

Minutes
Veterans Memorial Highway Association
Annual General Meeting
Held Friday, June 23, 2017
Royal Canadian Legion Branch #119
4810 – 50th Avenue
Castor, Alberta

The meeting was called to order at 11:10 a.m.

In Attendance: The list of people attending the meeting is attached and forms part of these minutes.

Introductions: All attendees introduced themselves and stated which jurisdiction they were representing.

Chairmans'

Report: The Secretary-Treasurer announced that the Chairman and Vice-Chairman were unable to attend the meeting and asked the representatives if they wished to nominate a Chairman for the meeting or have him act as Chairman.

Motion: Ben Elfring that Michael Yakielashek be appointed as Chairman for the Annual Meeting.

Carried Unanimously:

The Secretary-Treasurer gave a brief report on the work which the Board has been doing over the past year.

The Board has held three zone meetings since the last Annual Meeting in Hanna, Brooks and Vilna.

The Board has supported the M.D. of Taber in the Chin Coulee road restoration. Ben Elfring said that this project has been completed.

Lac La Biche County is in the process of trying to conduct a transportation diversion study which the Board supports and will assist where it can.

The M.D. of Taber and the Town of Vauxhall working on arrest area P3 project and is in the planning and development stages.

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Assisted the Two of Two Hills in lobbying for the re-alignment of the Highway 45 and 36 intersection. Sonny Rajoo stated that this has been completed.

Lobbying Alberta Transportation to lower the speed limit on Highway 28 at the Highway 36 intersection.

Requesting Alberta Transportation to put up warning lights on Highway 16 as traffic approaches the Highway 36 intersection.

The Highway 1 and 36 intersection is still a major concern and the Board will keep pursuing for an overpass.

Village of Vilna requires a turning lane at the villages intersection to improve safety especially when large heavy loads involved.

Passing Lanes required along Highway 36 and Highway 881 as stated in our recent transportation study.

Rest Areas and Pull Outs every 80 to 100 kilometres are required.

Pilot Car Training program is a real requirement to improve the safety of travellers along Highway 36 and 881 and for that manner throughout the Province.

Discussion was opened about the report and the work being done.

Jerry Kruse stated that the Association needs to keep working on the passing and pull out. With the expected increase in wind farm development coming heavy wide load traffic will increase significantly.

Margaret Plumtree said that we could lobby for extra support from the South Mayors and Reeves group to assist in any matter which would have impact on highway traffic.

Wayne Hammergren stated that passing lanes staggered over the length of Highway 36 and 881 would improve safety and traffic flow to a great extent.

Mr. Kruse stated that 36 new wind towers are to be constructed in the Garden Plain area. Brian Bunbury said that 57 units are planned in Paintearth County.

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Travis Ryan said that getting stuck behind a wide load with emergency vehicles creates unsafe conditions.

Gerald Keuffler stated that passing lanes are the only answer for moving traffic safely and efficiently within Flagstaff County.

The Attendees continue to support the Association's work for the passing Lanes, pull outs, rest areas and pilot car training. All of these things move traffic safely.

The topic of working on a trucking industry/tourism brochure booklet was brought up for discussion. Sonny Rajoo feels that information especially for the trucking industry is beneficial and important to them. Information such as fuel, rest areas, showers, wash bays and pull outs would be essential information for them, especially the high wide load moves. The information would be available for north and south traffic. Ben Elfring said that if we could garner municipal support we could also tap into tourist traffic. The Association should also work with the Regional Economic Development Areas as well as the Eastern Alberta Trade Corridor and the South Grow Region to make this effective. Further discussion will be held with Tanner Young Publishing later in the meeting.

Minutes: Motion: Sonny Rajoo that the minutes of the June 10th, 2016 Annual General Meeting be accepted as presented.

Carried Unanimously:

Financials: The Secretary-Treasurer presented the Financial Reports to the Association Members. At the year ended August 31st, 2016 the Association held Cash Assets of \$14,635.73. In the operating year revenues totalled \$43,366.20 and disbursements totalled \$28, 730.47. The Secretary-Treasurer also described the breakdown of both the revenues and expenditures. The Association's cash assets as of May 31st, 2017 are \$23,905.00.

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Motion: Travis Ryan that the Financial Report be accepted as presented.

Carried Unanimously:

The meeting broke for lunch at 12:00 and recovered at 12:30 p.m.

Brochure

Mr. Greg Davis of Tanner Young Publishing Group came to the meeting to discuss the development and distribution of an information brochure or pamphlet. He gave background information about Tanner Young as well as presenting various copies of magazines and promotional material which was prepared for various organizations. Mr. Davis also provided cost estimates for the digest guide. For a 24 page count and 5,000 print run the cost estimate is \$11,862.00 and a 10,000 print run is \$13,265.00. With a 32 page count the estimate for 5,000 is \$13,850.00 and 10,000 is \$15,550.00. A map folded 12 panel is a cost of \$6,250.00 for 5,000 and \$6,900.00 for 10,000.

Mr. Davis discussed the work they did for the Yellowhead Highway Association where they needed a reprint because they ran out. He would also need the Association to identify the objective audience and the distribution. Members identified Shelby, Montana, Coutts, Alberta and Fort McMurray and all areas in between. Maps and compartment information would work for the trucking industry and travellers by using symbols for the various services. Discussion was also held how the advertising would be done. Costs for ads would range from \$200.00 to \$3,500. Would the Association be responsible for getting the advertisers or the publisher. Sonny Rajoo said that maybe Travel Alberta could be contacted and be helpful as well as Destination Marketing.

Mr. Davis also asked whether there would be different advertising rates between Members and Non Members. Those questions have to be addressed in order to proceed. There being no further questions, Mr. Davis left the meeting.

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The Attendees continued to discuss the brochure project and what had been presented. Margaret Plumtree felt that it is worth proceeding with and that maybe Community Futures would assist with this project. Sonny Rajoo said it is worth exploring further and Ben Elfring said that the M.D. of Taber would be willing to look at the advertising.

Motion: Sonny Rajoo that the Association have the Board of Directors fully investigate and consider the development of a information brochure for Highways 36 and 881 with the intended audience being the trucking industry as a priority and tourism secondly.

Carried Unanimously:

Election of
Directors:

South Zone: The Secretary-Treasurer called for nominations for the three Directors for the South Zone being that area south of the Red Deer River to the U.S. Border.

Motion: Wayne Hammergren that Ben Elfring be nominated as a Director for the South Zone.

Motion: Bill Prentice that Wayne Hammergren be nominated as a Director for the South Zone.

Motion: Ben Elfring that Bill Prentice be nominated as a Director for the South Zone.

No Further nominations were put forward and Wayne Hammergren, Ben Elfring and Bill Prentice were declared elected as Directors to represent the South Zone on the Board of Directors.

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Central Zone: Nominations were called for the three Directors for the Central Zone being that area north of the Red Deer River to the north boundary of the County of Minburn.

Motion: David Rattray that Arnold Hansen be nominated as a Director for the Central Zone.

Motion: Ben Elfring that David Rattray be nominated as a Director for the Central Zone.

Motion: Brian Bunbury that Walter Weber be nominated as a Director for the Central Zone.

No further nominations were put forward and Arnold Hansen, David Rattray and Walter Weber were declared elected as Directors to represent the Central Zone on the Board of Directors.

North Zone

District 1 Nominations were called for three Directors to represent the North Zone District 1 being that area north of the north boundary of the County of Minburn to the north boundary of Lac La Biche County.

Motion: Wayne Hammergren that Sonny Rajoo be nominated as a Director for North Zone District 1.

Motion: Ben Elfring that Elroy Yakemchuk be nominated as a Director for North Zone District 1.

Motion: Sonny Rajoo that Robert Richard be nominated as a Director for North Zone District 1.

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No further nominations were put forward and Sonny Rajoo, Elroy Yakemchuk and Robert Richhard were declared elected as representatives for North Zone District 1 on the Board of Directors.

North Zone

District 2: Nominations were called for two Directors to represent the North Zone District 2 being that area north of the north boundary of Lac La Biche County.

Motion: Sonny Rajoo that Jane Stroud be nominated as a Director for North Zone District 2.

Motion: David Rattray that Tyran Ault be nominated as a Director for North Zone District 2.

No further nominations were put forward and Jane Stroud and Tyran Ault were declared elected as Directors to represent the North Zone District 2 on the Board of Directors.

Membership

Fees: The Annual Membership Fees were put forward for discussion. The present membership fees are \$0.10 per capita.

Motion: Walter Weber that membership fees remain the same for the 2017 and 2018 operating year.

Carried Unanimously:

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The Secretary-Treasurer informed the organization that he would like to step down and asks that the membership look for a suitable replacement. He has enjoyed his involvement with Veterans Memorial Highway Association but after some eighteen years feels it is time for him to step aside.

Adjournment: Motion: Ben Elfring that the meeting be adjourned.

Carried Unanimously:

The meeting adjourned at 1:45 p.m.

Secretary-Treasurer