



February 4, 2015 12:00PM at Beaverhill Museum and Nature Center

“Building a Strong Community by Promoting Business and Economic Growth”

## Present

Greg Litwin	Lorenz Team	Diane Iverson	ATB Financial
Dan and Nicole Hillyer	Aegis Security	Linda Kon	ATB Financial
Harold Conquest	Town of Tofield	Yvonne Brown	Busy – B / Farmers Market
Patricia Harcourt	Tofield Mercury	Jeff Edwards	Town of Tofield
Nancy Buchko		Cindy Neufeld	Town of Tofield
Brenda Clark	Ravenhill Agencies	Calvin Andringa	Tofield Alliance Church
Dawn Arnold	Tofield and Area Food Bank	Bonnie Ferguson	Royal Canadian Legion #91
		Barbara Ferguson	Royal Canadian Legion #91

## Lunch Sponsored by Realty Executives and Kelly Kristensen

### 1.0 Welcome and Introductions

- 1.1 Greg Litwin called the meeting to order at 12:05 PM and members and guests introduced themselves.

### 2.0 Introduction of new format

- 2.1 Calvin Andringa explained the new format. Priority will be made to presentations by different businesses and organizations.

### 3.0 Presentation of the mayor

- 3.1 Difference between town of Tofield and Tofield. The difference is how many people are influenced.
- 3.2 There is a feasibility committee discussing a new community center
- 3.3 Cindy Neufeld is a major reason that the town works as well as it does
- 3.4 The town has done a good job of beautifying the community
- 3.5 Tofield is the employment center of the county. Not just a bedroom community
- 3.6 Tofield has high taxes. 10% vs Sherwood Park 6%. Why? The value of homes in Sherwood Park is much higher and the education taxes is higher in Sherwood Park. Because the cheaper housing it's cheaper to live in Tofield.

### 4.0 Presentation of the assistant CAO Jeff Edwards

- 4.1 What do we do? What accomplishments have come about? Beautification of Main Street. New playground.
- 4.2 Tofield has more equipment available to them than the average town this size.
- 4.3 MSI (Municipality Sustainability Initiative) program the bulk of money comes from this funding
- 4.4 Some hopes for the future: addition to public works - ice breaking equipment, enhancements to the town entrance signs
- 4.5 We are heading the right direction

### 5.0 Updates

**5.1 Promenade and tradeshow** – coming up May 29. It has evolved over the years and becoming bigger and better. We hope to continue with no admission fee. The promenade committee will need to raise around \$7000 to meet this goal.

**5.2 Advertising**

5.2.1 The town is picking up 500 bags today (February 4 2015) they will need to be filled to hand out at the Sherwood Park tradeshow – Stuffing the loot bags will happen at the Legion in Tofield Friday April 3 from 4-6 pm

5.2.2 Welcome baskets are being missed for new move-ins. The people that spearheaded it no longer work for the community. It would be great to reinstate. It would be possible for real estate to provide the information. We need a strong coordinator to head it. There are between 25-75 move-ins per month in the area. It will be tabled until next meeting.

5.2.3 Sherwood Park tradeshow will need volunteers to man the booth.

**5.3 Food Bank** – The food bank is in need of board members. The AGM will be held March 10 7pm at the arena meeting room. The food bank served 506 people in 2014.

**5.4 Bounty in the County** – New dates this year. June 19-20

**6.0 Meeting Adjournment**

6.1 Adjourned at 12:58 PM

**7.0 Next Meeting March 4 at noon**

7.1 Many thanks to Yvonne Brown for making the Nature Center available for us.