 each;

Hospital – talk about having another meeting with Robin Campell; 10 million in upgrades has been identified;

Governance & Partnerships (Garth & Scott)

Innovista Park: Happy to see sales and developments taking place;

Local Economy (Gerry & Albert)

Chamber of Commerce Update: Hosted a number of events recently; Snowflake Parade had more entries than ever before despite weather; Chamber Gala and Christmas Party – both events were sold out; sponsored moonlight madness with positive reviews despite bad weather;

Down Payment Assistance Program: Albert expressed concern of the business community by the Town risking tax dollars to supplement down payments for individuals; Business community reps felt that the money is better used to market and promote a quality of life



Initial

campaign to have people come to town; business community do not see that it would be a big benefit to the housing market to have the program implemented;

Revised Municipal Development Plan: Excited about the plan and especially proposed revitalizing of hill and valley shopping districts (widening sidewalks, patio space, walking friendly, promoting a multi-use village);

Natural & Built Environments (Joann & George)

Communities in Bloom: Why was this taken away? Answer: Councillor Currie advised that the Council of the day cut it as a program through the budget process; Laura confirmed that communities in bloom is community based and it became a program where there was little community ownership (the program is more than just making sure the flowers look nice);

Snowfall Hazards: Kathy expressed concern about businesses clearing sidewalks by shoveling the snow into the gutter so the only places to park are the handicap parking spots. This makes it difficult for pedestrians and seniors to climb over the snowpile to get to the sidewalk. She has asked for more handicap spaces and that seniors and young mothers be able to get a different coloured sticker to allow them to access clear parking spots;

2. CEAC Report Card & Outcome Measures

Report card is due in late March, 2015. Garth and Scott are tied up the first months of the new year.

There was consensus to postpone the report card to the community to April, 2015.

3. CEAC Progress Survey - Update

Many people don't know about the survey; suggestion to add a section for comments. People questioned use of the word "perception". Not obvious on the 2040 website as to where people take the survey.

There was consensus to extend the survey to January 15, 2015.

CARRIED

CEAC rack cards were handed out to members.

4. Review and Update Delegation Invitation List

The group reviewed the current delegation list.

There was consensus to move the Highway Corridor Study delegation scheduled for February, 2015 to the January, 2015 meeting and to remove Bill MacDonald (Challenge in the Rockies) and Jamal Nasrabadi (Highway Corridor Study) from the delegations of general interest section.

CARRIED

INFORMATION ITEMS

COMMUNITY PULSE

People aren't sure who they talk to when looking at the 2040 website.

Request to have the community connection reps listed on the website.

COMMUNICATION ACTION

Let community know CEAC survey has been extended deadline to January 15, 2015.

NEXT MEETING

The next meetings of CEAC are scheduled for January 15, 2015, February 12, 2015 and March 19, 2015 at 11:00 a.m.

ADJOURNMENT

McKAY - That the Regular Meeting of CEAC adjourn.

CARRIED

The time was 1:21 p.m.



Chairman



Director of Community &
Protective Services