

# February 2026

## Meeting Minutes

### Tofield and District Chamber of Commerce

**Meeting date:** February 4, 2026

**Start time:** 12:00 pm

**Meeting location:** Beaverhill Lake Nature Centre & Museum, 5020 46 Ave, Tofield, AB

**Meeting purpose:** Monthly meeting

**In attendance:** Kari Janzen (Tofield Mercury), Greg Litwin (Phoenix Group), Barbara Ferguson (Royal Canadian Legion Branch 91), Jenn Durrant (Music teacher and Town of Tofield), Kelly Kristensen (Lawyer), Sandy Brolly (food bank), Yvonne Brown (Busy B and Boyle Street Project), Sissy Suchy (Tofield Municipal Library), Stacey Rude (Maple Park Farm), Carrie Haugen (Tofield 4-H Beef & Multi Club), Jocelyn Wynnyk (Beaver County Community Adult Learning Program).

1. Meeting called to order at 12:02 pm.
2. Welcome and Introduction
3. Spotlight – Jocelyn Wynnyk – Beaver County Community Adult Learning Program
  - a. We offer free one-on-one tutoring to adults within Beaver County, from Tofield to Kinsella. We're government funded operating in three grant year increments. We run September to June, taking summers off.
  - b. We have eight tutors. They are paid \$20 an hour, get mileage, and everything they need for supplies. We have about 10 to 12 learners. They meet every week for two hours; some meet twice a week. We're always looking for new tutors if we have enough learners to match them with. We have a wide variety of learners; we've had people with university degrees and people who did grade three, at most.
  - c. We do foundational literacy, foundational numeracy, digital skills, and skills for life, which includes help with resumes and studying prep. Foundational courses mean anything at the Grade 10 level. Anything above that is not considered foundational. That is the level you need to be at to do your GED, which is now called CAEC [cake]. If somebody wants to upgrade, it's a university course. We also do English language learning and Trades Readiness.
  - d. Yvonne Brown asked what age CALP covers. The previous Beaver County CALP used to do family literacy, but 2020 onwards we decided to focus mainly on adults because Camrose FCSS and Kids Spot were overlapping with the family literacy program.
  - e. Loan forgiveness. The Government of Canada has offered loan forgiveness for the federal portion of student loans for certain careers if you work in a rural placement. There's a bunch of stipulations but for example, a nurse, in year one, working a minimum 300 hours, will get \$5,000 in loan forgiveness. Year two, another \$5,000 all the way up to \$30,000. Doctors get \$60,000, teachers get \$15,000.
  - f. We also have a job board. Last year, we got approved for the Expanded Services Grant and with that each week we search on Indeed, Google, Facebook, and put all vacant jobs in one Excel spreadsheet, convert it to a PDF, and it's on our website, and I post it as many places I can.
  - g. Sandy Brolly asked if tutors and the learners go to the Ryley CALP office for their sessions. CALP has tutors all throughout the county who are paid mileage to make it as easy for learners as possible. We always meet in a public place.

# February 2026 Meeting Minutes

- h. Greg Litwin asked if a kid who graduated a year ago wants to get into nursing but needs to upgrade biology, whether CALP could help them with that. 18 to 21-year-olds are still technically under the school board and it is free for them to upgrade through the school. We don't issue the high school diploma certificate, we help you get ready, but you will have the CAEC certificate. There are courses in university that you need to have, like English 30-1, but your CAEC credential isn't going to cut it. We always recommend 18 to 21-year-olds to stay within the school division, because we don't do upgrading courses. Unfortunately, 21 and over, any courses grade 10 and above that aren't English and math, you will need to go to university or college to do academic upgrading. One course of biology 30 through NorQuest is \$1,600.
  - i. Trades Readiness. Alberta Tradesecrets created an entrance exam if you don't have your high school diploma. You need to get a certain score for hairdresser, heavy duty mechanic, etc. They are changing a lot of the requirements right now. When I last looked on the website, it says it has been updated as of October 2026 so they haven't released what the entrance exam is going to entail this year. They usually don't change it, but Advanced Education wanted to do a review on it, so we're just waiting on that.
4. Round Table
- a. Barbara Ferguson (Tofield Legion) – For those who missed our Robbie Burns Night, you missed a real treat. Tuesday dart nights and cribbage. Meat draw Feb. 21.
  - b. Jenn Durrant (Music teacher and Town of Tofield) – I do private music lessons in town and provide music services like live and canned music for events. I'm taking over the Welcome Basket for the Town from Brenda Chehade. If you have updated business cards or swag to include, just let me know.
  - c. Kelly Kristensen (Lawyer) – I do wills, real estate, family law, little bit of business law. Normally December-January are my slow months but I've been working straight through. I'm finding my family law has picked up, which can flow into real estate if there's divorce or separation and they need to sell the family home, then it can overlap in files.
  - d. Sandy Brolly (Food bank) – I don't have stats for January yet but I do know for the emergency lunch program for North Star school and the library, we had about 40 for North Star and none for the library.
  - e. Yvonne Brown (Tofield Golden Club, Busy B, and Boyle Street Project) - We have recently received confirmation of a grant acceptance for the Tofield Golden Club facility expansion, and have been working closely with grant administrators to ensure a smooth and accountable path forward. Construction decisions with the mayor and the Town council have provided clear direction and support, allowing the project to continue as planned. Busy B is participating in the Tofield Mercury's Valentine's Day Sweethearts Draw and is donating a \$50 gift basket for the winner. We also supply Tim Horton's gift cards to the locums at the health centre. The doctors really appreciate the \$5 gift card, but most of all they appreciate that we thought of them. The Shriners came out from Edmonton to bring a large bag of toques, socks, and underwear for the Boyle Street Project.
  - f. Sissy Suchy (Tofield Municipal Library) – January was very slow for programming, however February-March is going to be very busy. I am running a career reading program where multiple members of the community are coming in from Tofield

# February 2026 Meeting Minutes

and Ryley from Feb. 6 to Mar. 27 from 3-3:30-pm. An adult colouring night starts Feb. 18. Free coffee and tea from 5-6pm. We have our chocolate covered almonds fundraiser going on right now too.

- g. Stacey Rude (Maple Park Farm) – We’re gearing up for the season, starting with seeding, and our unrooted cuttings are coming in. We’re finalizing the dates for our on-farm events, and will be announcing those shortly.
  - h. Carrie Haugen (Tofield 4-H Beef & Multi Club) - We just got a huge grant from Beaver County that we're super thankful for. They gave us almost \$9,000 to buy our mats for our show in April, which is our current fundraiser. In 24 hours we sold almost 100 mats and there is about 25 left to sell. \$80/mat. Ground beef bingo Friday, Mar. 20. Show and sale is Tuesday, April 28. Start 10:30am, sale is at 5pm. The kids wash, trim, clip, make their animal beautiful, and then they show them. They walk them around the ring, and they're judged on different things. You don't have to buy a whole steer, you can buy it with people, get a half, quarter, or even an eighth. Other projects include chickens and woodworking.
  - i. Jocelyn Wynnyk (Beaver County CALP) – I work with CALP but I also work with Greg and Kris for Phoenix Group doing the marketing and social media. I’m also on the board for the Tofield Satellites, doing the marketing, communication, social media stuff with them as well. I’m getting my coaching certificates for volleyball and I run the adult volleyball club on Wednesday nights at CW Sears. We're not an official registered club, because that's very expensive, so it's just a rec league for now.
  - j. Kari Janzen (Tofield Mercury) – Today’s edition features the Babies of 2025. We’re also doing the Sweethearts Draw and the next thing coming up is our tribute to health care workers.
  - k. Greg Litwin (Phoenix Group) – We’re pleased to have Jocelyn come on board.
5. Marketing Workshop – Wed. Mar. 11, 2026 – Put on by Beaver County but Chamber members can come for free. Non-members pay \$25. 11:30am-3:30pm. Presented by Strong Coffee Marketing.
  6. Yvonne Brown moved the approval of agenda and Jan. 7, 2026 minutes as presented. Carried.
  7. Financials – We have about \$12,000 in chequing and about \$6,000 in savings.
  8. Upcoming events – Greg Litwin - More details next meeting.

Next meeting is on March 4, 2026 at the Beaverhill Museum and Nature Centre.

# MARKETING WORKSHOP



## WHAT YOU WILL LEARN:

- Social Media and Online Tools
- Maximizing marketing budgets
- Creating an effective marketing mix
- Role AI will play in the future, and emerging strategies



## WHAT IS IT?

In partnership, Beaver County and the Tofield & District Chamber of Commerce are hosting a two-hour **Social Media Marketing Workshop**. The session will feature experts from **Strong Coffee Marketing**, providing practical tools and insights to help local businesses strengthen their social media and online marketing efforts. Ideal for small businesses, entrepreneurs and organizations looking to improve their online presence.

**FREE** FOR CHAMBER MEMBERS | **\$25 for non-members**

**MARCH 11 1:30-3:30 PM**

**AT TOFIELD NATURE CENTRE**

**REGISTER ON THE GO EAST OF EDMONTON WEBSITE**