

AGENDA FOR THE TOWN OF ROSETOWN

Community & Business Development Committee Meeting

Monday, September 10, 2018

at 7:00 pm

to be held in the Town of Rosetown Council Chambers at Rosetown, Saskatchewan

1. Action Items.
2. Pecuniary Interest – Committee members to note any pecuniary interest that may be on the agenda.
3. Minutes & Reports:
 - Community & Business Development Minutes – August 15, 2018.
4. CBD Manager Report August 2018.
5. Financials Statements – Community & Business Development - August 2018.
 - Tourism Booth, August 2018.
 - Primary Care Centre – August 2018.
6. Town of Rosetown Community Events Web Calendar – Advertising Policy.
7. Town of Rosetown Logo & Brand Use Policy.
8. Other.
9. Adjournment.

2018 Action Items

Meeting Date	Action Item	Employee / Department	Notes	Completed
March 5, 2018	Establish Facility Tours with Council	All Departments	WTP & Wells - Sept.	
March 5, 2018	Governance Policy Reviewed with Strat. Plan	Administration		
March 5, 2018	Salary Grid Review & Recommendations	Administration		May-18 Completed
March 14, 2018	Strategic Plan	Council		Aug-18 Completed
March 14, 2018	R.M. Supper	Administration		26-Mar-18 Completed
March 27, 2018	Civic Centre - Sewer Lines	Recreation/PW		
March 27, 2018	Civic Centre - Downspouts	Recreation/PW		
March 27, 2018	Civic Centre - Sidewalk Shaving	Recreation/PW		
August 15, 2018	Start on Action Plans for Strategic Plan	Management	Sept 12 Meeting	

Community & Business Development Committee Meeting – August 15, 2018

Present: Chairman Blair Wingert, Mayor Adam Krieser, Councilor Rome Molsberry, Rick Bell and Trevor Hay, CAO Michele Schmidt and CAA Angelika Walker.

Absent: CBD Manager Jessica Segal.

Called to order: Chairman Wingert called the meeting to order at 9:05 p.m.

1. Action Items: Action items were reviewed.
2. Pecuniary Interest – No Committee members indicated any pecuniary interest, at this time, regarding any items on the agenda.
3. Minutes & Reports:
 - Community & Business Development Minutes – June 12, 2018 – No Business arising.
 - Age Friendly Rosetown – June 12, 2018 – No Business arising.
 - Dr. Recruitment Minutes – June 27, 2017 – No Business arising.
4. CBD Manager Report – reviewed and discussed.
No Business arising.
5. Financials Statements – Community & Business Development – July 2018 – The committee reviewed – No business arising.

Primary Care Centre – The committee reviewed the Primary Care Centre July 2018 Financial Statement – No business arising.
6. Tax Rebate Incentive Program for Businesses:
Recommendation:
 - a. That we hereby recommend approval of the tax abatement incentive in the amount of \$500.00 be awarded to Sarah Green (S.E. Spa, 418 Main Street) for improvements in that amount of \$6,297.97.
 - b. That we hereby recommend approval of the tax abatement incentive in the amount of \$500.00 to EVCO Developments (201 Main Street) for improvements valued at \$80,000.00, with the condition that invoices shall be supplied and work completed by August 31, 2018.
7. Embridge’s Line 3 Replacement Program – Factsheet were reviewed by the Committee.
8. Adjournment: Chairman Wingert adjourned the meeting at 9:25 p.m.

Blair Wingert, Chairman

Michele A. Schmidt, CAO

Community & Business Development Department Report – August 2018

TOURISM

1. Budgeted conservatively for maintenance; ordering one sign replacement this year
2. Grant for new picnic table and trash bin
3. Will report on visitor and sales data in October

DOCTOR RECRUITMENT

1. Assistance with Dr. Narang relocation
2. Quarterly communication to our municipal partners to be sent in September

WEBSITE/COMMUNICATIONS

1. Print newsletter and e-Newsletter distributed. Goal to boost online subscribers
2. Brand Use Policy revisions – external use
3. Web:
 - a. Smartphone surpassed desktop use
 - b. Spike in visitors from the US. Hits from India
 - c. Frequently accessed pages/searched content: Pool, Kidsport, Primary Health Centre, Camping, Recycling.

OTHER

1. Business Tax Rebate Incentive announcement
2. Business contact database for Economic Preparedness and Recovery
3. Business succession planning
4. Research stage for development of formal BRE survey

TOWN of ROSETOWN
CBD Revenue and Expense Report
For the Period Ending August 31, 2018

	YTD	Budget	Budget - YTD	YTD (LY)
Expenditures				
Wages & Benefits				
560-110-110 - CBD - Salaries	45,769.27	70,000.00	24,230.73	26,788.38
560-120-110 - CBD - Benefits	8,330.30	7,500.00	(830.30)	2,346.28
Total Wages & Benefits:	54,099.57	77,500.00	23,400.43	29,134.66
Prof/Contract Services				
560-210-100 - CBD - Cont. - Advertising	58.50	1,500.00	1,441.50	
560-220-100 - CBD - Cont. - Website	4,096.00		(4,096.00)	391.56
560-220-120 - CBD - Cont. Training/Travel/Meals	1,299.30	2,000.00	700.70	1,439.94
560-240-100 - CBD - Cont. - Memberships/Subscriptions	332.00	350.00	18.00	327.60
Total Prof/Contract Services:	5,785.80	3,850.00	(1,935.80)	2,159.10
Maint. Material and Supplies				
560-400-110 - CBD - Office Expenses	1,110.52	4,000.00	2,889.48	2,619.32
560-400-150 - CBD - Strat. Plan - Project expenses	12,219.06	15,000.00	2,780.94	
Total Maint. Material and Supplies:	13,329.58	19,000.00	5,670.42	2,619.32
Total Expenditures:	73,214.95	100,350.00	27,135.05	33,913.08
Surplus/Deficit	(73,214.95)	(100,350.00)	27,135.05	(33,913.08)

Town of Rosetown

Report Date
2018-09-07 10:51 AM

For the Period Ending August 31, 2018

Page 1

	Year to Date	Annual Budget	Budget Remaining	YTD (LY)
Revenue				
420-520-801 - F&C - Tourism Revenue	161.00		161.00	
425-100-100 - F&C - Tourism Advertising	375.00	120.00	255.00	
425-100-101 - F&C - Tourism Sale of Supplies	16,651.57	12,000.00	4,651.57	
425-100-102 - F&C - Tourism Fundraiser	20.00	600.00	(580.00)	
425-100-103 - F&C - Tourism Misc.	3,881.00	3,900.00	(19.00)	
450-230-101 - Conditional - Federal - Student Tourism	4,571.00	2,500.00	2,071.00	
Total Revenue:	25,659.57	19,120.00	6,539.57	0.00
Expenses				
570-110-191 - R&C - Salaries - Tourism	10,988.72	23,000.00	12,011.28	
570-120-185 - R&C - Benefits - Tourism	463.79	1,000.00	536.21	
575-100-100 - R&C - Tourism Travel/Training		200.00	200.00	
575-100-101 - R&C - Tourism Lease/Rent	2,200.00	2,310.00	110.00	
575-100-102 - R&C - Tourism Utilities	1,190.90	2,330.00	1,139.10	
575-100-103 - R&C - Tourism Building Mtce.	688.31	1,300.00	611.69	
575-100-104 - R&C - Tourism Advertising	495.63	500.00	4.37	
575-100-105 - R&C - Tourism Supplies (Ice Cream etc.)	6,102.40	9,300.00	3,197.60	
575-100-106 - R&C - Tourism Fundraiser	491.34	600.00	108.66	
575-100-107 - R&C - Tourism Office Supplies & Stat.	492.25	200.00	(292.25)	
575-100-108 - R&C - Tourism Misc.	488.07	200.00	(288.07)	
Total Expenses:	23,601.41	40,940.00	17,338.59	0.00
Surplus/Deficit	2,058.16	(21,820.00)	23,878.16	0.00

TOWN of ROSETOWN
Primary Care Centre Revenue & Expense Report
For the Period Ending August 31, 2018

	Year to Date	Annual Budget	Budget Remaining	YTD (LY)
Revenue				
Clinic Rental				
F&C - Municipal Clinic Rental	69,993.74	100,000.00	(30,006.26)	80,220.00
Total Clinic Rental:	69,993.74	100,000.00	(30,006.26)	80,220.00
Total Revenue:	69,993.74	100,000.00	(30,006.26)	80,220.00
Expenditures				
Wages				
H&W - Municipal Clinic Admin Salaries	54,490.26	91,000.00	36,509.74	59,908.49
H&W - Municipal Clinic Admin benefits	6,839.51	12,000.00	5,160.49	7,109.50
Total Wages:	61,329.77	103,000.00	41,670.23	67,017.99
Prof/Contracted Services				
H&W - Municipal Clinic Advertising	330.20	500.00	169.80	298.80
H&W - Municipal Clinic Caretaking	7,860.00	12,000.00	4,140.00	7,840.00
H&W - Mun. Clinic Maint. Professional	29.67		(29.67)	
H&W - Municipal Clinic Insurance	122.95	200.00	77.05	123.00
H&W - Municipal Clinic Membership & Sub.		500.00	500.00	28.60
H&W - Leases and Agreements	28,837.81	40,000.00	11,162.19	14,120.81
Total Prof/Contracted Services:	37,180.63	53,200.00	16,019.37	22,411.21
Utilities				
H&W - Municipal Clinic Energy	1,072.49	1,500.00	427.51	731.82
H&W - Municipal Clinic Power	2,746.46	4,200.00	1,453.54	2,391.39
H&W - Municipal Clinic Phone	3,545.03	5,500.00	1,954.97	3,094.36
Total Utilities:	7,363.98	11,200.00	3,836.02	6,217.57
Maint. Materials & Supplies				
H&W - Municipal Clinic Office	1,032.04	2,500.00	1,467.96	2,145.06
H&W - Municipal Clinic Medical Supplies	2,651.32	6,500.00	3,848.68	3,603.36
H&W - Municipal Clinic Medical Equipment	96.94	1,000.00	903.06	
H&W - Municipal Clinic Janitor Supplies		1,200.00	1,200.00	688.11
H&W - Municipal Clinic Bldg Maintenance	28.11	500.00	471.89	
Total Maint. Materials & Supplies:	3,808.41	11,700.00	7,891.59	6,436.53
Total Expenditures:	109,682.79	179,100.00	69,417.21	102,083.30
Surplus/Deficit	(39,689.05)	(79,100.00)	39,410.95	(21,863.30)



Town of Rosetown

Policy No. 2018-R-07

Community Events Web Calendar - Advertising Policy

August 2018

The Town of Rosetown website [www.rosetown.ca] Community Events Calendar refers to the sub-calendar which features community events, activities and meetings.

To have their events included on the calendar, organisers must submit the following form:

<https://www.rosetown.ca/309/Your-Community>

The following categories are types of advertising that will be eligible for the Town of Rosetown website Community Events Calendar.

Community Events

- A community event is defined as an event or program that is offered to Rosetown community members through the work of a community group or non-profit organization. These events may include but are not limited to: economic development, sport, culture, philanthropic, recreation and physical activity.

Community Fundraisers

- Community fundraisers will be eligible to advertise if they are fundraisers for volunteer community groups or initiatives that benefit the community as a whole, i.e. Hospital Foundation.

In the event that there is a dispute as to the definition of a community event or program, these will be determined by the Community and Business Development Manager or the Administrator.

Not Eligible:

- Advertisements for local businesses and for-profit events are not currently suited for the web Community Events Calendar.
 - All Rosetown businesses who hold a valid business license from the Town are eligible to be listed on the website in the Business Directory. Please contact the Town Office if your information needs to be added or updated.
 - Rosetown businesses or for-profit events and programs may advertise on the digital sign at the AGT Foods Centre arena, as per the advertising rental rates



TOWN OF ROSETOWN

Logo & Brand Use Policy

for external use

We are a thriving municipality and we're proud of our prairie roots. Our visual identity will help us walk the walk. Our look should be sleek and professional, and should reflect Rosetown's mission, vision and values.

The visual expression of our municipality plays a vital role in building a trusted and vibrant brand. When executed correctly, the Town is confident and cohesive, and our messages are seen as powerful and reliable.

This branding standards guide is for anyone who uses, creates or represents the Town of Rosetown. Regardless of the medium, be it a flyer, t-shirt, brochure, presentation or email, we all play a role in taking pride in our community and promoting our brand in a positive and unified way.

We are Rosetown.



Our logo.

The Town of Rosetown logo was redesigned in fall of 2013. It has evolved from a traditional crest into a modern symbol which reflects our progressive community. It features our motto, "discover life here" and the crossroads icon represents our strategic location at the junction of highways 7 and 4. Our logo is the foundation of our credibility as an organization.

Primary.



The logo must be surrounded by a buffer zone of clear space. This space should be equal to or greater than the height of the tip of the crossroads. Other rules: don't place it on a busy background and don't distort the logo.

Secondary.



Icon.



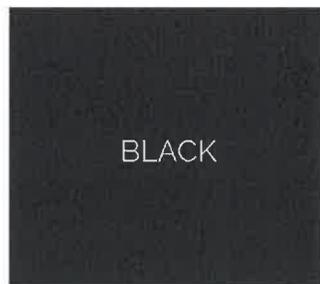
The logo orientation is important. It should always be featured horizontally and never rotated or at an angle.

The icon should be used sparingly and as a complement to the logo. For example, the icon is used as a button on our website, which also features the primary logo.

Colour palette.

Besides our logo, colour is the most recognizable element of our brand. Consistent use of colour will strengthen people's association with Town of Rosetown visual elements. Our primary colour is **red**, representative of the rose in our name and the founders of our community.

To complement the vibrant red, **grey**, **black** and **white** can be used as a means of creating a cohesive look for our designs and maintain the sleek, professional look we aim for.



Typography.

The main font for Town of Rosetown material is **RALEWAY**. There are varying weights to choose from to suit your design, such as light, **semibold**, **bold** and **black**. These can be used effectively to emphasize a point within a body of text or to fit within the tight spaces of a small advertisement.

R

Our supporting font is a sans serif font like **ARIAL** or **CALIBRI**, ideal for longer documents such as letters, brochures and books.

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