
The Coaldale and District Chamber of Commerce | Box 1117, Coaldale AB, T1M 1M9
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Attendance: **Bill Chapman**, Town of Coaldale
Derek Connick, Westland Insurance
Graham Duke, KPMG
Leonard Fast, Leonard D. Fast Law
Jack Penner, Napa Auto Parts
Terry Roosen, Scotiabank
Briane Simpson, Town of Coaldale
René van de Vendel, Destiny Homes
Jack Van Rijn, 476380 Alberta Ltd
Robert Woolf, Crop Innovations

Guests: **Cameron Mills – Manger of Economic and Community Development – Town of Coaldale**
Spencer Croil – Director of Planning and Community Development – Town of Coaldale
Rhonda Wong – Business Development Manager - Peninsula
Colleen Van Raalte, Executive Assistant

1. WELCOME AND INTRODUCTIONS

-Round table introductions.

2. TOWN PRESENTATION - Cameron Mills and Spencer Croil

- Thanks for the invitation to present today.
- Downtown update.
- Interesting Update: Coaldale recognized by PC magazine. Coaldale is ranked number 8 on PC magazine's 10 best work-from-home cities in Canada.
- The data is quantified based on population, cost of internet, median income, average rooms per dwelling, affordable housing, households with postsecondary certificates, employment in the arts and culture sector, independent coffee shops in town and access to major city.
- The Town has been working on four key projects. Civic Square, main street, gateways & corridors and the existing 7-11 property.
- Civic Square project is broken down into three phases.
- Phase one is the new civic building.
- Construction to start this spring. After sending it out to tender, Shift was awarded the project. They are excited about investment possibilities surrounding this project.
- Town produced a feature a video surrounding this project.
- Coaldale has been putting funds away for a new town office for many years.
- Civic square is the anchor associated with new investment in the Town of Coaldale.
- Existing taxes will not be affected.
- The project is being funded in part by grants, the sale of old Town office building, and a \$2 million reserve fund.
- Coaldale Town office to be relocated primarily to the 2nd floor or new building,
- Public Atrium with seating capacity for over 200.
- Public meeting spaces and larger more accessible Council chambers on the main floor.
- 4,500 square feet of new downtown office space on main-street for private enterprise.
- Phase two provides additional private sector investment.
- This space will provide 10,000 sq feet of commercial space on main street.
- Phase three is the outdoor component. Providing extra parking and gathering space for community events, festivals, markets and more.
- Adding this space was the key recommendation of Rodger Brooks for Downtown revitalization.
- For more details visit the project landing page coaldale.ca/CivicSquare.

- Replacing storm drainage and other such utilities lines needed to take place on main street.
- The road surfaces and sidewalks were also past their prime and needed to be repaired.
- Represented an opportunity to make the street aesthetically pleasing and more functional.
- The original approved Budget was \$4.5 million
- Projects were delayed which provided both positive and negative outcomes.
- The positives being a reduction in bid pricing at \$3.4 million.
- 85% of the cost was underground and surface replacement. The new elements represent approximately 15% of the total project cost. Wider sidewalks, trees, benches, and character lighting, curb extensions and crosswalks.
- The final costs will in presentation to council by mid 2021.
- A consistent theme was developed based on the elements included benches, lights etc.
- Again, since we needed to do this work for drainage, we used this as an opportunity to incorporate improvements. Over an extended period of time, the town had received feedback about the lack of aesthetic appeal on main street.
- Value added aspects to the project were incorporated.
- Improved street scape accommodated the fact that people use the space.
- Improvements were generated with the idea to increasing traffic and foot traffic/customers to the downtown core
- This provides the Town with an opportunity for growth.
- It should be noted that this is the largest new development in decades.
- Business have become part of the positive energy
- Dialogue took place with current main street stakeholders. The town wants to and encourage dialogue with stakeholders so that the town can support and assist business ideas and needs.
- More info can be found by visiting coaldale.ca/main-street-revitalization.
- Reports to council are available at coaldale.ca/towncouncil
- Cameron and Spencer are opened to discussion, so please reach out.
- Improvements to Coaldale Gateway and Corridors was approved in 2018 with public and stakeholders engagement.
- Hwys 3 and 845 are the key areas of focus.
- Goal is to visually enhance the major entry points into Coaldale.
- HWY 3 at Site one, located behind Canada post, had landscaping improvements.
- Site two and three, from the HWY on to 17th street, has new concrete skirting.
- Site four, at 17th street and kiddy corner to the current town office, is in progress of beautification with trees and picnic tables. It should be noted that some of the trees from the MacCain Park were relocated to this area.
- 7-11 lot has been vacated for a while. Due to flooding that took place during its vacancy the building needed to be torn down.
- The town was able to purchase this lot at a significant saving when compared to what the lot was originally listed for.
- This site is a temporary location for Westland insurance, before it finds its final home in one of the commercial spaces in the New Civic Square building.
- Electronic signs in the town are being explored.
- Anyone wanting further engagement are encouraged to speak with Spencer or Cameron directly.

3. ROHNDA WONG

- The Chamber has partnered with Peninsula last year, when we had a different rep. Rhonda is the new rep to our region.
- Peninsula has officially partner with the general Chambers community to help with small business, which is their major focus.
- They empower employers to providing HR strategies that are consistent and fair to employees.
- They help to develop HR Policies to fall back on should a problem arise. They also provided peace of mind know that your employees, your greatest asset in business, are protected.
- Peninsula established in Canada for about 3 years.
- We have approximately 36,000 customers.
- We offer HR and health and safety management services without the large price tag.
- Peter Done, founder of peninsula, experienced challenges within his own business and incurred substantial legal costs due to an employee who was dismissed.

- Clear communications and expectations are what employees desire.
- Proper controls needs to be in place with surrounding the “new normal” we live in due to COVID.
- Employees are feeling anxious and isolated and need to be supported.
- There are health and safety considerations when working from home, especially with regards to mental health.
- Important that businesses update policies to reflect these new procedures.
- Concerns surrounding COVID Vaccinations. What does an employer do with some who are vaccinated while other are not? How to ensure a safe environment for everyone.
- Human rights issues are also at the forefront in terms of respect of choice.
- Business cannot terminate an employee who does not want to take it. Otherwise they could end up with a discrimination suit.
- You need to be open with employees in term of expectations.
- Having clearly stated policy and procedures are critical.
- Recommend educating people about the COVID vaccine.
- Need to provide safeguards to protect your business. This is a service that Peninsula provides.
- Employers can call a free advice line.
- Employers have said there is a real change in the business climate. Handshakes are no longer viable.
- Employees are hyper aware of their rights as employees so employers need to keep up.
- We recommend that all business become knowledgeable with the Employment standards Act.
- Peninsula can help with creating enforceable employee contracts.
- Best foundation to business is people
- Protecting that relationship is important
- An employee contract can up set up the relationship correctly
- Employees like to know what is expected of them.
- Common Sense from your employees can’t run your business as this is subjective, based on the individual.
- Policies are a great way to back you up when you have a dispute.
- If you don’t have documentation you have nothing to back you up.
- Peninsula is your own HR department. We provide guidance as how to implement policies.
- We guarantee that If you fall into trouble legally, considering that you followed our advice, we will pay for your legal fees.
- Help also with Health and Safety Compliance thru tailored Handbook.
- We have helpful apps to help you out to help keep your business organized.
- We have a lot of free webinars.
- A questions was raised as to what an employer should do if they already have employee contracts in place. It’s was recommended that contacts get revisited to ensure everyone is protected.
- Time clocks, do they speak with account software. Not directly, but you can always export and import the data.
- Peninsula provides a no obligation consultation at no charge.
- If anyone has any questions, they are encouraged to reach out to Rhonda.
- Contact info will be circulated after the meeting.

4. **NEXT MEETING**

March 10, 2021

Location TBA