



CITY COUNCIL

AGENDA

Monday, January 06, 2014 – Council Chambers, City Hall

Call to Order: 2:30 PM
Recess: 5:00 PM to 6:00 PM

I. MINUTES

I.1. Confirmation of the Minutes of the Monday, December 2, 2013 Regular Council Meeting

(Agenda Pages 1 – 12)

I.1.a. Motion to Lift from the Table

I.2. Confirmation of the Minutes of the Monday, December 16, 2013 Regular Council Meeting

(Agenda Pages 13 – 24)

2. POINT OF INTEREST

3. UNFINISHED BUSINESS

4. REPORTS

4.1. Downtown Business Association's 2014 Budget

(Agenda Pages 25 – 39)

5. IN CAMERA MEETING

5.1. Financial Matter (*FOIP - Section 25*)

- 6. BYLAWS**
- 7. PUBLIC HEARINGS**
- 8. CORRESPONDENCE**
- 9. PETITIONS AND DELEGATIONS**
- 10. NOTICES OF MOTION**
- 11. ADJOURNMENT**



December 30, 2013

Consideration of December 2, 2013 Regular Council Meeting Minutes

Legislative Services

Report Summary & Recommendation:

Summary:

At the Monday, December 16, 2013 Regular Council Meeting Council approval of the Monday, December 2, 2013 Regular Council Meeting Minutes was tabled as there were several discrepancies in the minutes presented.

The attached revised minutes from the Monday, December 2, 2013 Regular Council meeting are being brought forward for Council's consideration.

Recommendation:

The Council consider approval of the Monday, December 2, 2013 Regular Council Meeting Minutes.

City Manager Comments:

I support the recommendation of Administration.

Craig Curtis
City Manager

Proposed Resolution:

Resolved that Council of The City of Red Deer, hereby agrees to lift from the table consideration of the Monday, December 2, 2013 Regular Council Meeting Minutes.



UNAPPROVED M I N U T E S

**of the Red Deer City Council Regular Meeting
held on Monday, December 2, 2013
commenced at 2:34 p.m.**

Present:

Mayor Tara Veer
Councillor Buck Buchanan
Councillor Tanya Handley
Councillor Paul Harris
Councillor Ken Johnston
Councillor Lawrence Lee
Councillor Lynne Mulder
Councillor Frank Wong
Councillor Dianne Wyntjes

City Manager, Craig Curtis
Director of Community Services, Greg Scott
Director of Corporate Services, Elaine Vincent
Director of Planning Services, Kim Fowler
Director of Development Services, Paul Goranson
Director of Communications & Strategic Planning, Julia Harvie-Shemko
Director of Corporate Transformation, Lisa Perkins
City Clerk, Frieda McDougall
Deputy City Clerk, Jackie Kurylo
Corporate Meeting Coordinator, Bev Greter
Public Works Manager, Greg Sikora
Planner, Christi Fidek
Major Projects Planner, Angus Schaffenburg



I. MINUTES

1.1. Confirmation of the Minutes of the Monday, November 18, 2013 Regular Council Meeting

Moved by Councillor Lawrence Lee, seconded by Councillor Lynne Mulder

Resolved that Council of The City of Red Deer hereby approves the Minutes of the Monday, November 18, 2013 Regular Council Meeting with the following amendment:

Items 7.1 and 8.0 – remove Councillor Buck Buchanan's name from those voting in favour.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

2. REPORTS

2.1. Snow and Ice Control Policy Update

Greg Sikora, Public Works Manager, provided an overview of the Snow and Ice Control policy.

Moved by Councillor Paul Harris, seconded by Councillor Lynne Mulder

Resolved that Council of The City of Red Deer, having considered the Snow & Ice Control report as presented by Development Services/Public Works department, hereby directs administration to respond to the above average level of snowfall by triggering a plowing of snow from P6 & P5 routes, which will create windrows. Signage will not be posted; however The City will give as much notice as possible using our website and news releases.



IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, , Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

Moved by Councillor Tanya Handley, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer, having considered the Snow & Ice Control report as presented by Development Services/Public Works, hereby requests that administration review the Snow & Ice Control Policy to:

1. provide measurable triggers for Priority 5 and 6 areas, removing or defining the discretionary triggers;
2. diminish gaps between City sidewalk clearing and that expected by residents;
3. articulate and / or develop a snow and ice control response that responds to above average snow events;
4. undertake a short to medium term strategy to review existing targets with special consideration for transit; and whether they are being met and considering operational efficiencies and innovation opportunities; and with such a report to be brought for Council's consideration in conjunction with the Operating Budget.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

Moved by Councillor Tanya Handley, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer, having considered the Snow & Ice Control report as presented by Development Services/Public Works, hereby requests



that administration review the Snow & Ice Control Policy to examine the feasibility of re-establishing a snow removal reserve to enable administration to respond to above average snow events as required.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lynne Mulder, Councillor Dianne Wyntjes

OPPOSED: Councillor Lawrence Lee, Councillor Frank Wong

MOTION CARRIED

2.2. Ratification of Red Deer Downtown Business Association Board of Director Appointments

Moved by Councillor Lawrence Lee, seconded by Councillor Buck Buchanan

Resolved that Council of The City of Red Deer, having considered the report from the Legislative Services Department, dated November 14, 2013, re: Ratification of Red Deer Downtown Business Association Board of Director Appointments, hereby ratifies the appointment of the following members of the Red Deer Downtown Business Association Board of Directors as follows:

1. For a term January 1, 2014 to December 31, 2016:

Kevin Traptow – Traptow’s Cool Beans Bus

Julie Oliver - MNP

Andrew Luft – Johnston, Ming and Manning

Krystal Kromm – City Motion Fitness

2. For a term January 1, 2014 to December 31, 2015:

Brandon Bouchard – Resident of Downtown

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston,



Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

3. **BYLAWS**

3.1. **Short Term Borrowing Bylaw 3506/2013**

Moved by Councillor Lynne Mulder, seconded by Councillor Buck Buchanan

FIRST READING: That Bylaw 3506/ 2013 (Short Term Borrowing Bylaw to authorize the borrowing of funds for short term operating purposes until taxes are collected) be read a first time.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

3.2. **Proposed Rezoning for 7429-49 Avenue – Site Exception - To Allow a Security Suite Land Use Bylaw Amendment 3357/EE-2013**

Councillor Buck Buchanan declared a pecuniary interest and left Council Chambers at 5:03 p.m. as he owns a security business.

First reading of Bylaw 3357/EE-2013 was introduced at this time.

Moved by Councillor Ken Johnston, seconded by Councillor Paul Harris

FIRST READING: That Bylaw 3357/EE-2013 (Land Use Bylaw Amendment for rezoning to add a security suite as a discretionary use at 7429 – 49 Avenue) be read a first time



Councillor Tanya Handley left Council Chambers at 5:14 p.m. and returned at 5:16 p.m.

Prior to consideration of First Reading, the following motion to amend was introduced:

Moved by Councillor Paul Harris, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer, having considered the report from the Planning Department re: Proposed Rezoning for 7429 – 49 Avenue, To Allow a Security Suite, Land Use Bylaw Amendment 3357/EE-2013, hereby proposes the following amendments to Land Use Bylaw Amendment 3357/EE-2013:

- 1) 8.22, 1(e) (vi) (I) (b) shall not be occupied by ~~one (1)~~ two (2) persons dwelling in the suite
- 2) 8.22, 1(e) (vi) (I) (c) change the wording “his employee” to “their employee”.

IN FAVOUR: Councillor Paul Harris, Councillor Ken Johnston

OPPOSED: Mayor Tara Veer, Councillor Tanya Handley, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

ABSENT: Councillor Buck Buchanan

MOTION TO AMEND DEFEATED

First Reading as originally introduced was then on the floor.

IN FAVOUR: Mayor Tara Veer, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

ABSENT: Councillor Buck Buchanan

MOTION CARRIED

The following subsequent motion was considered at this time:



Moved by Councillor Lynne Mulder, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer having considered the report from the Planning Department, dated November 18, 2013, re: Proposed Rezoning for 7429 – 49 Avenue to allow a Security Suite, Land Use Bylaw Amendment 3357/EE-2013, hereby directs administration to consider the broader inclusion of security suites in all II (Light Industrial) areas and bring back a report for Council's consideration in 2014.

IN FAVOUR: Mayor Tara Veer, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder

OPPOSED: Councillor Dianne Wyntjes, Councillor Frank Wong

ABSENT: Councillor Buck Buchanan

MOTION CARRIED

Council recessed at 5:33 p.m. and reconvened at 6:02 p.m.

Councillor Buck Buchanan returned to Council Chambers at 6:02 p.m.

4. PUBLIC HEARINGS

Mayor Tara Veer declared open the Public Hearing for Land Use Bylaw Amendment 3357/BB-2013, addition of six overnight shelter beds at 5246-53 Avenue. Ms. Kath Hoffman and Mr. Reinhard Timmerman spoke in support of this bylaw. As no one further was present to speak for or against the Land Use Bylaw Amendment, Mayor Tara Veer declared the Public Hearing closed.

4.1. Land Use Bylaw Amendment 3357/BB-2013 Addition of Six Overnight Shelter Beds at 5246 - 53 Avenue Supplementary Report dated November 13, 2013



Moved by Councillor Lawrence Lee, seconded by Councillor Paul Harris

SECOND READING: That Bylaw 3357/BB-2013 (Land Use Bylaw Amendment to amend Direct Control District 19 for the addition of six overnight shelter beds at 5246 – 53 Avenue – Safe Harbour Society) be read a second time.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

Moved by Councillor Lawrence Lee, seconded by Councillor Paul Harris

THIRD READING: That Bylaw 3357/BB-2013 be read a third time.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

Following adoption of Land Use Bylaw Amendment 3357/BB-2013, Council considered the following resolution to approve the development:

Moved by Councillor Buck Buchanan, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer, having passed second and third reading of Land Use Bylaw Amendment 3357/BB-2013 re: Addition of Six Overnight Shelter Beds at 5246 53 Avenue hereby approves the development of a combined non-medical detoxification center and overnight shelter located at 5246 53 Avenue, with a maximum of 46 beds.



IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

5. NOTICES OF MOTION

The following Notice of Motion was introduced by Councillor Buck Buchanan regarding Early Childhood Education Training Opportunities in Alberta:

WHEREAS the early years (prenatal to age 5 years or the first 2000 days of life) are the most critical period in a child’s development, and have a lifelong impact on everything from mental and physical health to success in work, school and relationships;

WHEREAS the Alberta Children’s Charter will be used to guide decision making, both within government and in communities, and represents a commitment to uphold a “children’s first” approach when looking at all programs and policies that impact children and their families;¹

WHEREAS the proposed Government of Alberta’s new vision for early learning and care in Alberta is “An Alberta in which all children 0 – 6 and their families have access to high quality early learning and care that matches their individual needs and circumstances”;²

WHEREAS presently, much of the early learning and care workforce in Alberta has modest formal education, and limited access to ongoing professional development;³

WHEREAS the majority of children ages 0 – 6 in Alberta spend a significant portion of their time in non-parental care;⁴

WHEREAS the Alberta Childcare Licensing Regulation sets out the minimum standards that must be met in a licensed child care program to ensure that the health, safety and developmental needs of children are met;⁵

WHEREAS there are thirteen programs across Alberta currently offering Early Childhood training, which offer the program for Early Learning and Child Care in Alberta.



WHEREAS over an agreed time frame, a two year early childhood education and care diploma will become the minimum level of formal education required for all early childhood educators that work in licensed or approved settings;⁶

WHEREAS there are 1700 Albertans are employed in the Early Childhood Educators and Assistants occupational group (an additional 11,000 individuals are employed in childcare) and it is forecasted that about 56 new positions (3.3% increase) will be required each year (until 2016) in addition to job openings created by employment turnover. An additional 11,000 individuals are employed in licensed child care;⁷

WHEREAS in Central Alberta there are approximately 20 organizations that have exemptions from staff qualification requirements in place because they experience difficulties in finding qualified staff. With reductions in the available education programs in Alberta, this situation will worsen.

WHEREAS there are leaders in the field of Early Childhood throughout Alberta (specifically in Central Alberta) that are concerned with the significant lack of trained Early Childhood professionals,

NOW THEREFORE BE IT RESOLVED that The City of Red Deer request that the Alberta Urban Municipalities Association open a dialogue with the Province of Alberta Advanced Education and Education ministries, to ensure that sufficient, quality training opportunities are provided to meet the growing demands of the Early Childhood profession, and to meet Provincial licensing standards and identify root issues such as wage levels as they relate to early learning and care programs across the province.

1. Alberta Government “Together We Raise Tomorrow “ Children’s Charter. Retrieved October 24, 2013 www.childcharter.alberta.ca
2. Toward a Provincial Framework for Early Learning and Care in Alberta – A Draft Framework Design for Discussion. March 2013. The Muttart Foundation
3. Toward a Provincial Framework for Early Learning and Care in Alberta – A Draft Framework Design for Discussion. March 2013. The Muttart Foundation
4. Municipal Child Care in Alberta: An Alternative Approach to the Funding and Delivery of Early Learning and Care for Children and Their Families. November 2011. The Muttart Foundation
5. Alberta Human Services. Child Care Licensing. <http://humanservices.alberta.ca/family-community/child-care-providers-licensing.html> Retrieved October 25, 2013.
6. Toward a Provincial Framework for Early Learning and Care in Alberta – A Draft Framework Design for Discussion. March 2013. The Muttart Foundation
7. Alberta Occupational Profiles. Retrieved October 24, 2013. http://alis.alberta.ca/occinfo/Content/RequestAction.asp?OCCPRO_ID=71003308&aspAction=GetHTMLProfile&format=html



6. ADJOURNMENT

Moved by Councillor Ken Johnston, seconded by Councillor Dianne Wyntjes

Resolved that Council of The City of Red Deer hereby agrees to adjourn the December 2, 2013 Regular Meeting of Red Deer City Council at 6:48 p.m.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

MAYOR

CITY CLERK



UNAPPROVED MINUTES

**of the Red Deer City Council Regular Meeting
held on Monday, December 16, 2013
commenced at 2:34 p.m.**

Present:

Mayor Tara Veer
Councillor Buck Buchanan
Councillor Tanya Handley
Councillor Paul Harris
Councillor Ken Johnston
Councillor Lawrence Lee
Councillor Lynne Mulder
Councillor Frank Wong
Councillor Dianne Wyntjes

Acting City Manager & Director of Corporate Services, Elaine Vincent
Director of Community Services, Greg Scott
Director of Planning Services, Kim Fowler
Director of Development Services, Paul Goranson
Director of Human Resources, Kristy Svoboda
Director of Corporate Transformation, Lisa Perkins
City Clerk, Frieda McDougall
Corporate Meeting Coordinator, Bev Greter
Client Services Support, Jody Zeniuk
Planning Manager, Tara Lodewyk
Fidek, Christi, Planner
Nebozenko, Dayna, Planner



I. IN CAMERA MEETING

Moved by Councillor Ken Johnston, seconded by Councillor Dianne Wyntjes

Resolved that Council of The City of Red Deer agrees to enter into an In Camera Meeting on Monday, December 16, 2013 at 2:35 p.m. and hereby agrees to exclude the following:

All members of the Media; and

All members of the Public.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

Moved by Councillor Frank Wong, seconded by Councillor Lawrence Lee

Resolved that Council of The City of Red Deer agrees to revert to an open meeting of Council on Monday, December 16, 2013 at 2:39 p.m.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

2. MINUTES

2.1. Confirmation of the Minutes of the 2014 Capital Budget Council Meeting on Tuesday, November 26, 2013

Moved by Councillor Lawrence Lee, seconded by Councillor Lynne Mulder

Resolved that Council of The City of Red Deer hereby approves the Minutes of the



2014 Capital Budget Council Meeting on Tuesday, November 26, 2013 with the following amendment:

Page 8 and 9: remove Councillor Buck Buchanan's name from voting as he was absent from that meeting.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION AS AMENDED CARRIED

2.2. Confirmation of the Minutes of the Monday, December 2, 2013 Regular Council Meeting

Moved by Councillor Paul Harris, seconded by Councillor Lawrence Lee

Resolved that Council of The City of Red Deer hereby agrees to table the Monday, December 2, 2013 Regular Council Meeting Minutes until Monday, January 6, 2014 Regular Council Meeting to provide for Administration to review the video to ensure the motions as recorded are correct.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION TO TABLE CARRIED

3. PRESENTATIONS

3.1. Red Deer Regional Airport Update

Mr. Bernie Papp, introduced Mr. Dave Brown as the new Chair to the Red Deer Regional Airport as Mr. Papp has concluded his term. Mr. Brown provided highlights and introduced



Mr. RJ Steenstra, Chief Executive Officer, who provided a Power Point presentation. After discussion, Council thanked Mr. Steenstra for the update and accepted the report as information.

4. REPORTS

4.1. Citizen Representative Appointments to Committees for 2013/2014

Moved by Councillor Lawrence Lee, seconded by Councillor Dianne Wyntjes

Resolved that Council of The City of Red Deer hereby appoints the following to serve on the *Community Housing Advisory Board* for terms to expire as follows:

Matthew Cornall	Citizen Representative (term to expire at the Organizational Meeting of 2014)
Kirsten Challborn	Citizen Representative (term to expire at the Organizational Meeting of 2014)
Roger Goodwin	Citizen Representative (term to expire at the Organizational Meeting of 2015)
Grace Zhang	Citizen Representative (term to expire at the Organizational Meeting of 2015)
Anthony Sowen	Aboriginal Representative (term to expire at the Organizational Meeting of 2015)

IN FAVOUR:

Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED



Moved by Councillor Lynne Mulder, seconded by Councillor Buck Buchanan

Resolved that Council of The City of Red Deer hereby appoints the following to serve on the Environmental Advisory Committee for term to expire as follows:

Garfield Marks	Citizen Representative (term to expire at the Organizational Meeting of 2015)
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IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

Moved by Councillor Buck Buchanan, seconded by Councillor Lynne Mulder

Resolved that Council of The City of Red Deer hereby appoints the following to serve on the Heritage Preservation Committee for term to expire as follows:

Barbara Tumanut	Citizen Representative (term to expire at the Organizational Meeting of 2015)
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IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

Moved by Councillor Lawrence Lee, seconded by Councillor Dianne Wyntjes

Resolved that Council of The City of Red Deer hereby appoints the following to serve on the Intermunicipal Subdivision & Development Appeal Board for term to expire as follows:

Jim Cramer	Citizen Representative - Alternate (term to expire at the Organizational Meeting of 2015)
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IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

Moved by Councillor Buck Buchanan, seconded by Councillor Tanya Handley

Resolved that Council of The City of Red Deer hereby appoints the following to serve on the Municipal Features Naming Committee for term to expire as follows:

Jasmine Nelson	Citizen Representative (term to expire at the Organizational Meeting of 2015)
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IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

5. BYLAWS

5.1. Rezoning Phase 4 of Laredo Land Use Bylaw Amendment 3357/CC-2013 Consideration of First Reading

Moved by Councillor Tanya Handley, seconded by Councillor Buck Buchanan

FIRST READING: That Bylaw 3357/CC-2013 (Land Use Bylaw Amendment to rezone the northeast part of NE 2-37-27-4 of the Lancaster/Vanier East NASP, Laredo neighbourhood) be read a first time.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston,



Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

5.2. Short Term Borrowing Bylaw 3506/2013

Moved by Councillor Lynne Mulder, seconded by Councillor Buck Buchanan

SECOND READING: That Bylaw 3506/013 (Short Term Borrowing Bylaw to authorize the borrowing of funds for short term operating purposes until taxes are collected) be read a second time.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

Moved by Councillor Lynne Mulder, seconded by Councillor Buck Buchanan

THIRD READING: That Bylaw 3506/2013 be read a third time.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

6. NOTICES OF MOTION

6.1. Early Childhood Education Training Opportunities in Alberta Submitted by Councillor Buck Buchanan



Moved by Councillor Buck Buchanan, seconded by Councillor Dianne Wyntjes

WHEREAS the early years (prenatal to age 5 years or the first 2000 days of life) are the most critical period in a child's development, and have a lifelong impact on everything from mental and physical health to success in work, school and relationships;

WHEREAS the Alberta Children's Charter will be used to guide decision making, both within government and in communities, and represents a commitment to uphold a "children's first" approach when looking at all programs and policies that impact children and their families;¹

WHEREAS the proposed Government of Alberta's new vision for early learning and care in Alberta is "An Alberta in which all children 0 – 6 and their families have access to high quality early learning and care that matches their individual needs and circumstances";²

WHEREAS presently, much of the early learning and care workforce in Alberta has modest formal education, and limited access to ongoing professional development;³

WHEREAS the majority of children ages 0 – 6 in Alberta spend a significant portion of their time in non-parental care;⁴

WHEREAS the Alberta Childcare Licensing Regulation sets out the minimum standards that must be met in a licensed child care program to ensure that the health, safety and developmental needs of children are met;⁵

WHEREAS there are thirteen programs across Alberta currently offering Early Childhood training, which offer the program for Early Learning and Child Care in Alberta.

WHEREAS over an agreed time frame, a two year early childhood education and care diploma will become the minimum level of formal education required for all early childhood educators that work in licensed or approved settings;⁶

WHEREAS there are 1700 Albertans are employed in the Early Childhood Educators and Assistants occupational group (an additional 11,000 individuals are employed in childcare) and it is forecasted that about 56 new positions (3.3% increase) will be required each year (until 2016) in addition to job openings created by employment turnover. An additional 11,000 individuals are employed in licensed child care;⁷

WHEREAS in Central Alberta there are approximately 20 organizations that have



exemptions from staff qualification requirements in place because they experience difficulties in finding qualified staff. With reductions in the available education programs in Alberta, this situation will worsen.

WHEREAS there are leaders in the field of Early Childhood throughout Alberta (specifically in Central Alberta) that are concerned with the significant lack of trained Early Childhood professionals,

NOW THEREFORE BE IT RESOLVED that The City of Red Deer request that the Alberta Urban Municipalities Association open a dialogue with the Province of Alberta Advanced Education and Education ministries, to ensure that sufficient, quality training opportunities are provided to meet the growing demands of the Early Childhood profession, and to meet Provincial licensing standards and identify root issues such as wage levels as they relate to early learning and care programs across the province.

1. Alberta Government “Together We Raise Tomorrow “ Children’s Charter. Retrieved October 24, 2013 www.childcharter.alberta.ca
2. Toward a Provincial Framework for Early Learning and Care in Alberta – A Draft Framework Design for Discussion. March 2013. The Muttart Foundation
3. Toward a Provincial Framework for Early Learning and Care in Alberta – A Draft Framework Design for Discussion. March 2013. The Muttart Foundation
4. Municipal Child Care in Alberta: An Alternative Approach to the Funding and Delivery of Early Learning and Care for Children and Their Families. November 2011. The Muttart Foundation
5. Alberta Human Services. Child Care Licensing. <http://humanservices.alberta.ca/family-community/child-care-providers-licensing.html> Retrieved October 25, 2013.
6. Toward a Provincial Framework for Early Learning and Care in Alberta – A Draft Framework Design for Discussion. March 2013. The Muttart Foundation
7. Alberta Occupational Profiles. Retrieved October 24, 2013. http://alis.alberta.ca/occinfo/Content/RequestAction.asp?OCCPRO_ID=71003308&aspAction=GetHTMLProfile&format=html

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED



7. REPORTS - continued

7.1. Community Housing Advisory Board - Recommendation for Community Entity, Homelessness Partnering Strategy Grant

Moved by Councillor Lawrence Lee, seconded by Councillor Lynne Mulder

Resolved that Council of The City of Red Deer having considered the report from the Social Planning department dated November 27, 2013 re: Community Housing Advisory Board: Recommendation for Community Entity, Homelessness Partnering Strategy hereby agrees to act as the community entity for the Homelessness Partnering Strategy for Designated and Aboriginal funding for the period of April 1, 2014 through to March 31, 2019. Council reserves the right to revisit the Community Entity designation and assignment pending the outcome of:

- 1) The City's role in housing as identified in the social master plan/social policy framework;
- 2) The establishment of a broader community housing vision in consultation with our community; and
- 3) Clarity in the provincial mandate and role with respect to local housing and homelessness.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

Council recessed at 4:29 p.m. and reconvened at 4:40 p.m.

Council recessed for supper at 4:49 p.m. and reconvened at 6:01 p.m.

8. PUBLIC HEARINGS

8.1. Proposed Land Use Bylaw Amendment 3357/N-2013 for 3702-50 Avenue: To Add a Site Exception / Supplementary Report



Prior to the Public Hearing, the following motion to amend was considered by Council:

Moved by Councillor Paul Harris, seconded by Councillor Buck Buchanan

Resolved that Council of The City of Red Deer, having considered the report from the Planning Department dated November 27, 2013 re: Proposed Land Use Bylaw Amendment for 3702 50 Avenue to Add a Site Exception hereby agrees to amend Land Use Bylaw Amendment 3357/N-2013 as follows:

- 1) Section 8.22, subsection 1 (f) (ix) by deleting the word “law.”

IN FAVOUR:

Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION TO AMEND CARRIED

Mayor Tara Veer declared open the Public Hearing for Land Use Bylaw Amendment 3357/N-2013, a Land Use Bylaw Amendment for the addition of a site exception to permit specific commercial uses to operate within the existing structure of the building while maintaining the current R2 Residential (Medium Density) zoning at 3702 – 50 Avenue. As no one was present to speak for or against the Land Use Bylaw Amendment, Mayor Tara Veer declared the Public Hearing closed.

Moved by Councillor Lynne Mulder, seconded by Councillor Buck Buchanan

SECOND READING: That Bylaw 3357/N-2013, as amended, (Land Use Bylaw Amendment for the addition of a site exception to permit specific commercial uses to operate within the existing structure of the building while maintaining the current R2 Residential (Medium Density) zoning at 3702 – 50 Avenue) be read a second time.

IN FAVOUR:

Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED



Moved by Councillor Lynne Mulder, seconded by Councillor Buck Buchanan

THIRD READING: That Bylaw 3357/N-2013 be read a third time.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

10. ADJOURNMENT

Moved by Councillor Lawrence Lee, seconded by Councillor Dianne Wyntjes

Resolved that Council of The City of Red Deer hereby agrees to adjourn the Monday, December 16, 2013 Regular Meeting of Red Deer City Council at 6:11 p.m.

IN FAVOUR: Mayor Tara Veer, Councillor Buck Buchanan, Councillor Tanya Handley, Councillor Paul Harris, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Lynne Mulder, Councillor Frank Wong, Councillor Dianne Wyntjes

MOTION CARRIED

MAYOR

CITY CLERK



December 30, 2013

Downtown Business Association's 2014 Budget

Legislative Services

Report Summary & Recommendation:

The Downtown Business Association's 2014 Budget is being presented for Council's Approval.

City Manager Comments:

I support the recommendation of Administration that Council approve the Downtown Business Association's 2014 Budget.

Craig Curtis
City Manager

Proposed Resolution

Resolved that Council of The City of Red Deer having considered the report from the Legislative Services Department, dated December 30, 2013, Re: Downtown Business Association's 2014 Budget, hereby approves the Downtown Business Association's 2014 Budget as presented to Council on January 6, 2014.



Report Details

Background:

In 1984 Council received a request from businesses located in the downtown area to establish a Business Revitalization Zone (BRZ) in accordance with the Municipal Government Act. Based on this and input from the downtown businesses, Council agreed to establish this zone. The Downtown Business Association's Board of Directors is responsible for the management of this zone, including preparation and administration of its budget.

Although the Board operates autonomously from The City of Red Deer, we are linked in the following ways:

1. Council appoints the members of the Board.
2. The Downtown Business Association's Budget is approved by Council.
3. Any changes to the BRZ Bylaw, including its boundaries, must be approved by Council.
4. The City completes the business assessment, invoices and collects the BRZ Tax for the Board. These invoices are sent out in February of each year to every person assessed for business purposes in the BRZ. The due date for payment is always March 31st.

Discussion:

In early December 2013 the Legislative Services Department received the Downtown Business Association's Budget for 2014. Individual notices were mailed to every person assessed for business purposes within the BRZ zone, stating that on January 6, 2014 at 2:30 p.m. Council will consider written or verbal presentations concerning the budget and consider approval of the budget following any presentations.

Analysis:

The report and budget from the Downtown Business Association outlines the financial implications of approving this budget. If approval of this budget is received, an amendment to the BRZ Tax Bylaw would come forward to Council at a future meeting.

Copy of letter distributed to BRZ individuals with the Downtown Business Association Annual Report and 2014 Budget Summary.

December 2, 2013

Dear Sir/Madam:

Re: *Downtown Business Association – 2014 Budget Request for Your Comments*

History

In 1984 businesses in the downtown formed a Business Revitalization Zone (BRZ) with a mission statement to guide the progress of Red Deer's central business district to provide a healthy atmosphere of business development and social and cultural improvements.

There are approximately 482 businesses located within this zone whose boundaries are shown on the attached map. The BRZ is governed by the Downtown Business Association Board of Directors who manage within the regulations set by Provincial legislation and empowered by Municipal law.

2014 BRZ Budget

To comply with Provincial legislation, each year the Downtown Business Association (DBA) must present a budget for the BRZ to City Council for approval. This budget, if approved, will be used as the basis for the BRZ tax that members pay. Before Council considers this budget we want to give you, as a member of the Association, an opportunity to provide Council with your comments about this budget. The 2014 Downtown Business Association budget and the Downtown Business Association's 2013 Annual Report are attached for your review.

Comments can be communicated to Council by:

1. Sending a letter to: Red Deer City Council
c/o Legislative Services Manager
Box 5008, Red Deer, AB T4N 3T4
Deadline: **Thursday, January 2, 2014**
2. Emailing Council at: legislativeservices@reddeer.ca

Downtown Business Association – 2014 Budget

December 2, 2013

Page 2

3. Attending and speaking at the Council Meeting scheduled for **Monday, January 6, 2014** at 2:30 p.m. in Council Chambers, 2nd floor, City Hall (access through west, Park side, City Hall doors). Letters may also be submitted at the Council Meeting.

Comments submitted will be placed on the open agenda of Council and will be available to the public.

For additional information, or should you have questions, please contact:

Regarding the Budget:

Downtown Business Association at (403) 340-8696 or email at info@downtownreddeer.com

Regarding the Council Meeting:

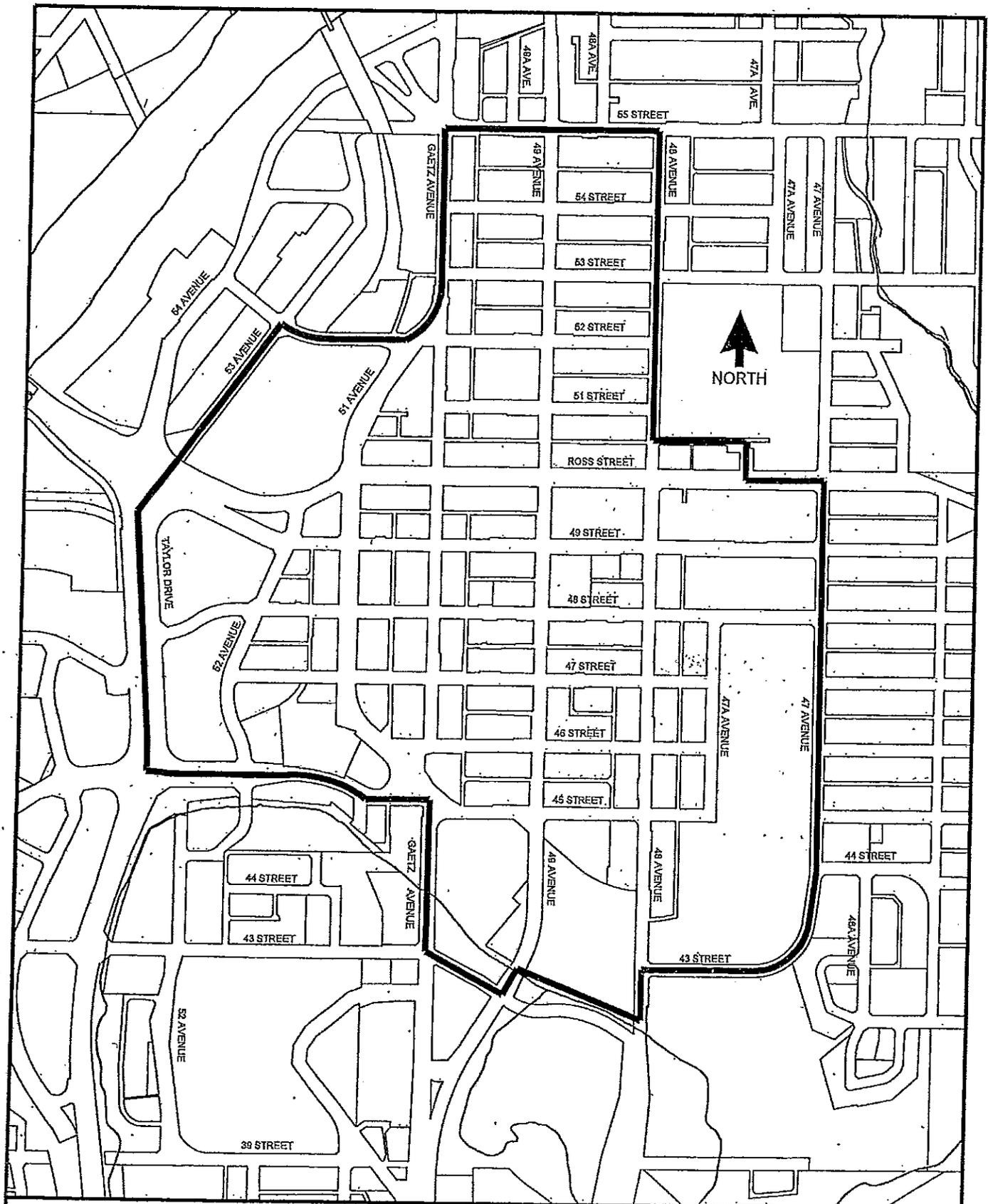
Legislative Services Manager at (403) 342-8132 or email at legislativeservices@reddeer.ca

Sincerely,



Frieda McDougall
Legislative Services Manager
/attach.

- c Director of Corporate Services
City Assessor
Controller – Property Taxation



SCHEDULE "A"

BYLAW 2827/83 BUSINESS REVITALIZATION ZONE

BOUNDARY OF BUSINESS REVITALIZATION ZONE

¹ 2827/B-84, 2827/A-91, 2827/A-2001, 2827/A-2003



Dear Downtown Business Association Member

Please find enclosed the 2014 budget package for the Downtown Business Revitalization Zone. This budget reflects the programs and initiatives the Downtown Business Association (DBA) Board of Directors proposes to undertake in 2014.

The DBA acts a representative, liaison and resource to downtown businesses and promotes downtown by being an influential voice on matters affecting the downtown community. The DBA works to make our area clean, safe and attractive. The organization develops marketing programs and works in conjunction with other organizations to develop and deliver events. Overall, the DBA seeks to positively reinforce the downtown experience, promoting downtown as a great place to live, work and play.

The DBA employs three office staff - Executive Director, Special Events Coordinator and a Communications & Event Coordinator plus an additional 2 staff responsible for keeping our downtown clean and attractive year round.

Going forward into the 2014, the DBA will be continuing with the Façade and Shopfront Improvement Program, taking it a step further by introducing a subsidized program for perpendicular signage. Furthermore, a great deal of the DBA efforts will be focused on creating long term media marketing campaigns designed specifically to drive residents and visitors into the core throughout the year.

You will notice the 2014 budget as per previous years, has been organized to reflect the strategic objectives of the association. This budget puts the DBA in a position to continue to develop new initiatives and leverage your tax levy contribution to the very best of our ability with the resources available.

Please take a moment to read the enclosed 2013 Annual Report detailing the achievements of the DBA over the past 12 months.

Finally, thank you to those who cast a ballot in the recent DBA Board elections for 2014 – the results have been counted, verified and are currently pending final approval from City Council. As we receive confirmation, the results will be communicated via email newsletter. If you do not currently receive the email newsletter and would like to, please feel free to send an email (address below) requesting contact and any other questions you may have regarding your Downtown Business Association.

Regards

A handwritten signature in black ink, appearing to read "Amanda Gould".

Amanda Gould
Executive Director

amanda@downtownreddeer.com

403 340 8696



Downtown Business Association: 2014 Budget Summary

REVENUE	2014 Proposed	2013 Budget
BRZ Levy	331,433	\$309,750
Streetscape Agreement	137,600	\$135,960
Other Income ¹	42,786	\$69,000
Transfer From Surplus	27,705	\$43,957
Total Revenue	\$539,524	\$558,667

EXPENSES	2014 Proposed	2013 Budget
Advocacy & Influence		
Includes salary, benefits and payroll expenses, memberships, board and staff professional development and events, meeting, travel and programming expenses	\$132,179	\$113,932
Greater Downtown Retail & Residential Strategy ²	\$0	\$25,000
Total Advocacy & Influence	\$132,179	\$138,932

Spaces & Places		
Includes Streetscape programming and supplies, Banners and Graffiti Awareness, salaries, benefits and payroll expenses (incl WCB)	\$107,682	\$110,709
Vehicle operation	\$6,000	\$8,000
Façade & Shopfront Improvement Fund ³	\$25,000	\$25,000
Total Spaces & Places	\$138,682	\$143,709

Image & Awareness		
Includes Marketing and Events programming and support, salaries, benefits and payroll expenses	\$169,333	\$203,544
Total Image & Awareness	\$169,333	\$203,544

Operations		
BRZ Assessment Fee (to City of Red Deer)	\$14,830	\$9,240
Insurance	\$3,000	\$3,000
Professional Fees - Bookkeeping and Audit	\$15,000	\$15,000
Office Expenses (postage, supplies, telephone, IT, printing, equipment, etc)	\$17,500	\$18,400
Rent ⁴	\$49,000	\$24,000
General Contingency	\$0	\$0
Total Operations	\$99,330	\$69,640

Total Expenditures	\$539,524	\$558,667
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1 - The decrease in revenue is due to the DBA no longer holding the Centrefest Project Management contract (\$50,000 contract).

2 - In 2010, the DBA resolved to set aside funds to work in partnership with the City to develop and implement a Greater Downtown Retail & Residential Strategy. This fund was not used in 2010 so was carried over multiple times finally into 2013. At this stage, it has been removed from the budget for 2014 pending a new agreement with the City that meets both partner's objectives.

3 - The 2013 Façade and Shopfront Improvement program was a great success, all funds allocated were dedicated to improving the facades of successful applicants. The program will continue into 2014 and include subsidized perpendicular signage opportunities.

4 - As the DBA office space lease came to the natural end of its 5yr term in 2013, new space was sought to meet the needs of the organisation. New office lease rates are in line with current market lease rates.



2013

ANNUAL REVIEW



1
Executive Summary

2
Advocacy & Influence

3
Spaces & Places

4
Image & Awareness



Executive Summary

Thank you for taking the time to read your Downtown Business Association's Annual Report. This is an opportunity for us to share some of our 2013 achievements with you and how they have tied in to the overall strategic plan that was presented at the AGM back in May.

The role of Executive Director (ED) has been mine since March this year and it will come as no shock when I tell you 2013 has been a year of transition at the DBA. Prior to my beginning, the office was running at two thirds capacity and lacking anyone in the full time position of ED. Although the office was still operating effectively, there were some unavoidable gaps due to a lack of staffing. I am happy to say that although the DBA team is an entirely new one in the office, we are up to a full complement of staff including the hard working downtown Clean Team.

Fortunately for me, my arrival at the DBA was timed perfectly in terms of attendance at the Business Improvement Association conference held in Kamloops, BC. It provided me with opportunity to meet my counterparts across Alberta and BC, meet industry experts who presented a wealth of information sharing presentations and ideas plus establish my network of well-versed downtown colleagues eager to answer my many questions.

My biggest realization over this 3 day conference was the very apparent sheer volume of work that had been done before me to get our downtown to where it is today.

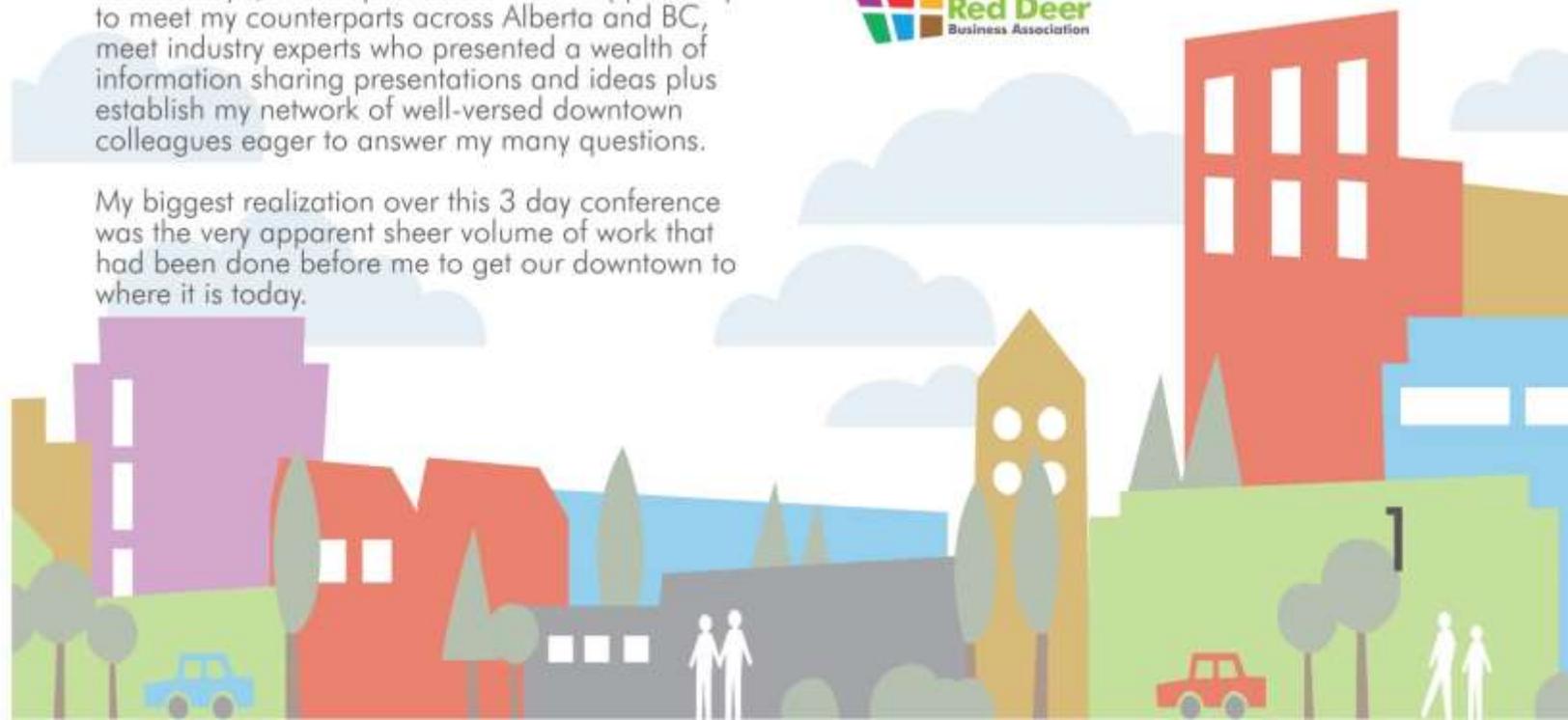
There were many cities I spoke with that simply were not as advanced as Red Deer in many areas. By the end of the conference I was able to draw a conclusion – if you do not have a strong and respected relationship with your municipality I believe it has a direct impact on the availability of funding for downtown revitalization.

The DBA's relationship with The City of Red Deer has been very positive over the years and because of the work that has been done previously to create strong ties with our city departments and management, we are lucky to be ahead of other cities.

This puts the DBA in exactly the right position to move to the next stage of revitalization as we enter 2014: the 30 year anniversary of the DBA.



Amanda Gould
Executive Director



Advocacy & Influence

Objective:

To act as a representative, resource and liaison to downtown businesses while undertaking initiatives that support and promote downtown. Taking an active role and being an influential voice on matters that affect the downtown.

We are proud of downtown and each of the businesses within it. In order to be able to speak accurately on your behalf, we need to hear from you – regularly.

What is great about doing business in the downtown?
What makes it more difficult to do business in the downtown?
How can the DBA increase the ease of doing business downtown?

An ongoing priority objective for the DBA has been to engage with businesses and better promote the services available to the levy payers. This year has seen the DBA scratch the surface of this objective with Patio Parties and online surveys.



The DBA has spent the last 5 years operating from the Scott Block Building and when the lease came up for renewal this year, it gave us the opportunity to obtain a space that could better service the objectives of the association.

On October 31st the DBA moved into the old CPR Railway Station. After minimal renovations, the office now provides a multi-purpose open space that will facilitate lunch and learns on topics relevant to different sectors, training opportunities for different sectors and web based talks from downtown experts.



Objective:

To make downtown clean, safe and attractive.

Keeping downtown clean has been and will continue to be, a major priority for the DBA. We have 2 fulltime staff dedicated to cleaning the streets and during the summer, we increase it to 3.

The official opening of Little Gaetz signified completion of the renovations and with the addition of the DOWNTOWN welcome sign, assures no visitor or resident can drive through Red Deer without knowing we have a downtown we are confident enough to promote!

The DBA funded 2 graffiti removal days this year and have been working with the City Social Planning department to identify mural locations. Graffiti artists are unlikely to tag areas where murals exist and it adds to the beautification of downtown.

Crime and the general feeling of being unsafe continue to be a perception for both downtown businesses and visitors. It is not something the DBA can singlehandedly solve but it has been identified as a priority. The DBA has formed an alliance with groups that are also committed to improving the safety of business owners and visitors. As this group was only formed in November and the project is in its very early stages, there are no significant achievements to be reported this year.



The Façade & Shopfront Improvement Program continued this year and a total of \$25,000 was distributed to businesses meeting the criteria. This program is designed to assist businesses and property owners with funds to improve the façade of their property – funds can also be used for signage and other visible enhancements to improve curb appeal.

The DBA continued to support the Ross Street Patio in 2013 by funding the on-site programming. The Ross Street Patio is a very good example of a successful patio program that meets its intended objectives by extending the time spent downtown by visitors and office workers, promoting vibrancy and a pedestrian friendly environment. Adopt-a-Planter continued this year, adding a great deal of color to our streets – again, designed to beautify and create a pedestrian friendly environment.



Spaces & Places ³





Image

Objective:

To develop and facilitate a variety of special events and marketing projects to attract and retain visitors.

To positively enforce the downtown experience and to promote downtown as a great place to live, work and play.

The DBA has continued to support existing and new events taking place in the downtown. This is done both through cash and in kind services.

The purpose for supporting these events is to draw new people into the downtown, support the retail businesses and the cultural diversity.



Some of the events that received support from the DBA this year include:

- Festival
- Nuit Blanche
- CentreFest
- Festival Lights the Night, Santa Claus Parade
- Earthdance
- Cruizin to Cure Cancer
- Tour of Alberta
- PRIDE weekend
- Donald School of Business new student intake
- First Fridays (Arts Council)
- Ross Street Patio
- Food Truck Fridays
- Prairie Coffee Show



& Awareness

The DBA's most successful event is the Downtown Farmers Market. Running for a minimum of 20 weeks from May to October, the market draws the downtown office crowd as well as other city residents. In order to be vendor, there are guidelines that allow the integrity of the market to be maintained - all vendors must have made, baked or grown a minimum of 80% of their displayed product.

After buying local produce from the vendors, shoppers are encouraged to take a seat on Ross Street Patio where they are entertained by local music performers.



This year, the DBA introduced a 'not for profit' booth that was booked by the different organizations eager to connect with the diverse market crowd. Extending the market to include another block of Little Gaetz was tried and further expansion is planned for 2014.

Food Trucks Fridays made an appearance in Red Deer this year and became quite the hit serving everything from gourmet grilled cheese to ice cream and fancy fries.

2013 was the year to take the 'downtown' product to the rest of Red Deer and beyond. Through extensive radio advertising, social media and press, Rosie Red had a very busy year indeed.

Rosie Red has been the face of Downtown for a couple of years now but this year, she got a voice – literally. Rosie Red has been the voice of all radio marketing campaigns across many of the stations serving Red Deer and the surrounding areas throughout 2013. Every time a commercial ran on air or was seen in print, it was voiced by or included the image of Rosie Red. The objective was to create a unified downtown brand that once marketed, would result in instant recognition.

Rosie Red = Downtown Red Deer

This campaign has proved successful in 2013 – so much so, Rosie Red has been recognized by the International Downtown Association and received a coveted Merit Award during the recent international conference.



2013 Board of Directors

Bill Graham - Chair, RIFCO

Lorna Watkinson Zimmer - Vice Chair,comforts the sole

Tom Lewis - Treasurer, Blackrock Oilfield Service Ltd.

Brian Olstad - Executive, Redpoint Design

Marilyn Mah - Executive, Wei's Western Wear

Bryan Balderson - Diversified Staffing Services Ltd.

Sheena Johnson - The Bra Lounge

Rolland Forsland - DOSE Coffee

Brett Salomans - Salomans Commercial Inc.

Lucas Ford - Classic Tattoo Co.

Cindy Jefferies - Council Representative, The City of Red Deer

Charity Dyke/Jordan Furness - Greater Downtown Coordinator, The City of Red Deer

2013 Staff

Amanada Gould - Executive Director

Tyler Bowman - Special Events Coordinator

Heidi Hastings - Communications & Event Coordinator

Sandy Dempsey - Clean Team Lead

Joe Martin - Clean Team

We moved to a new location:
1, 5000 51 Avenue, Red Deer T4N 4A3
info@downtownreddeer.com
www.downtownreddeer.com
twitter: @downtownreddeer
facebook: /downtownreddeer



LEGISLATIVE SERVICES

January 14, 2014

Amanda Gould
Executive Director
Downtown Red Deer Business Association
1, 5000 – 51 Avenue
Red Deer, AB T4N 4H5

Dear Amanda:

**RE: Council Decision – January 6, 2014
Downtown Business Association's 2014 Budget**

At the City of Red Deer's Regular Meeting of Council held on Monday, January 6, 2014, Council approved the following resolution:

Resolved that Council of The City of Red Deer having considered the report from the Legislative Services Department, dated December 30, 2013, Re: Downtown Business Association's 2014 Budget, hereby approves the Downtown Business Association's 2014 Budget as presented to Council on January 6, 2014.

Should you have any questions, please feel free to contact me at 403.342.8132.

Sincerely,



Frieda McDougall
Legislative Services Manager

c: Director of Corporate Services
City Assessor
Controller - Property Taxation

FILE COPY



Council Decision – January 6, 2014

DATE: January 14, 2014
TO: Jackie Kurylo, Deputy City Clerk
FROM: Frieda McDougall, Legislative Services Manager
SUBJECT: Downtown Business Association's 2014 Budget

Reference:

Legislative Services, dated December 30, 2013

Resolution:

The following resolution was passed at the Monday, January 6, 2014 Regular Red Deer City Council meeting:

Resolved that Council of The City of Red Deer having considered the report from the Legislative Services Department, dated December 30, 2013, Re: Downtown Business Association's 2014 Budget, hereby approves the Downtown Business Association's 2014 Budget as presented to Council on January 6, 2014.

Report back to Council: No

A handwritten signature in blue ink, appearing to read 'Frieda McDougall'.

Frieda McDougall
Manager

c: Director of Corporate Services
City Assessor
Controller – Property Taxation