



March 1, 2023 Noon at Beaverhill Museum and Nature Center

Building a vibrant and prosperous community through business and organizational leadership.

March 1 2023 Meeting Minutes

In Person Attendance:

Yvonne Brown- Busy Bee
Rebecca Warkentin- Country Lane Pet Boarding
Greg Litwin- Maxwell Devonshire Realty
Sharon Klassen- Klassco Interiors
Chelsea Wiege- Queen of Hearts Pet Grooming
Calvin Andringa- Tofield Alliance Church
Norm Martineau- Town of Tofield
Vanessa Koeckeritz- Vanessa's Epicure
Vanita Eglauer- Town of Tofield
Tom Keller- Welcome Basket
Brenda Chehade- Town of Tofield
Neil Bratrud-Wild Rose Co-op
Brett Njoa- Wild Rose Co-op
Christina and Maksym Kovalenko-The Sour Moose Inc.
Sue Muma-Chamber of Commerce
Dave Berrecloth-Tofield Agricultural Society
Belle Henderson-Chamber of Commerce

Attendance via Zoom

Jana Semeniuk

Meeting called to order by Greg Litwin @ 12:02

- February Minutes:
 - No comments or revisions
 - Moved by Brenda Chehade and seconded by Norm Martineu that the minutes and the Agenda be approved.
- Greg welcomed all those present and acknowledged we have some new members attending.
- **Introductions of members present**
- Featured Speaker **Dave Berrecloth** from the Tofield Agricultural Society
Initially the Ag Society operated from 1909-1923 and brought Cattle Shows and other events to the area. In 1923, the Government funding ended and with more residents having access to automobiles and being able to travel to other areas, the Tofield Ag society ceased to operate.

Then in 1971 the Alberta Government offered a grant of 50,000.00 to Alberta communities and a number of committed residents formed what is today The Tofield Ag Society. There were three main committees: Fund Raising, Building, Legislative. Dave noted that Yvonne Brown was a part of this early group. They needed 230,000.00 to build the facility and it all came together in less than a year. The facility housed a variety of groups. In 2001 they added a Meeting Room, and upgraded the Dressing Room at a cost of 1.1 million dollars.

In 2021 a Brine Leak led to a rebuild of the cement floor. This was a very costly project and The Ag Society is grateful for donations from individuals, businesses, The County and the Town of Tofield. The total cost was 1.2 million dollars and they made sure it was all done in a timely manner. Dave emphasized that there is still lots to be done. They have outgrown the Zamboni Room so they will be holding another lottery to fund this. Included in this project is an upgrade to the washrooms, an outdoor kitchen and a Ref's Room. Both Dave and Greg agreed that events such as the Sodbuster Rodeo and The Promenade bring lots of people in and showcase our community. Kudos to the organizers of these events.

- **Membership Update**

- Currently have 35 members and have a good shot at getting to 40 by year end
We are currently looking for another engagement director and will be posting the position shortly

- **2023 Goals: Calvin**

- **35-45 members in 2023**
- **Of those members would like to attract 10 home based businesses**
- **Wanted to have at least 2 meetings that are evening (non noon meeting)**
- **Thinking a home based business would be a good fit for the engagement positions**
- **More help needed administratively to achieve these goals**

- **Roundtable:**

- Snow Goose Festival :Vanita**

- April 22-23, 2023
 - Ran 1993-2002, celebration of the spring migration at Beaverhill Lake
In the past we have had as many as 7000 people come to the event.
 - Expanding this year to include Sherwood Park & Strathcona County
 - Private buses expected as well-16 Tour operators have signed up. Strathcona County has partnered with the Town of Tofield and will be providing a Shuttle Bus
 - Silent auction at banquet, proceeds back into festival- donations are gratefully accepted.
 - Volunteers needed
 - Registration will be digital via Eventbrite. Radio advertising, TV advertising, Websites
 - Tofield Mercury creating graphic that will go into the newspaper before the event
 - Information on Town of Tofield website, will be updates there and on social media

- May 27 and 28 Townwide Garage sale**

- July 1 the usual celebration**

- August 10-13 Rodeo and Western Days**

- September Long Weekend-Rytof Tournament**

- December 2-Winterfest.**

- Hockey Alberta U15 3 Provincials March 23-25 Championship Game March 26 at 3:00 PM.**

Looking for donations in the form of cash prize items, these donations will be used towards the raffle

tables, goody bags, trophies and team give-away prizes. All donations big or small are greatly appreciated. Contact Theresa Jeffrey at 780 893 8572 or theresacollins3@hotmail.com

Vanessa Koeckeritz spoke on the Tofield Junior Triggers-Softball team

Looking for support from local businesses to purchase jerseys for the team.

The team just started up last year. It is for girls 10-13. Their home games will be Thursday nights and Sunday they will play in Sherwood Park.

Welcome Basket

Brenda spoke on the Welcome Basket initiative for the benefit of new members

Go East

Yvonne shared information on the Go East Program

Promenade Update

Anyone wishing to volunteer for the promenade should see Greg

Meeting adjourned at 12:51

Next Meeting Noon, April 5 at the Museum

Executive meeting March 8 at 4:00 pm at the Alliance Church.