



Town of Hinton  
STANDING COMMITTEE MEETING  
Agenda  
December 8, 2015 - 4:00 PM  
Committee Room, Hinton Government Centre

**TOWN COUNCIL MISSION**  
*Council serves the interests of our citizens  
to enable our community to reach full  
potential.*

Page

**ORDER**

1. Call to Order

**ADOPTION OF AGENDA**

1. Standing Committee Agenda - December 8, 2015

**ACTION AND DISCUSSION ITEMS**

2 - 4

1. Town of Hinton's 60th Anniversary - Presented by Don Engerdahl (10 minutes)
2. Innovista Industrial Park Financial Overview & Next Steps - Presented by Denise Parent (10 minutes)  
(Late Handout)

**ADDITIONAL INFORMATION**

1. Urgent Matters from Council
2. Chief Administrative Officer Status Report
3. Legislative and Executive Assistant Logistics Information

**ADJOURNMENT**

1. Adjournment



## TOWN OF HINTON DIRECTION REQUEST

**DATE:** November 30, 2015

**TO:** **STANDING COMMITTEE OF COUNCIL DECEMBER 8, 2015**

**FROM:** Don Engerdahl, Arts & Culture Coordinator

**REVIEWED BY:** Hans van Klaveren, Parks, Recreation & Culture Manager and  
Laura Howarth, Director of Community & Protective Services

**APPROVED BY:** Mike Schwirtz, Chief Administrative Officer

**RE:** **Town of Hinton's 60<sup>th</sup> Anniversary (Incorporated 1956-2016)**

**Purpose:** This item is before Council:

1. for their discussion and *if* Council would like to proceed with activities to celebrate the Town of Hinton's 60 years of incorporation;
2. to provide Administration with direction on next steps.

### **Issue**

The timing of Council's direction pre-empts the 2016 budget process in order to:

- ✓ prepare a branding and promotion plan;
- ✓ initiate and establish partnerships; and
- ✓ enhance events / activities that occur early in the year (i.e. kick-off the year of anniversary celebrations with fireworks during Winter Magic Festival).

Financial resources of \$15,000 are required before the 2016 budget approval in order to set these early planning and implementation steps in motion.

### **Administration Comments on Situation / Options**

An anniversary provides the opportunity for the community and its citizens to come together in celebration and highlight our past. As well as commemorative milestones and successes, the accomplishments of individuals, businesses and organizations both past and present can be recognized.

A strong sense of connection with (the history of) the place where you live, work and grow up is important for all generations; celebrating these as a united community further strengthens the bonds among generations. It enhances quality of life, sense of belonging and contributes to the attraction and retention of citizens. It has a positive impact particularly on the social and economic environment, and therefore the resiliency and sustainability of Hinton.

Implementing the proposed project plan achieves the following deliverables:

- Celebrates Hinton's 60<sup>th</sup> Anniversary of Incorporation through community events, festivals, fireworks, and new one-time initiatives;
- Develops a marketing and promotion strategy to brand the anniversary year;
- Provides community gathering opportunities through community BBQs and enhancement to existing festivals and town sanctioned events; and
- Shares in the successes of our citizens and celebrates our vibrant history through profiles in the media, displays, banners, publications and reenactments.

In seeking direction from Council, Administration offers the following deliberative options:

1. Advance the proposed project plan:

a) **IN FULL:**

Direct Administration to bring this matter before Council at their Regular Meeting on December 15, 2015 for decision to proceed with the full project plan concept for the Town's 60<sup>th</sup> Anniversary celebrations costing \$60,000 whereby \$15,000 be allocated from the 2015 Council Contingency Fund and the remaining \$45,000 to be requested through the 2016 Operating Budget.

b) **IN PART:**

Direct Administration to bring this matter before Council at their Regular Meeting on December 15, 2015 for a decision to proceed with a modified plan for the Town's 60<sup>th</sup> Anniversary celebrations costing not more than \$XX (< \$60,000) whereby \$XX be allocated from the 2015 Council Contingency Fund and the remaining financial resources (if needed) to be requested through the 2016 Operating Budget.

2. Accept for information: Council will not to proceed with plans and funding at this time.

### **Administration's Conclusion / Proposed Direction**

Administration proposes this item come before Council on December 15, 2015 for decision to include a full project plan and funding options celebrating the 60<sup>th</sup> Anniversary of the Town of Hinton's incorporation.

### **Chief Administrative Officer's Comments**

Administration is seeking direction on this work plan now as a number of the activities require immediate funding and or planning. Administration needs to clarify with Council on whether this scope and budget meet your expectations?

### **Attachment(s):**

1. 60<sup>th</sup> Anniversary Project Plan (high-level)



# Town of Hinton Project Work Plan

**Name of Project:** 60<sup>th</sup> Anniversary Celebration 1956-2016  
**Project Manager:** Don Engerdahl, Arts & Culture Coordinator  
**Project Sponsor:** Hans van Klaveren, Parks, Recreation & Culture Manager  
**Start Date:** December 2015 with first kick-off activity February 2016  
**Completion Date:** December, 2016  
**Project Budget:** \$60,000 (\$6.00/resident)  
**Project Purpose:** To honor the past 60 years of the Town of Hinton's incorporation, historical past, and to celebrate and share in its growth.

### Project Deliverables:

- Celebrate Hinton's 60<sup>th</sup> Anniversary of Incorporation through community events, festivals, fireworks, and new initiatives.
- Develop a marketing and promotion strategy to brand the anniversary year.
- Provide community gathering opportunities (e.g. community BBQs) using the Block Party program. Community districts (or node) specific.
- Share in the successes of our people and celebrate our vibrant history through profiles in the media, displays, banners, publications and re-enactments.

### Success Measures:

#### ***Critical:***

- Essential development of partnerships with community businesses, organizations, service clubs, industries and internal municipal departments.
- Recruitment of municipal staff and community volunteers for planning and implementation.
- Municipal financial support.

#### ***Desirable:***

- A heightened awareness and appreciation of our history through involvement and participation in activities and events.

### Project Risks and Impacts:

- One time project with softer measurable outcomes.
- Lack of interest or resources from needed partners and volunteers.

### ***Draft Activities / Ideas / Opportunities:***

<i>Branding the event and promotions</i>	<i>Community "district-specific" neighborhood BBQs</i>
<i>Kick-off with winter fireworks display at the Lantern Festival at Maxwell Lake</i>	<i>Themed historical displays about the development of Hinton, its industries, its people, etc.</i>
<i>Arts on Fire</i>	<i>Canada Day</i>
<i>Trade &amp; Leisure Show (partnership)</i>	<i>60 Days of Summer</i>
<i>Mayor's Dinner and Dance</i>	<i>1<sup>st</sup> Council Meeting re-enactment</i>