



March 1, 2023

## **BUSINESS & COMMUNITY CONNECTIONS NEWSLETTER**

Dear Community Business Owner/s:

Please receive the newly formatted Newsletter that includes department updates.

**EASTER HOURS:** Closed Good Friday, April 8<sup>th</sup> and Easter Monday, April 10<sup>th</sup>

### **ECONOMIC DEVELOPMENT UPDATES -**

[Downtown Business Banner Program Update](#) – Spring 2022 Administration introduced the Business Banner Program as a great opportunity for our local businesses to promote themselves. We have had several businesses register and although we ran into some installation challenges we have been able to pivot to a durabond process which reduced the weight of the signs significantly as was required in-order to apply for permits to install on the light standards down main street (Highway 22). We are revisiting the permit application process as the design issues have now been resolved.

[Agri-food Tradeshow](#) – The Town of Mayerthorpe, Economic Development is currently working with an agri-food partnership and one of the initiatives will be working on development of for next year is an Agri-food Tradeshow. We are looking forward to scaling up our marketing of agriculture production and agri-value programming to showcase in our Exhibition Centre. There is a lot to offer in this region and we want to increase the representation of the sector and the “growing” opportunities.

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**It's almost Spring and what better time for a Business Health Check-up** – Not indifferent to an annual physical check-up, it is imperative to keeping your business healthy and strong that entrepreneurs take a-look at what is working, what is not, and what could do better. Not sure of the process involved, give us a call. Let's keep our businesses strong and prosperous...give our Economic Development representative a call today to book an appointment to help connect you with business resources available to you in the Town of Mayerthorpe Business Community.

**Shop 43 updates** – Thank you to all our businesses for updating your business licenses and as part of the value of holding and maintaining a business license the Town of Mayerthorpe provides business owners / operators with additional value add services that include: a listing on the Shop 43 site that creates an additional opportunity to market your business as well to optimize your businesses ability to be searched on the internet even if you do not have a website or Facebook page. We also have a local Business Visitation and Retention Program facilitated by our Economic Development & Communications Officer that meets with business to discuss opportunities for growth, labor attraction, retention, and ways to connect you and your business to resources that can help improve your business bottom line and sustainability. (eg. The Digital Squad Program)

**An update to the Broadband Connectivity Survey Completed January 23, 2023** – Upon successful collection of broadband internet connections reporting received, the Town of Mayerthorpe is appreciative of our citizen's to have provided their participation in internet speed testing and reporting that back to the Town. Surprising, over 50% of respondents reported they are pleased with their subscribed internet services that the speeds are exceeding 50 download / 10 upload. We were able to differentiate between the three local providers and their signal strengths as two were notably deficient of the standards and the third is reported as exceeding those standards.  
- The next steps involve sitting down with all three local internet service providers to determine their willingness to improve upon marketing of improved internet services, or to determine their intended actions to improve the quality-of-service speeds that are not meeting the standards.

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- As part of the next steps we hope to find a ready willingness for the internet service providers to improve internet services overall. The Town of Mayerthorpe will also be submitting an Expression-of-Interest to the Canadian Broadband as well the Provincial Broadband Connectivity Challenge Fund as both intakes close this Spring and in-order to receive an invitation to apply we must meet the criteria for submitting an Expression-of-Interest that includes being able to prove that over 65% of the population is unable to access 50 / 10 internet speeds which has been identified by Communications Canada as the standard.

## Affordable Housing Development Program – Announcement



### NEWS RELEASE

FOR IMMEDIATE RELEASE

#### NEW ENABLING HOUSING CHOICE PROJECT IN MAYERTHORPE: RESEARCH REPORT TO SUPPORT COMMUNITY WITH ATTRACTING HOUSING DEVELOPMENT

**ALBERTA - March 15, 2023** — On behalf of the Rural Development Network (RDN), the Sustainable Housing Initiative (SHI), through its Enabling Housing Choice (EHC) Project, has partnered with the Town of Mayerthorpe to perform a Research Report that provides recommendations on how to attract and support development in the community.

One of the ways SHI supports diverse, sustainable, and equitable housing development in Albertan communities is through its EHC Project. This project is made possible through funding and support from the Alberta Real Estate Foundation. The overall goal of EHC is to drive transformational, long-term policy change that will benefit Alberta's real estate industry by addressing policy, bylaw, and process barriers that realtors, housing developers, and municipalities often face when trying to improve housing choice.

The Research Report On Attracting Housing Development aims to provide recommendations on how to support development in the community while understanding the barriers and roadblocks that developers currently face in Mayerthorpe. These recommendations will be informed by extensive research and development industry consultations, to better understand how these recommendations can best address Mayerthorpe's housing development needs.

"The Enabling Housing Choice project is a wonderful initiative that's working to improve housing diversity in various Albertan communities - and will eventually develop a guidebook to serve as a resource for groups across the country," says Asad Bhatti, Director of Housing at RDN. "We are very excited to work with the Town of Mayerthorpe on this project and to better understand the needs of the development industry to further promote housing development in the community."

"The Town of Mayerthorpe has felt the impact of a lack of affordable housing within our community. The dearth of rental units is especially problematic. We're thrilled to partner with the Sustainable Housing Initiative for the Enabling Housing Choice Project," says Mayor Janet Jabush of the Town of Mayerthorpe. "Collaborative stakeholder engagement will enable both short- and long-term planning and ensure the correct type of housing is built in adequate supply. The expertise the Rural Development Network brings to this partnership is invaluable and the Town is looking forward to working with all stakeholders in the development of viable solutions."

The overall goals for the Research Report on Attracting Housing Development are:

- To identify areas of opportunity to attract and support housing development in

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- Mayerthorpe.  
• To consult with development industry professionals to identify roadblocks, challenges or barriers to housing development in Mayerthorpe.

For further information about the Enabling Housing Choice Project, please visit:  
[www.housingredefined.ca/enabling-housing-choice-project](http://www.housingredefined.ca/enabling-housing-choice-project)

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For more information, please contact:

#### **MEDIA CONTACTS**

Asad Bhatti  
Director of Housing  
[asadb@ruraldevelopment.ca](mailto:asadb@ruraldevelopment.ca)

Adrienne Vansevenandt  
Acting Manager of Communications  
[adriennev@ruraldevelopment.ca](mailto:adriennev@ruraldevelopment.ca)

#### **ABOUT THE RURAL DEVELOPMENT NETWORK**

RDN is a not-for-profit that facilitates, supports, and champions rural community development through collaboration, research, and service provision. RDN supports the sustainability of rural communities and works with communities to amplify the "rural voice". RDN collaborates to identify and bring focus to rural issues, build local capacity, and find innovative, rural-based solutions to unique issues.

To learn more about RDN, visit [www.ruraldevelopment.ca](http://www.ruraldevelopment.ca).

#### **ABOUT THE SUSTAINABLE HOUSING INITIATIVE**

In 2015, RDN created the Sustainable Housing Initiative (SHI) in direct response to rural communities expressing their need for support in addressing the critical lack of affordable housing. This issue has not received the same attention and resources as it has in urban centres, and comes with unique challenges requiring unique solutions. The SHI conducts research and data analysis and produces housing needs assessments, business plans, financial analyses and more. This lays the groundwork necessary for projects to access funding from governments, banks, and other sources, which is often the biggest hurdle to overcome.

To learn more about SHI, visit [www.housingredefined.ca](http://www.housingredefined.ca).

#### **ABOUT THE ALBERTA REAL ESTATE FOUNDATION**

The Alberta Real Estate Foundation (AREF) was established in 1991 to advance the real estate industry and strengthen Alberta's communities. Created under the Real Estate Act after years of discussion between industry leaders and officials in the provincial government, the Foundation started making an impact right away by funding initiatives to help educate and train real estate professionals. AREF invests in real estate policy, research, practices, and education that strengthen Alberta's communities.

## **CELEBRATING LOCAL BUSINESS –**

Congratulations to Hendrickson & Black Accounting – on the new location!

New Location: (wheelchair accessible)

5011 – 50<sup>th</sup> Avenue, Mayerthorpe

<https://www.facebook.com/hendricksonblack.ca/>

Congratulations to the Mayerthorpe Registrations on the New Sign – You are Seen and the New Sign Look's Great!

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**The Spring Planter Box Program** – is underway. The planter boxes are ordered and we cannot wait to see the return of flowers in bloom! I do not know about you, but this winter has seemed extra long with the warm thaw, cold freeze back and forth. We welcome Spring!

## LABOUR ATTRACTION TOOLS –



The banner features the Career and Education Expo 2023 logo on the left. The main text reads: "ATTRACTING JOB SEEKERS & STUDENTS", "SHOWCASE YOUR COMPANY TO STUDENTS, JOB APPLICANTS, AND THOSE SEEKING A NEW CAREER PATH!", and "FREE to attend". A green arrow-shaped callout on the right says "ALL PUBLIC ARE WELCOME".

### Career and Education EXPO/ Job Fair 2023

#### GENERAL INFORMATION AND REGISTRATION FORM

**Are you recruiting and looking for specific skills? Want to help youth and job seekers explore careers?**

#### When is the Career and Education Expo/ Job Fair?

- \* Date: Thursday, September 21st, 2023
- \* Time: 9:00am to 5:00pm
- \* Location: Allan and Jean Millar Center, 58 Sunset Blvd, Whitecourt, AB
- \* Audience: General Public, Job Seekers, and Students
- \* Cost: FREE booth for exhibitors & FREE public admission

#### Are you recruiting?

- \* This is your opportunity to recruit new employees:  
(full time, part time, seasonal and/or permanent)
- \* Accept and/or distribute job applications.
- \* Your opportunity to inform job seekers how to apply with your company.

#### What is a Career and Education Expo?

- \* Hands on participation/demonstration booths to explore various careers.
- \* Skilled workers on site to answer questions about specific career paths.
- \* A chance to promote a variety of career options across all industries.
- \* Post-Secondary Institutions will be on-site to provide career pathway information.
- \* Resources on-site to reach career goals:  
(student funding, resume writing, training options).
- \* Highlight dual- credit and Registered Apprenticeship opportunities to students.

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## **Youth Employment Skills Program – Applications Open Now!**

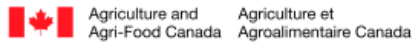
Applications are now open for a limited time.

Employers can apply between February 27, 2023 and March 27, 2023 for their project to be considered.

Applications from Indigenous applicants will be prioritized for the 2023-2024 program year.

Application forms for the YESP are available through the [webpage](#).

Additional information, can be found by contacting [aafc.yesp-pecj.aac@agr.gc.ca](mailto:aafc.yesp-pecj.aac@agr.gc.ca): or call 1-866-452-5558



# **News Release**

For immediate release

### **Applications for the Youth Employment and Skills Program are now open**

February 27, 2023 – Ottawa, Ontario – Agriculture and Agri-Food Canada

Today, the Minister of Agriculture and Agri-Food, the Honourable Marie-Claude Bibeau, announced an investment of approximately \$13 million to enhance the Youth Employment and Skills Program (YESP) and to help support approximately 1200 jobs for youth in the sector. The Program is now open and accepting applications.

The YESP Program offers support for 50% of wages to a maximum of \$14,000 to agriculture employers hiring Canadian youth. Employers that hire youth facing employment barriers will be eligible for 80% of the cost of salaries and benefits and may be eligible for an additional \$5,000 to address specific obstacles to employment.

The list of employment barriers follows.

- Indigenous
- youth living with a disability – including physical, mental health related or learning disability
- racialized youth (formerly visible minority)
- recent newcomer to Canada (within 5 years)
- single parent
- living in a low income household
- early school leaver of high school
- residing in a remote, northern and/or fly-in community
- living in an Official Language Minority Community
- 2SLGBTQIA+

Applications are now open for a limited time. Employers can apply between February 27, 2023 and March 27, 2023 for their project to be considered. Applications from Indigenous applicants will be prioritized for the 2023-2024 program year. Application forms for the YESP are available through the [webpage](#). Additional information, can be found by contacting [aafc.yesp-pecj.aac@canada.ca](mailto:aafc.yesp-pecj.aac@canada.ca), or calling: 1-866-452-5558.

#### **Quotes**

"Canadian youth are the future of our sector. The Youth Employment and Skills Program helps eliminate barriers to employment by providing meaningful work opportunities for Canadian youth wanting to pursue a career in agriculture. I encourage agricultural employers to take advantage of this program."

– The Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food

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## PUBLIC WORKS UPDATES –

[The Town of Mayerthorpe Water Fountain backdrop gets a face lift](#) – Public Works will be applying Durabond to cover the back facing area due to issues with powder coating peeling which will also allow us to apply the Town of Mayerthorpe logo consistent with the frontside of the sign.

## NEW – INTEGRITY WASTE SOLUTIONS CURBSIDE RECYCLING COLLECTION –



## CURBSIDE RECYCLING COLLECTION

### BLUE BAG COLLECTION

On your **regular** collection day, please have your blue bag(s) out by 7 am.

Blue bags should be a cart width from your garbage cart along the sidewalk/curb to the left of the handles and clearly visible from both directions when on the road. You can put out as many blue bags as you like - there is no limit! Recyclables in garbage bags, clear bags, or other containers will not be collected. Cardboard must be broken down and bundled no larger than 2ft by 3ft.

Blue bags are collected bi-weekly.

### YOU CAN RECYCLE:

**Newsprint/Heavy Paper:** newspaper, magazines, phone books, catalogues, flyers

**Mixed Paper:** office paper, junk mail, shredded paper, etc.

**Boxboard:** cereal boxes, pasta boxes, etc.

**Containers:** food cans, beverage containers, rigid plastic #1-5, deposit items

**Corrugated Cardboard:** flattened and bundled beneath blue bags

### PLACING YOUR BLUE BAG



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# FINANCE, TAXES, UTILITIES, ADMINISTRATION UPDATES –

## Bylaw 1159 Electronic Assessment and Tax Communications -

### BYLAW NO. 1159

**A BYLAW IN THE TOWN OF MAYERTHORPE, IN THE PROVINCE OF ALBERTA TO ESTABLISH A PROCESS FOR SENDING ASSESSMENT AND TAX NOTICES AND OTHER NOTICES, DOCUMENTS AND INFORMATION BY ELECTRONIC MEANS.**

**WHEREAS**, pursuant to Section 608.1(1) of the *Municipal Government Act*, R.S.A. 2000, Chapter M-26 (the "MGA"), Council may pass a bylaw establishing a process for sending assessment and tax notices and other notices, documents, and information under Part 9, 10, or 11 and the corresponding regulations by electronic means;

**AND WHEREAS**, before making a bylaw under Section 608.1, Council must:

- a. be satisfied that the proposed bylaw includes appropriate measures to ensure the security and confidentiality of the notices, documents and information being sent;
- b. give notice of the proposed bylaw in a manner Council considers is likely to bring the proposed bylaw to the attention of substantially all persons that would be affected by it;

**AND WHEREAS**, a bylaw passed under Section 608.1 must provide for a method by which persons may opt to receive the notice, document, or information by electronic means;

**AND WHEREAS**, the sending by electronic means of any notice, document, or information under such a bylaw is valid only if the person to whom it is sent has opted under the bylaw to receive it by those means;

**NOW THEREFORE**, the Council of the Town of Mayerthorpe, in the Province of Alberta, duly assembled enacts as follows:

#### **TITLE**

This bylaw shall be cited as the "*Electronic Assessment and Tax Communications Bylaw*".

#### **PURPOSE**

The purpose of this bylaw is to establish a process for sending assessment notices, tax notices and other notices, documents, and information by electronic means.

Bylaw 1159

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## **New Form Available to be completed by Landowners –**



*Town of Mayerthorpe*

www.mayerthorpe.ca  
Mayerthorpe, AB T0E 1N0  
P.O. Box 420  
Email: admin@mayerthorpe.ca

### **EMAILING AUTHORIZATION FORM**

#### **APPLICANTS INFORMATION**

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Business Name (If applicable): \_\_\_\_\_

Property Address: \_\_\_\_\_

Mailing Address (If different): \_\_\_\_\_

Phone Numbers Home: \_\_\_\_\_ Cell: \_\_\_\_\_ Work: \_\_\_\_\_

Signing up as of: \_\_\_\_\_  Cancelling as of: \_\_\_\_\_

Email Address: \_\_\_\_\_

Property Tax Roll Number: \_\_\_\_\_ (as per Bylaw 1159)

Utility Account Number: \_\_\_\_\_ Cycle \_\_\_\_\_

Accounts Receivable Account: \_\_\_\_\_

#### **TERMS & CONDITIONS:**

- I/We understand/consent that the notices/bills will be provided by email, as a PDF attachment, to the email address listed above and will no longer receive a paper copy of my tax notice, utility bill or invoice.
- I/We understand that it is the property owner's responsibility to provide the correct email address and to inform the Town of Mayerthorpe in writing of any changes to this email address.
- I/We understand that non-receipt is not justification for late payment and penalties will not be waived as a result.

I have read, initialed, understand and consent to the terms and conditions of the Emailing Authorization Form as stated above and I acknowledge that the information provided on this form is complete and accurate.

**Note: Please add the sending email address [utclerk@mayerthorpe.ca](mailto:utclerk@mayerthorpe.ca) to your spam filter as approved list to insure the tax notice, utility bill or invoice reaches your inbox.**

Signature(s): \_\_\_\_\_ Date: \_\_\_\_\_

**FOIP Notification:** The personal information you provide on this form is being collected under the authority of the Freedom of Information and Protection of Privacy Act and is used solely for the purposes relating to the administration of electronic communication services. Questions about the collection or use of this information can be directed to the Town of Mayerthorpe at 780-786-2416.

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## BYLAW ENFORCEMENT UPDATES -

**COMING SOON! New Designate (Patron's Only) Parking Signage @ the Mayerthorpe Exhibition Centre (MEC) Parking Lot** – Programming and events will be ramping up this Spring through Fall, signage is being installed to clearly indicate Patron Parking Only designated for the MEC Centre.

**Snow Plowing Notices Continue to be in Effect** – Winter is not done with us yet. We ask that our businesses, business patrons, residents and visitors follow the snow clearing - no parking sign rules to allow for efficient clearing of snow. The cooperation of the community is greatly appreciated.

## FCSS UPDATES –

**FCSS Director Retirement – Joanne St. Martin is retiring, April 20<sup>th</sup> will be her last day. Joanne has been an extraordinary asset over the years, and she will be missed.**



The poster features a dark green background with a bouquet of orange and pink flowers on the left. In the top right corner is the Spark Family Resource Network logo. The main text reads 'Spark FRN Travelling Open House' in a light orange font. Below this, it says 'PLEASE JOIN US TO LEARN MORE ABOUT OUR SERVICES AND HOW WE CAN HELP SERVE YOUR COMMUNITY!'. The date and time are listed as 'MAR | 22 | 9:30AM-12:00PM'. The location is 'WHERE? TOWN OF MAYERTHORPE'S FAMILY AND COMMUNITY SUPPORT SERVICES (FCSS) 4911 52 ST, MAYERTHORPE, AB T0E 1N0'. In the bottom left corner is the Healthy Families Healthy Futures logo.

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## FCSS PROGRAMMING UPDATES CONT'D –

- **NEWCOMERS WELCOME OPEN HOUSE - March 23, 2023 @ 6:30 p.m. @ the Mayerthorpe Library**
- **VOLUNTEER APPRECIATION NIGHT – Tuesday, April 18<sup>th</sup> from 5:00 – 8:00 p.m. @ the Mayerthorpe Legion.**
- **FAIRTHORPE RODEO – May 26, 27 & 28, 2023!**
- **PLAYGROUP last session begins March 14 – June 14.**
- **PLAYGROUP fall session will resume in September.**
- **COMMUNITY VOLUNTEER INCOME TAX PROGRAM has begun, please call Joanne for appointment (780) 786-2416, ext #223.**

**Register Today to increase your Online Business Presence for FREE!!**

<https://digitalmainstreet.ca/business-account/registration/>

Stay Tuned to our facebook page for more on the – Northern Alberta Lemonade Day Program to be held Saturday, June 17, 2023

Evolution Eyes will be onsite May 2023 – check out our facebook page for scheduling and booking link.

We also have received interest in a satellite denturist office. Future updates will be posted on facebook.

**Contact:**

**Economic Development**

[edo@mayerthorpe.ca](mailto:edo@mayerthorpe.ca)

**P. (780) 786- 2416 ext. 231**

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