

**Town of Crossfield**  
**AGENDA**  
**Regular Council Meeting**  
**Tuesday, April 1, 2025 – 7:00 p.m.**

1. **CALL TO ORDER**

2. **AGENDA**

2.1 April 1, 2025

3. **MINUTES**

3.1 March 18, 2025, regular council meeting

4. **ACTIONS AND DECISIONS**

4.1 2025 National Volunteer Week Proclamation

4.2 Town Hall Exploration Report

5. **POLICIES**

5.1 Council Policy C 101-25 - Flag Protocol Policy

5.2 Council Policy C 102-25 - Corporate Sponsorship and Community Partnership Policy

6. **COUNCILLOR'S BUSINESS**

*Mayor Harris*

*Deputy Mayor Fox*

*Councillor Brennan*

*Councillor Gustafson*

*Councillor Knight*

*Councillor Lambert*

*Councillor Vang*

7. **ADMINISTRATIVE UPDATE**

6.1 Administrative Update

6.2 Outstanding Items List

8. **ADJOURN**



## Regular Council Meeting Minutes

Tuesday, March 18, 2025

Council Chambers  
900 Mountain Avenue,  
Crossfield, Alberta, T0M 0S0

**PRESENT:** Mayor Harris  
Deputy Mayor Fox  
Councillor Brennan  
Councillor Gustafson  
Councillor Knight  
Councillor Lambert  
Councillor Vang

**STAFF:** Kinza Barney, CAO  
Lindsey Nash, Administrative and Legislative Services Manager (Recording Secretary)  
Russ Nash, Director of Community & Protective Services  
Amber Ouellette, Chief Finance Officer  
Steve Altena, Director of Infrastructure and Community Growth

---

### 1. CALL TO ORDER

Mayor Harris called the council meeting to order at 7:03 p.m.

We would like to take this opportunity to acknowledge the traditional territories of the Indigenous peoples of the Treaty 7 territory and the Otipemisiwak (o-tey-pe-mi-si-wak) Metis Government, District 4. We respect the histories, languages, and cultures of First Nations, Metis, Inuit, and all First Peoples of Canada, whose presence continues to enrich our community.

### 2. AGENDA

2.1 March 18, 2025 Agenda

#### 057-2025

**MOVED By Councillor Vang that the March 18, 2025 Council Agenda be accepted as prepared. CARRIED**

### 3. MINUTES

3.1 March 4, 2025 regular council meeting

**058-2025**

**MOVED By Councillor Knight that the March 4, 2025 regular council meeting minutes be accepted as presented. CARRIED**

### 4. ACTIONS AND DECISIONS

4.1 Rocky View Foundation request to amend the Ministerial Order that governs the board composition

**059-2025**

**MOVED By Councillor Gustafson that Council provide a letter of support to amend the Ministerial Order governing the Rocky View Foundation's Board composition to allocate a second seat to the City of Airdrie to reflect the City's significant growth and contribution to the Foundation's annual requisition. CARRIED**

### 5. COUNCILLOR REPORTS

Mayor Harris:

- March 4-7 attended the Alberta Springs Caucus in Edmonton. Met with Minister Dreesen and inquired about the status of the Town's request regarding the speed limits along highway 574. Also, attended a Mid-Size Town's Mayors Caucus meeting while at the Spring Caucus.
- Attended 2 more Mayor Caucus meetings in the month of March
- Continuing to be involved in Kraft Hockeyville, including interviews for radio and social media. Approached the Crossfield Derry Queen and Donut Man asking if they would be able to promote Kraft Hockeyville
- March 15 attended the Rodeo Society's Sponsorship dinner
- Continue to meet with the CAO

Deputy Mayor Fox:

- March 14 – Attended Subdivision and Development Appeal Board training
- March 15 – attended the Rodeo Society's Sponsorship dinner
- March 20 – Subdivision and Development Appeal Board Hearing
- Upcoming meeting: March 31 – Recreation Board meeting

Councillor Brennan:

- March 15 – Volunteered at the Rodeo Society's Sponsorship dinner

Councillor Gustafson: Nothing further to report.

Councillor Knight:

- March 12 – Attended a Mountain View Regional Waster Services Commission

Councillor Vang: Nothing further to report.

**060-2025**

**MOVED** By Councillor Knight that the Councillors Business be accepted as presented.

**CARRIED**

**6. ADMINISTRATIVE UPDATE**

6.1 Outstanding Items List

**061-2025**

**MOVED** By Deputy Mayor Fox that items 054, 055, and 056 be removed from the Outstanding Items list and items 034 be moved to Q2.

**CARRIED**

**7. CLOSED SESSION**

**062-2025**

**MOVED** By Councillor Knight that the Council enter in Camera at 7:15 to discuss Wastewater Disposal Update – Disclosure harmful to business Local public body confidences – FOIP Section 23 (1).

**CARRIED**

**063-2025**

**MOVED** By Councillor Lambert that Council leave in camera at 9:15 p.m.

**CARRIED**

**064-2025**

**MOVED** By Councillor Knight that Council accept the Wastewater Disposal Update for information.

**CARRIED**

**8. ADJORN**

**065-2025**

**MOVED** By Deputy Mayor Fox that the Council meeting adjourn at 9:16 p.m.

**CARRIED**

---

Mayor Harris

---

Kinza Barney, Chief Administrative Officer

## Report to Council



**Meeting Date:** 2025-04-01  
**Meeting Type:** Council Meeting  
**Prepared By:** Nicole Vandenberghe, FCSS & Community Development Coordinator  
**Presented By:** Nicole Vandenberghe, FCSS & Community Development Coordinator  
**Subject:** Volunteer Week Proclamation  
**Department:** Community Services

---

### REPORT PURPOSE:

April is National Volunteer Week and is a time to celebrate and thank Canada’s 24 million volunteers. National Volunteer Week for 2025 is from April 27<sup>th</sup> to May 4<sup>th</sup> and the theme for 2025 is “Volunteers Make Waves”.

The FCSS department would like to celebrate National Volunteer Week in 2025 by thanking our local volunteers and volunteer groups through newspaper, e-news and social media posts, as well as by dropping by to local volunteer groups during their regular monthly meeting in April (if they agree) to thank them for volunteering in our community. We will also have nominations go out for the “Stars of Crossfield” Volunteer Awards, with the winners receiving an award and certificate.

Volunteering strengthens connection to community and volunteers in Crossfield create a big impact on making Crossfield a more desirable place to live, work and play.

The funds for National Volunteer Week will come from the FCSS Internal Programming budget as this project directly aligns with FCSS. We have also applied for a small grant through Volunteer Alberta for Enhancement Funding during 2025 National Volunteer Week.

The overall goal of FCSS is to enhance social well being – by recognizing and showing appreciation to our volunteers is a great way to enhance the social well being of the many volunteers who do amazing work in Crossfield.

### RECOMMENDATION:

THAT Council make a proclamation declaring April 27<sup>th</sup> to May 4<sup>th</sup>, 2025, as Volunteer Week in Crossfield.

**ANALYSIS:**

**Strategic Alignment**

- Sustainable Community Growth
- Town Infrastructure
- Parks, Recreation & Beautification
- Social Development & Emergency Services
- Communications & Public Relations

**FINANCIAL IMPLICATIONS:**

Funding is through FCSS Internal Programming Budget

**ATTACHMENTS:**

National Volunteer Week Proclamation

**THANK YOU!**  
FOR MAKING

**EVERY  
MOMENT  
MATTER**



**VOLUNTEER  
BÉNÉVOLES  
CANADA**

Add Your  
Logo Here

**NATIONAL VOLUNTEER WEEK  
APRIL 14 - 20, 2024**

#NVW2024 #EveryMomentMatters

## Report to Council



**Meeting Date:** 2025-04-01  
**Meeting Type:** Council Meeting  
**Prepared By:** Steve Altena, Director of Infrastructure & Community Growth  
**Presented By:** Steve Altena, Director of Infrastructure & Community Growth  
**Subject:** Exploration of a New Town Hall Location/Facility  
**Department:** Entire Organization

---

### REPORT PURPOSE:

The purpose of this report is to seek Council’s direction for Administration to recommence the exploration of a new Town Hall location or facility. The current Town office will be insufficient to meet the Town’s future spatial needs and this direction will enable a proactive approach to addressing this imminent challenge.

### RECOMMENDATION:

THAT Council direct Administration to recommence the exploration of a new Town Hall location/facility, recognizing that this process can extend over multiple years, and that the existing space has spatial limitations and will not support the future growth requirements of the Town of Crossfield.

### BACKGROUND:

The current Town office facility, originally occupied by the Town in 2012, meets the Town’s current operational needs; however, the town’s existing footprint within the facility provides very limited opportunity for future growth. As the town continues to grow, it has become evident that the existing space is increasingly inadequate to accommodate future demands. The spatial limitations, while manageable today, will pose operational challenges into the near future, including insufficient office space for staff and future growth requirements and inadequate storage and workspace for municipal operations.

A preliminary review of potential solutions was previously undertaken but was not pursued to completion. Given the town’s steady population growth and increased demand for municipal services, it is timely to reassess and advance this initiative.

Recommencing the exploration of a new Town Hall location/facility would involve the following:

1. **Needs Assessment:** Conducting a comprehensive review of current and future space requirements based on projected growth.

2. **Site Identification & Evaluation:** Identification of potential locations within Crossfield that align with accessibility, visibility and cost-effectiveness considerations.
3. **Conceptual Planning:** Development of preliminary designs and cost estimates for a new facility/location.
4. **Financial Analysis:** Exploration of funding strategies, including reserve funding, grants, partnerships, and potential phased development options.
5. **Council Review and Direction:** Present findings and recommendations for Council consideration and next steps.

The first two steps noted above along with the financial analysis can be largely undertaken by internal staff, with a targeted completion date of Q1 2026. Any further developments relating to conceptual planning and next steps will require additional approvals of Council prior to advancement.

## **ANALYSIS:**

### **Strategic Alignment**

- Sustainable Community Growth
- Town Infrastructure
- Parks, Recreation & Beautification
- Social Development & Emergency Services
- Communications & Public Relations

### **Social Impact**

The social benefits of investing in a new Town Hall facility for the Crossfield community include:

- **Improved Service Delivery:** A larger, more efficient space would allow Administration to better serve residents with streamlined operations and improved customer service.
- **Community Identity and Civic Pride:** A dedicated Town Hall would serve as a focal point for municipal governance and contribute to a sense of identity and pride in Crossfield.

### **Relevant Statutes / Master Plans / Town Documents**

The Town has undertaken prior assessments relating to spatial needs and facility designs in the past, however, none were brought to completion. Administration will seek to utilize any prior assessments and/or design works that were previously completed, where deemed appropriate and value added.

## **COMMUNICATIONS AND ENGAGEMENT:**

Administration will continue to update Council on advancements relating to this priority and the public will remain informed through Council updates.

**FINANCIAL IMPLICATIONS:**

At this stage, there are no direct financial implications as steps 1 and 2 will be largely completed using internal staff resources and through consultations with Council. Once a location has been identified, conceptual plans will need to be completed, which will require further financial resources and will form part of a future report and recommendation to Council.

A detailed financial analysis will also be presented once options have been developed and evaluated.

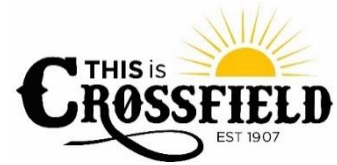
**ALTERNATIVES/IMPLICATIONS:**

That Council keep the further exploration of a new Town Hall/Facility on hold, as part of the outstanding items list.

**ATTACHMENTS:**

N/A

## Report to Council



**Meeting Date:** 2025-04-01  
**Meeting Type:** Council Meeting  
**Prepared By:** Lindsey Nash, Manager of Legislative and Administrative Services  
**Presented By:** Lindsey Nash, Manager of Legislative and Administrative Services  
**Subject:** Flag Protocol Policy  
**Department:** Legislative & Administrative Services

---

### REPORT PURPOSE:

The purpose of this report is to present a new Flag Protocol Policy for Council's consideration and approval. The policy is to provide clear guidelines on the display, handling and management of flags flown at Town properties to ensure respect, consistency and compliance with Provincial and Federal Standards.

### RECOMMENDATION:

**The Council accept the Flag Protocol Policy as presented.**

### BACKGROUND:

The Town of Crossfield does not have any formalized policy governing flag protocols, which leads to confusion with half masting and flag raising. The adoption of a policy protocol will provide clarity on procedures and ensure that flag-related decisions align with best practices and government regulations.

The Flag Protocol Policy

1. **General Display Guidelines:** Outlines the proper positioning, order of precedence, and maintenance of flags.
2. **Half-Masting Procedures:** Specifies when and how flags should be lowered to half-mast in recognition of significant events or mourning periods.
3. **Responsibilities and Authority:** Assigns responsibility to the CAO of designated officer for flag management, maintenance, and decision-making.
4. **Council Chambers:** Outlines the proper positioning, order of precedence and maintenance of flags in Council Chambers.

Upon Council's approval, the policy will be formally adopted and communicated to relevant departments. Staff will receive guidance on policy implementation, including a review of proper flag-handling procedures. Information regarding the policy will be made available to residents via the Town website.

**FINANCIAL IMPLICATIONS:**

The policy is expected to have minimal financial impact as the training and communication costs will be managed within existing departmental budgets.

**ANALYSIS:**

**Strategic Alignment**

- Sustainable Community Growth
- Town Infrastructure
- Parks, Recreation & Beautification
- Social Development & Emergency Services
- Communications & Public Relations

**ATTACHMENTS:**

- Draft Flag Protocol Policy Council Policy #C 101-25

<b>Administered By:</b>	Administration and Legislative Services	<b>Policy No:</b>	C 101- 25
<b>Approval Date:</b>		<b>Effective Date:</b>	
<b>Approved By:</b>	Council		
<b>Review Date:</b>	February 2028		
<b>References:</b>	Government of Canada: Canadian Heritage - Flag Etiquette in Canada Government of Alberta: Protocol and Ceremony		

## Policy Statement:

The Town of Crossfield recognizes the National Flag of Canada, along with all provincial, territorial, and municipal flags, as symbols of pride and honour. To ensure these flags are displayed with the respect they deserve, this policy establishes clear guidelines for proper flag protocol. It provides direction to Town staff on the consistent and appropriate display of flags at Town facilities, including the process and occasions for lowering flags to half-mast.

## Purpose:

The purpose of this policy is to ensure that flags protocols for flags flown at Town of Crossfield Facilities are followed to ensure the dignity and respect for whom the flags are flown.

## Scope:

This policy applies to all flags on Town of Crossfield facilities that fly the National Flag of Canada, the Provincial Flag of the Province of Alberta and/or the Municipal Flag of the Town of Crossfield.

## 1.0 Definitions

- 1.1 **Facilities** include any municipal building, structure or area of land owned by the Town of Crossfield. (Fire Hall, Community Center, Amery Park).
- 1.2 **Flag(s)** means a piece of cloth or similar material, typically oblong or square, attachable by one edge to a pole or rope and bearing specific colours and patterns that identify it as the emblem or symbol of a governmental or geographical jurisdiction, or an organization or institution.

- 1.3 **Half-mast** means the position of the Flag when flying at half-mast will depend on its size, the length of the mast and its location; but generally, the center of the Flag should be halfway down the mast.
- 1.4 **National Flag of Canada** means the Flag as approved by Parliament and proclaimed by Her Majesty Queen Elizabeth II, Queen of Canada on February 15, 1965.
- 1.5 **Town** means the Town of Crossfield, a Municipal Corporation of the Province of Alberta.
- 1.6 **Town Flagpole** includes all flagpoles on Town property under the care or control of Town staff.

## 2.0 Responsibilities

- 2.1 All flags at Town of Crossfield Facilities are to be flown and displayed in a consistent and appropriate manner and condition. The Chief Administrative Officer (CAO) or designated officer will notify the Departments when flags are to be lowered to Half-mast.
- 2.2 Responsibility for ensuring that this policy is enforced shall fall to the Chief Administrative Officer, or an otherwise designated officer.

## 3.0 Guidelines

### Precedence and position of flags

- 3.1 In order of Precedence
  - The National Flag of Canada
  - The Provincial Flag of the Province of Alberta
  - The Municipal Flag of the Town of Crossfield
- 3.2 The Town follows the order of precedence for flags as established by Canadian Heritage.
- 3.3 Where a Town facility has one flagpole, the Canadian flag is flown.

- 3.4 Where a Town facility has two flagpoles, the Canadian flag is flown on the left and the Alberta flag is flown on the right from the perspective of an observer facing the display.
- 3.5 When a Town site has three flagpoles, the Canadian flag is flown in the center, the Alberta flag on the left and the Town flag to the right, from the perspective of an observer facing the display.
- 3.6 Only the National Flag of Canada, the Provincial Flag of Alberta and/or the Town of Crossfield Flag shall be flown on flagpoles owned and maintained by the Town. Other governmental flags may be flown with the approval of the CAO.

## Displaying the flag

- 3.7 Flags are flown on separate flagpoles.
- 3.8 Flags are flown at the same height.
- 3.9 Flags flown must all be the same size.
- 3.10 Flags may be flown at night.
- 3.11 Flags must be in good condition - When a flag becomes worn, noticeably faded or otherwise unfit for display, it is replaced and properly disposed of in a dignified manner.

## **4.0 Half-Masting**

- 4.1 Protocol used for the lowering of flags, the order in which flags are flown, and any other matter related to flags not specifically addressed in this policy will be at the directive of:
  - 4.1.1 The Prime Minister's Office, acting through Canadian Heritage;
  - 4.1.2 The Premier's Office, acting through Alberta Protocol; or
  - 4.1.3 The Council of the Town, acting through this policy
- 4.2 Flags will be flown at half-mast on the following anniversaries or occasions, as a mark of remembrance (per Alberta Protocol):
  - 4.2.1 April 9 - National Day of Remembrance of the Battle of Vimy Ridge

- 4.2.2 April 28 - National Day of Mourning
  - 4.2.3 June 23 - National Day of Remembrance for Victims of Terrorism
  - 4.2.4 Second Sunday in September - Firefighters' National Memorial Day
  - 4.2.5 Last Sunday in September - Police and Peace Officers National Memorial Day
  - 4.2.6 September 30 - National Truth & Reconciliation Day
  - 4.2.7 November 11 - Remembrance Day
  - 4.2.8 December 6 - National Day of Remembrance and Action on Violence Against Women
  - 4.2.9 Whenever the Prime Minister's Office or Canada Heritage have lowered the flags at all Federal properties and buildings.
  - 4.2.10 Whenever the Alberta Premier's Office has lowered the flags at all Provincial properties and buildings.
- 4.3 Public notice of the reason for the half-masting will be posted on the Town website and at the Town Administration office.
- 4.4 Flags will be flown at half-mast from the time of notification of death until the morning of the first working day following the funeral or the memorial service for the following individuals:
- 4.4.1 The Sovereign
  - 4.4.2 A Member of the immediate Royal Family
  - 4.4.3 The Governor General of Canada or any former Governors General
  - 4.4.4 The Prime Minister of Canada or any former Prime Ministers
  - 4.4.5 The Lieutenant Governor of Alberta or any former Lieutenant Governors
  - 4.4.6 The Premier of Alberta or any former Premiers
  - 4.4.7 A currently serving MP or MLA representing the Town
  - 4.4.8 The current Mayor and any current member of Council of the Town

- 4.5 Flags will be flown at half-mast on the day of the funeral or memorial service for the following individuals:
- 4.5.1 Any current Provincial (Alberta) Cabinet Minister
  - 4.5.2 Any former Mayor or member of Council of Town of Crossfield
  - 4.5.3 Any current employee of the Town or any current emergency service personnel serving within the Town
- 4.6 At CAO's discretion, flags may be flown at half-mast to mark other significant occasions or circumstances.
- 4.7 The CAO (or designate) shall be responsible for notifying the Operations Department, or appropriate staff person, of the half-masting of flags, with respect to the location, the reason, and the duration that the flag will be flown at half-mast.

## 5.0 Flags on display in Council Chambers

- 5.1 The Canadian flag, Alberta flag, and Town flag are the only flags displayed in Council Chambers.
- 5.2 The flags displayed in Council Chambers are displayed, maintained, and disposed of by the Town in accordance with Canadian Heritage's Guidelines.
- 5.3 The flags displayed in Council Chambers are not subject to the half-masting protocol as outlined in this policy.
- 5.4 The flags in the Town of Crossfield Council Chambers are displayed on a flag stand with the National Flag of Canada in the center, the Provincial Flag of Alberta to the left and the Town of Crossfield Flag on the right. In determining the left and right location, the observer stands facing the flags.

## 6.0 Temporary flag raisings

- 6.1 The Town does not temporarily raise flags at Town facilities unless directed by the Governments of Canada or Alberta.
- 6.2 At this time, the Town of Crossfield shall not fly the flags of community groups, charitable organizations, or any other outside groups.

## Report to Council



**Meeting Date:** 2025-04-02  
**Meeting Type:** Council Meeting  
**Prepared By:** Lindsey Nash, Manager of Legislative and Administrative Services  
**Presented By:** Lindsey Nash, Manager of Legislative and Administrative Services  
**Subject:** Corporate Sponsorship and Community Partnership Policy  
**Department:** Legislative & Administrative Services

---

### REPORT PURPOSE:

The purpose of this report is to present a new Corporate Sponsorship and Community Partnership Policy for Council's review and consideration. The policy provides guidelines for collaborating with corporate sponsors and community partners to support and enhance municipal programs, services, and infrastructure while upholding transparency, accountability, and community values.

### RECOMMENDATION:

**The Council accept the Corporate Sponsorship and Community Partnership Policy as presented.**

### BACKGROUND:

To further enhance public services and infrastructure while delivering high-quality programs, many municipalities are seeking external funding and resources, including corporate partnerships, to help ease the financial burden on taxpayers. A formal policy ensures that these sponsorships align with the Town's image, values, and interests.

The policy establishes a guiding framework for partnerships that align with Council's values and goals. It establishes the accountability for the policy, outlines town owned assets applicable to sponsorship along with general sponsorship principals including evaluation criteria.

### ANALYSIS:

#### Strategic Alignment

- Sustainable Community Growth
- Town Infrastructure
- Parks, Recreation & Beautification

- Social Development & Emergency Services
- Communications & Public Relations

### **Economic Impact**

By partnering with corporate sponsors, the Town can lessen the financial burden on taxpayers while supporting programs, services, and infrastructure projects. These sponsorships can also generate new revenue streams, helping to enhance public spaces, events, and facilities.

### **Social Impact**

A clear policy helps ensure that sponsorships reflect community values and uphold the integrity of municipal services. Additional funding can enhance recreational programs, cultural events, and public initiatives, fostering greater community engagement and well-being. By encouraging collaboration between the Town, businesses, and community organizations, sponsorships can strengthen partnerships and promote a shared sense of responsibility and support.

### **FINANCIAL IMPLICATIONS:**

While corporate sponsorships and partnerships generate additional revenue, administrative oversight will be required to manage agreements effectively. Resources may be allocated for contract management, reporting, and compliance monitoring.

### **ATTACHMENTS:**

Draft Corporate Sponsorship and Community Partnership Policy #C 102-25



# Corporate Sponsorship and Community Partnership

Council Policy  
C 102-25

<b>Administered By:</b>	Legislative and Administrative Services / Finance	<b>Policy No:</b>	C 102-25
<b>Approval Date:</b>		<b>Effective Date:</b>	
<b>Approved By:</b>	Council	<b>Resolution No.:</b>	
<b>Review Date:</b>	February 2028		
<b>References:</b>			

## Policy Statement:

The Town of Crossfield recognizes the value of sponsorship naming rights for Town assets by external organizations. These agreements allow sponsors to receive recognition for their financial support, including naming sponsorships where an asset bears the sponsor’s name for the duration of the arrangement.

The Corporate Sponsorship and Community Partnership policy ensures a balanced approach, enabling individuals and organizations to enhance their community presence while safeguarding the Town’s image, values, and interests.

Sponsorships foster community-oriented relationships, provide vital funding for infrastructure and services, and are structured to benefit Crossfield while preserving the integrity and reputation of public assets.

## Purpose:

The purpose of this policy is to establish:

- a. A guiding framework for Crossfield that aligns with Council’s values and supports the long-term sustainability, growth, and entrepreneurial spirit of recreation, facilities (including equipment), open spaces, and programs (including Town-hosted events) owned and operated by the Town.
- b. To create a structured approach for securing grants and corporate sponsorships that encourage innovation, foster new community partnerships and business opportunities, and enhance cost-saving measures for recreation, facilities (including equipment), open spaces, and programs (including Town-hosted events) owned and operated by the Town.

- c. To grant Administration the discretion to evaluate and accept grants, corporate sponsorships, and community partnerships.
- d. To support revenue-generating and cost-saving agreements, investments, and contributions from the private and non-profit sectors, helping to fund new capital projects and sustain the ongoing operations of recreation, facilities (including equipment), open spaces, and programs (including Town-hosted events) owned and operated by the Town of Crossfield.

## 1.0 Definitions

- 1.0 **Administration** includes the Chief Administrative Officer or designated Officer and can include various departments within the Town.
- 1.1 **Advertiser or Advertising** is an organization, group or company that pays for a product, event or job to be advertised within a Town facility.
- 1.2 **Chief Administrative Officer (CAO)** means the individual appointment by Council and established by Bylaw as the Chief Administrative Officer for the Town.
- 1.3 **Community Partnership** is a collaborative agreement between the Town and external organizations, businesses, or community groups. These partnerships are formed to support initiatives, programs, services, or infrastructure projects that benefit the community.
- 1.4 **Council** means the municipal Council of the Town of Crossfield.
- 1.5 **Enhancement Project** means a project that will add value to a recreation or cultural facility owned and operated by the Town.
- 1.6 **Fund Development** means the ongoing process to raise funds, the result of which may be a grant or a sponsorship.
- 1.7 **Grant** means funds dispersed by one party, often a Government Department, Corporation, foundation or Trust for a specific purpose.
- 1.8 **Naming Sponsorship or Naming Rights** means a Sponsorship arrangement where a Sponsor is given the right to name the Asset or a portion of the Asset in exchange for financial consideration.

- 1.9 **Partnership** is an exchange of funds, services or gifts in kind that is mutually beneficial.
- 1.10 **Sponsorship or Partnership Fulfillment** means a contractual agreement with a defined term over which an external organization (Sponsor) provides in-kind or financial support for a Town Asset in return for commercial, marketing, promotional benefits associated with being publicly denoted as a sponsor of the Town Asset.
- 1.11 **Town Asset or Asset** means any asset owned by the Town and managed directly by the Town or by a Partner, or any program, service, or event provided or organized by the Town.
- 1.12 **Town** means the Town of Crossfield, a Municipal Corporation of the Province of Alberta.

## 2.0 Application

- 2.1 This Council Policy applies to all Town operated assets, where assets are defined broadly as property, but are not limited to:
  - 2.1.1 Town-owned real property (facilities/green space/parks)
  - 2.1.2 Town-owned Property features and components (rooms/playgrounds/ice surfaces)
  - 2.1.3 Municipally coordinated events, special projects, programs and services
  - 2.1.4 Communications (publications/digital communication channels)
  - 2.1.5 Other relevant properties
- 2.2 The policy does not apply to:
  - 2.2.1 Municipal offices or non-public use Town facilities including but not limited to Town Office, and fire hall
  - 2.2.2 Public-private partnerships
  - 2.2.3 Town-owned facilities, programs and services that are operated by another organization except as outlined in operating, use, lease or service level agreements with the organization
  - 2.2.4 Gifts and donations

- 2.2.5 Sponsorship of assets owned by Related Authorities or Partners
- 2.2.6 The Town's sponsorship of external events, services/activities, or projects.
- 2.2.7 Grants obtained from other levels of government, foundations or trusts
- 2.2.8 Town sponsorship of external projects, programs or events where the Town provides funds to an outside organization
- 2.2.9 Street names

## **3.0 Accountability**

### 3.1 Council

- 3.1.1 Approves the list of Town assets that are available to be sponsored.
- 3.1.2 Establishes and reviews policies related to naming rights and sponsorships.
- 3.1.3 Reviews and approves facility naming right proposals.

### 3.2 Administration

- 3.2.1 Conducts market research to establish the value of Town assets for naming rights and sponsorship opportunities.
- 3.2.2 Determines the appropriate methods for delivering sponsorships.
- 3.2.3 Negotiates and approves sponsorship agreements.
- 3.2.4 Negotiates naming rights agreements and presents to Council for approval.
- 3.2.5 Establishes process for tracking and reporting all corporate sponsorship and community partnership agreements.

## **4.0 Sponsorship Principles**

### 4.1 General

- 4.1.1 Under this policy, sponsorship relationships are defined as mutually beneficial agreements in which a corporation or organization

provides financial support or in-kind contributions in exchange for recognition, acknowledgment, or promotional benefits. However, sponsoring a Town asset does not grant the sponsor any influence over the Town's business decisions or any benefits beyond those outlined in the sponsorship agreement.

- 4.1.2 Corporate Sponsorship, Community Partnership and advertising revenue may only be accepted as a supplement to Town-approved initiatives.
- 4.1.3 Sponsorship, partnership and advertising must not compromise the character, integrity, aesthetic quality, or safety of a Town asset, nor should it unreasonably interfere with public use and enjoyment of the asset.
- 4.1.4 All sponsorship and naming rights agreements must be formalized through a written contract detailing the relationship, value exchange and asset usage and must have defined term lengths unless otherwise approved by Council, with naming rights requiring a minimum term of five (5) years.
- 4.1.5 Entering into a sponsorship or partnership agreement does not imply the Town's endorsement of a sponsor's products, services, or ideas. Similarly, sponsors may not suggest Town endorsement unless explicitly stated in the sponsorship or official supplier agreement.
- 4.1.6 Naming rights agreements may include category exclusivity within the sponsored asset or facility.
- 4.1.7 Agreements involving value-in-kind (VIK) contributions must ensure that the value received aligns with competitive industry rates and applies only to budgeted goods or services. However, VIK agreements do not grant entitlements such as preferred vendor status or influence over the Town's competitive procurement process.
- 4.1.9 The Town may enter into a corporate sponsorship or community partnership agreement with an external party whereby the external party may contribute, in whole or in part, funds, goods, services to new facility capital enhancement projects, recreation, facilities (including equipment), open spaces and programs (including Town produced events) owned and operated by the Town.
- 4.1.10 The Town may not relinquish any aspect of its right to manage and control its recreation and cultural facilities through a sponsorship agreement.

## 4.2 Sponsorship, Partnership and Advertising Criteria

- 4.2.1 The Town will review all sponsorship, partnership and advertising proposals but reserves the right to decline any sponsorship at its sole discretion.
- 4.2.2 All corporate sponsorships, community partnership and advertising must comply with applicable federal and provincial laws, as well as all relevant Town bylaws, policies, and practices.
- 4.2.3 Sponsorship, Partnership and advertising must not provide any direct or indirect personal benefit to any Town official or employee.
- 4.2.4 The Town retains full ownership and control over all Town-owned and operated assets.
- 4.2.5 Sponsor benefits are strictly limited to those outlined in the sponsorship agreement.
- 4.2.6 Sponsorships or Partnership must not grant any competitive advantage, benefit, or preferential treatment beyond what is specified in the agreement.
- 4.2.7 Category exclusivity applies only to the sponsored asset and does not extend to exclusive privileges with the Town as a whole.
- 4.2.8 Category exclusivity for an asset does not extend to third-party users of Town facilities (e.g., Crossfield Municipal Library) unless explicitly stated in operating, use, lease, or service level agreements.

## 4.3 Restrictions

- 4.3.1 Corporate Sponsorship, Partnership and advertising within a Town facility must align with the target audience of that facility.
- 4.3.2 The Town will not solicit or accept sponsorship, partnership or advertising from companies or organizations whose business:
  - 4.3.2.1 Contradicts any Town bylaw or policy.
  - 4.3.2.2 Could compromise the Town's public image or reputation.
  - 4.3.2.3 Is likely to cause deep or widespread offense based on prevailing community standards.
- 4.3.3 For assets primarily serving children and youth, the Town will not accept sponsorship, partnership or advertising from companies or

organizations involved in the production of alcohol or other addictive substances.

4.3.4 The Town will not solicit or accept sponsorship or advertising from companies or organizations that:

4.3.4.1 Derive revenue from the production of tobacco.

4.3.4.2 Are involved in pornography or illegal sexual services.

4.3.4.3 Are engaged in armaments or weapons manufacturing.

4.3.4.4 Are not in good standing with the Town (e.g., currently in violation of a bylaw or involved in litigation).

4.3.4.5 Discriminate based on race, religion, or sex in their employment, marketing, or advertising practices.

4.3.5 To protect residents' privacy, sponsors will not be granted access to any personal information held by the Town.

4.3.6 The Town has no actual or implied obligation to purchase products or services from a sponsor.

## 5.0 Fund Allocation

5.1 Fund Development activities including the seeking of grants and sponsorships will be guided by professional practices as outlined in the Association of Fundraising Professionals (AFP) Code of Ethical Principles and Standards of Professional Practice.

5.2 Fund Development will be undertaken in accordance with the accepted principles of sound business and financial management and generally accepted accounting principles.

5.3 Funds generated through the Sponsorship and Partnership program will not be used to service capital debt. However, they may be allocated to capital and operating budgets for maintenance and enhancement of the named asset, as well as for supporting programs and services directly related to the asset, expansion and capital projects.

5.4 The net operating surplus of the Sponsorship and Partnership program for all other assets will be transferred to the Sponsorship and Partnership General Reserve.

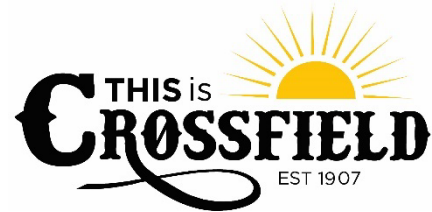
- 5.5 The Sponsorship and Partnership General Reserve will be used for new capital projects, capital renewal projects, new or enhanced programs and special projects.
- 5.6 Where there are costs associated with securing funds and fulfilling the contractual obligations with the sponsor or partner, these costs are reflected in the operating budget.

## 6.0 Evaluation

- 6.1 Sponsorship and partnership opportunities will be evaluated on an asset-by-asset basis to determine best fit and alignment, and to assess that all provisions in the policy are satisfied.
- 6.2 Sponsorship and partnership proposals will be assessed using the following evaluation criteria:
  - 6.2.1 Quality and timeliness of product, and service delivered to the Town.
  - 6.2.2 Cost to the Town of sponsorship proposal.
  - 6.2.3 Value to the Town in cash, or in kind, of the proposal.
  - 6.2.4 Compatibility of products and services with the Town's policies, standards and operating principles.
  - 6.2.5 Desirability, image and reputation of the proposed sponsor or partner.
  - 6.2.6 Timelines or readiness to enter into an agreement.
  - 6.2.7 Term of the agreement.
  - 6.2.8 Conformity to facility development enhancement plans and operational goals.
- 6.3 Corporate sponsorship agreements shall be in the form of a legal contract that is acceptable to the Town.

# Monthly Administrative Update

March 2025



---

## Public Works & Infrastructure

### Monthly Update:

- The Town has been progressing the water meter replacement program for commercial and industrial properties using a combination of staff and contracted plumbers. This program should wrap up in 2-3 months.
- The Town continues to work with external firms on several studies related to the Town's wastewater management to help inform next steps:
  - Wastewater Effluent Disposal Strategy (March 2025) – Final report received, first phase of project to assess irrigation opportunities complete. Next phase to determine the best method to improve water quality to allow for a second discharge to Nose Creek.
  - Sanitary Model Update (February 2025) – Final report received; project complete.
  - Receiving Stream Analysis (Q2 2025) – Determine effluent quality limits for additional discharges to Nose Creek.

### Upcoming:

- A Request for Quotation (RFQ) will be issued for the procurement of a new backhoe/loader as approved in the 2025 provisional capital plan.
- The Town will issue an RFP in Q2 2025 for the design and contract administration of the Laut Avenue wastewater line replacement.
- The Town will issue an RFP in Q2 2025 for general engineering services.
- Administration will be working with F3 Networks throughout the year on the design of a high-speed Telus fibre optic network within the town.
- The curbside recycling program will be under the Extended Producer Responsibility (EPR) program starting April 1. There are minor changes to acceptable materials that have been communicated to the community through the newsletter and website.

## Planning & Development

### Monthly Update:

- The Town has received the following planning and development applications in 2025:
  - 1 redesignation application and 1 subdivision application
  - 31 development permit applications, including 21 applications for new homes.
  - 4 home occupation permits and 2 sign permits
- Public engagement for the MDP was conducted in March, including an open house on March 26 and an online survey.

### Upcoming:

- The MDP will return to Council in May or June for a public hearing.
- Administration intends to bring minor Land Use Bylaw amendments to Council in Q2 2025 with more significant amendments to follow later in the year to align with the updated MDP.

## Public Safety

### Monthly Update:

- Community Peace Officer, Bradley Thibeault continues to assist on a part-time basis as Administration recruits a new officer.
  - 25 calls for service were received for bylaw matters, including Community Standards, Traffic and Dog Control concerns.
  - 93 traffic violations were recorded, with 67 warnings given and 26 citations issued. Violations included high speeds, no insurance, failure to stop at stop signs, distracted driving, and no seatbelts.
- Captain Chad Hounsell received his 10-year service pin with the Fire Department. Thank you, Captain Hounsell, for your service to the community over the past 10 years.
- New recruits to the Fire Department have started their basic firefighter training (NFPA 1001).
- The Fire Department is preparing for what could potentially be a busy grass fire season if the dry conditions persist into spring.
- Annual fire alarm testing and fire extinguisher inspections have been completed at all Town facilities.

### Upcoming:

- The RFP for the Community Risk Assessment & Fire Services Master Plan closes on April 3.
- An emergency exercise is being planned for May 8, in partnership with Rocky View County and the Village of Beiseker. We will also be working with PlastiFab and WG Murdoch School. The scenario for this exercise is a tornado hitting the Crossfield Mobile Estates as well as one of PlastiFab's buildings. Communication will be going out to the public in the coming weeks to inform them of this exercise.

## Community Services & Events

### Monthly Update:

- Recreation & Community Events Coordinator, Eris Latham and Arena Supervisor, Randy Copeland have been very busy supporting the Kraft Hockeyville group as they make a push to win the competition's grand prize of \$250,000 in arena upgrades and the chance to host a pre-season NHL game.
  - Voting is **7:00 a.m. April 4 to 3:00 p.m. April 5**
  - A **Kick Off Rally** is being held on Friday April 4 (6:00 p.m. – 8:00 p.m.) at the Pete Knight Arena with games, voting stations and concession.
  - A **Mega Rally** is being held on Saturday April 5 (11:00 a.m. – 3:00 p.m.) at the Pete Knight Arena with games, voting, free lunch, face painting and more.
- The ice is being taken out of the Arena on March 31 with lacrosse set to start on April 7.

- Online surveys were put out seeking public feedback on 2 of our recreation initiatives (Bike Skills Park / Pump Track and Amery Park Community Garden). We have already received a lot of engagement through these surveys.
  - These initiatives were also partnered up with the MDP Open House held on March 26 to allow for in-person engagement.
  - A report will come forward with results and recommendations for Council's consideration.
- The Crossfield Reginal Career Fair was held on March 12. This year's event was successful once again with approximately 700 students attending from several surrounding schools. 38 exhibitors were also in attendance, including 10 post-secondary institutions.
- An application has been submitted to the federal Active Transportation Fund for pathway and sidewalk replacements. We were also successful in attaining the following grant funding:
  - \$7,000 from TC Energy for an RIT Response Pack for the Fire Department.
  - \$600 from Volunteer Alberta to support National Volunteer Week initiatives.
  - \$25,000 from the Canadian Mental Health Association to support the Crossfield Wellness Network initiatives (joint application with the Wellness Network).

**Upcoming:**

- The Amery Park Outdoor Rink RFP closed on March 27. Administration is reviewing proposals and will look to award the project in early April.

**Customer Service/ Community Engagement**

**Monthly Update:**

- Between March 1 and March 27, 2025, Customer Service handled 301 citizen service requests, a slight decrease from the 326 February citizen requests.
- **Primary topics of interest** include Administration at 47% of the interactions, Payment/Payment Inquiries at 30% and Development at 9% of the interactions. For added context, the Administration category includes items such as utility account inquiries, garbage and recycling inquiries, hall bookings, WIPPS/TIPPS inquiries and dog and business licenses.

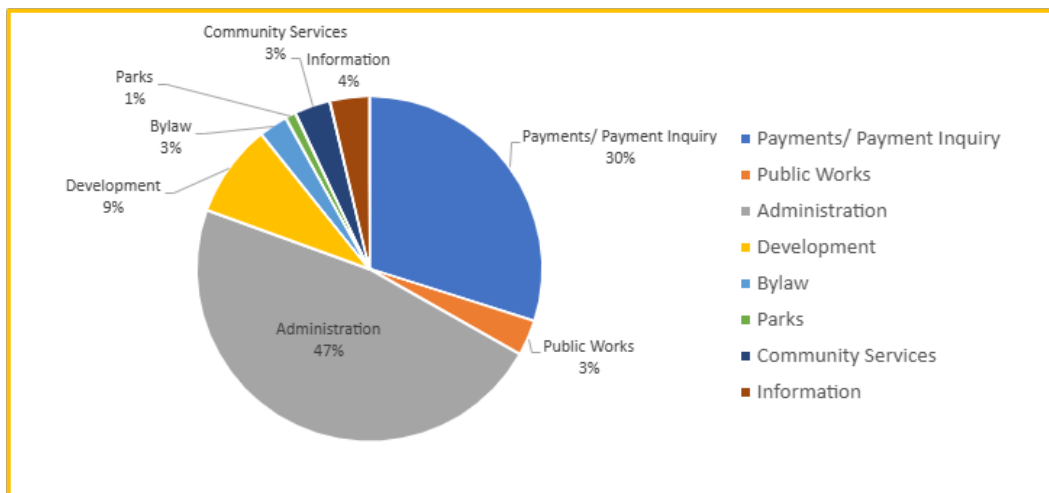


Figure 1: February Calls for Service – by Type

- Primary topics of interest include Administration (107), Payment/Payment Inquiries (114) and Development (18) (See Figure 1 below). For added context, the Administration category includes items such as utility account inquiries, garbage and recycling inquiries, hall bookings, WIPPS/TIPPS inquiries and dog and business licenses.

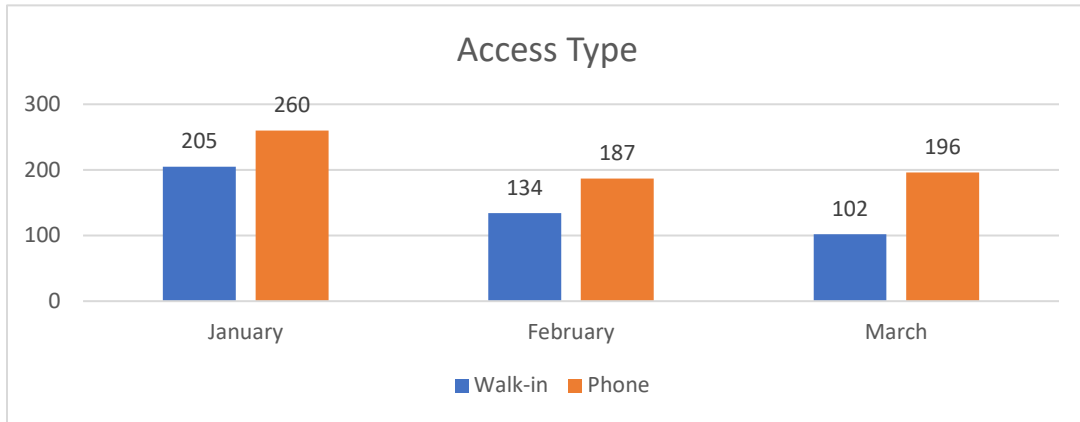


Figure 2: Access Type

- One of Administration’s priorities for 2025 is to increase the functionality of the Town’s website. This work is underway, with a newly created “Opportunities” section that can be accessed using a quick link on the Town’s homepage. In the Opportunities section you can find all the Town’s opportunities in one location. This includes job opportunities, tender opportunities (such as RFPs and RFQs), surplus equipment sales and volunteer opportunities. In the future Administration anticipates sponsorship opportunities will also be included in this location.

**Upcoming:**

- Administration E-Scribe training is ongoing, Council training is scheduled for April 15, while Department Director training expected to take place in the next week with an anticipated full launch date of May 1, 2025.

## Administrative Services

**Monthly Update:**

- We have our new Executive Assistant starting on April 7 and our Administrative Clerk starting on April 14.
- Administration continues to work on policy review, with the 2023 Investment Policy set to be refreshed and brought for Council’s consideration in May.
- Administration is in the process of developing a new Quarterly Corporate Report, which will be presented to Council in May. This report aims to replace the quarterly financial update by providing a comprehensive overview of the organization’s activities each quarter. It will include updates on the strategic plan, capital projects, planning activities, enforcement statistics, procurement efforts, and financial variance reporting.

**Upcoming:**

- Administration is refining the 2025 operating and capital budgets. Budget adjustments will be presented for Council’s consideration in April.

## Outstanding Action List

#	Meeting Date	Motion #	Topic / Direction	Assigned To	Due Date	Status	Status Details
060							
059							
058							
057	Mar 18, 2025	059-2025	<b>Rocky View Foundation Letter of Support</b> – amendment to the Ministerial Order governing the Foundation’s Board Composition to allocate a second seat to the City of Airdrie.	Lindsey Nash	Q1-2025	COMPLETED	Administration completed a letter of support that was reviewed by the Mayor and a copy provided to the Rocky View Foundation.
052	Feb 18, 2025	035-2025	<b>Bike Pump Track Location Report</b> - to move forward with public and stakeholder engagement for input on locating the new Bike Skills/Pump Track facility at the location of Murdoch Park and Ball Diamond #4.	Russ Nash Steve Altena	Q1-2025	IN PROGRESS	Administration is working on the plans for the bike pump track at the proposed locations and preparing public engagement via surveys and open house on March 26/25.
050	Feb 18, 2025	033-2025	<b>Bylaw 2025-01 – Municipal Development Plan</b>	Steve Altena	Q2-2025	IN PROGRESS	Frist reading given Feb 18 with public engagement - open house on March 26/25. Public Hearing tentative scheduled for May 20/25. Steve will make Council’s recommended changes to the document.
048	Jan 21, 2025	015-2025	<b>Support of the Crossfield Kraft Hockeyville</b> – provide support by providing administrative support and funding up to \$3,000.00 from the Community Events budget line.	Eris Latham	Q1-2025	IN PROGRESS	Administration continues to work with Kraft Hockeyville organizers with their quest for Kraft Hockeyville 2025.
041	Dec 3, 2024	No Motion	<b>Limit Ave Speed Change</b> – change speed limit from 50 km/h to 30 km/h.	Lindsey Nash	Q4 2024	IN PROGRESS	Dec 24/24 - Administration sent a to Alberta Transportation and Economic Corridors – waiting for response.
034	July 2, 2024	134-2024	<b>Offer to Purchase</b> – Additional information required with respect to the Offer to Purchase	Steven Altena Lindsey Nash	Q2 2025	IN PROGRESS	Administration to follow with Environmental company to interpret all environmental reports recorded on file to have a clear understanding of data. A report will be brought forward to a future council meeting in Q2 during the Land inventory discussion.
026	Feb 20, 2024	028-2024	<b>Snow Removal &amp; Ice Control Program</b> – program review	Steve Altena/ Murray Pollock	Q2 2025	IN PROGRESS	Administration is completing a program review and working on proposed recommendations.
024	Jan 16, 2024	No Motion	<b>Tax Sale Lands - 1316 Railway Street &amp; 1318 Railway Street</b> - Proposed Use of contaminated lands	Kinza Barney/ Lindsey Nash	Q2 2025	IN PROGRESS	Administration reached out to Alberta Environment (AE) and land use is informed by the type of contamination at each site. AE generally rely on experienced consultants to help explain the options. Operations has included a Phase 2 environmental assessment in the 2025 budget to determine what land contamination is present, if any and then confirm with AE on what could be developed on these lands.
007	Feb 21, 2023	064-2023	<b>Rodeo Ground Lease Agreement</b>	Russ Nash	Q1 2025	IN PROGRESS	Administration to bring forward a revised agreement with the recommended changes, as discussed following the approval of the Leasing of Town Facilities and Land Policy.
004	April 4, 2023	No Motion	<b>Town-Owned Lands – Discussion on future use</b> - Administration to prepare a list of town lands and provide options for what those lands could be used for. The intent being to review town owned lands that are not currently active properties and come up with a plan.	Lindsey Nash	Q2 2025	IN PROGRESS	A detailed list of town owned land/properties has been completed and presented to Council. Administration will bring forward an updated Land Inventory outlining appraised costs on Town lands for Council’s consideration on future plans for the properties.
002	April 19, 2022	129-2022	<b>Town Office Development</b> – Exploration of potential options for a Town Administrative Building	Kinza Barney/ Sub-committee	Q3 2026	ON HOLD	A sub-committee has been formed appointing the CAO, Russ Nash. Exploration of further options and required funding strategies to be identified in 2024.