

March 2026

Meeting Minutes

Tofield and District Chamber of Commerce

Meeting date: March 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 (eXp Realty), Barbara Ferguson (Royal Canadian Legion Branch 91), Jenn Durrant (Music teacher and Tofield Welcome Initiative), Sandy Brolly (food bank), Stacey Rude (Maple Park Farm), Carrie Haugen (Tofield 4-H Beef & Multi Club and Haugen Farms Ltd.), Vanita Eglauer (Town of Tofield/Snow Goose Festival), Amarjeet Kairon (Moonshine Café), Chelsea Wiede (Queen of Hearts Pet Grooming).

1. Meeting called to order at 12:06 pm.
2. Welcome and Introduction
3. Spotlight – Vanita Eglauer – Snow Goose Festival
 - a. The Snow Goose Festival is the annual celebration of the migration of snow geese through Beaverhill Lake and Beaver County area. Our dates this year are Sat. and Sun. April 25 and 26. It always the last weekend in April.
 - b. Back in 1993-2002 the festival was arguably one of the largest festivals in North America in celebrating this migration. The water levels in the lake started to decline and the festival went in to a hiatus after its 10th year in 2002. Not because the birds weren't here, but because the birds were migrating through areas farther east, making hosting the festival more challenging. People attending tours were spending the majority of the time on the bus getting to where the geese were, as opposed to being able to enjoy immigration. As water levels were building through the lake again, the first newly established festival was held three years ago in 2023.
 - c. We have a variety of tours offered to the public. These are guided bus tours, two and three hours in length. We also have guided three-hour field hikes that go into the Beaverhill Bird Observatory at the south end of the lake.
 - d. The Tofield Arena is going to serve as the headquarters this year. Concession, trade show, and we're adding a vendor's market featuring local crafters, bakers, artisans.
 - e. Saturday evening banquet and silent auction. Our guest speaker has not been announced yet. If anybody would like to make a donation, Kelly Kristensen is coordinating the donations. Proceeds go back into the festival. Speaker series; two/day, hosted in the arena meeting room.
 - f. Strathcona County, through Councillor Glen Lawrence's budget, offers a free shuttle service that will be running from Bethel Transportation in Sherwood Park.
 - g. Community members and businesses are able to participate by having a booth at the trade show, hosting a market table, volunteering, donating silent auction items for the banquet, and advertising in the souvenir paper put together by the Tofield Mercury. Every year we produce a publication with interesting articles provided by our partners. Businesses may be asked if they want to advertise in it. We reserve the centre spread for the itinerary of everything that's happening. This year, we're looking at printing about 8,000 copies to be distributed in the local papers that Caribou Publishing has. It will also go to the Great Canadian trade show and sale.

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- h. Volunteers are needed at the tour reception desk, assisting with tour departure, and helping during the banquet, among other things. The tours depart as early as eight o'clock in the morning and the last tour returns to the building at 6 p.m. both days. The trade show hours run 9:30 a.m to 5 p.m.
 - i. Greg Litwin asked if all tours were booked up, if there is a place the public can travel to on their own to see the geese. During the festival weekend we are a little reluctant to give maps to the general public. We have added a few extra daytime tours, and based on the attendance that we saw last year, we think that with the tour schedule that we've created for this year, we should be able to accommodate advanced bookings and even last minute ones.
 - j. Kari Janzen asked how many people attended last year. I think we had just over 1400 people but that wouldn't have included trade show vendors and people who were just milling about.
4. Spotlight – Chelsea Wiege – Easter Egg Hunt
- a. The cost of chocolate eggs has, unfortunately, with the rest of the world, skyrocketed. Last year they were \$205 a box, and this year they are \$660, which is about 1500-2000 eggs total. We're not going to do crafts this year, more colouring contests.
 - b. Businesses can help out by sponsoring prizes or donations for the cost of the chocolate eggs.
 - c. The Easter Bunny will be there and hopefully the weather pans out and we're not having to throwing the eggs in the snow.
 - d. Greg said there's been some carryover from last year's budget, about \$300 put aside already. Typically, it has cost about \$1,100-\$1,200 but with the increase in cost of the chocolate eggs, it could get up to \$2,000.
 - e. The hunt will begin at 1:30 p.m., which allows families who first attend the Easter event held by Tofield FCSS at the Spilstead Hall to participate also.
 - f. Kari asked if it would cut costs to buy individually wrapped hard candies too instead of just chocolate. Chelsea said she'd discuss it with Christina Kovalenko at the Sour Moose.
5. The agenda and Feb. 4, 2026 minutes were approved as presented.
6. Upcoming events – Greg Litwin
- a. Marketing workshop next week – use the link from the email or on Facebook to register. Get promo code from Serena Statler-Dorey to sign up for free.
7. Round Table
- a. Barbara Ferguson (Tofield Legion) – Tuesdays darts and cribbage at 7pm. Fridays happy hour from 4-6pm. 2026 is the 100th anniversary of the Royal Canadian Legion (not for the Tofield branch, only 96). St. Paddy's dinner on Sat. Mar. 14. Jenn Durrant will be performing. Tickets \$30. Meat draw Mar. 21. Ukrainian Supper in the works.
 - b. Jenn Durrant (Music teacher and Tofield Welcome Initiative) – I will be emailing you about welcome basket promo items and make sure your information is up to date. In music, we're going to the Wendy Brook Music Festival next week in Vegreville and I've got 12 performances going, twice as many last year. I've also got six girls ready to sing O Canada at any given moment. We'll also be performing at Promenade. We do two recitals per year,

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and I've invited the residents at the lodges to come. As mentioned, I will be doing live music at the St. Patrick's dinner. That being said, if anybody ever needs, not necessarily live music, but if you need nicely curated music, background music for anything, I can do that. I have a really good sound system.

- c. Sandy Brolly (Food bank) – We had our AGM on Monday. President is the same. We have one new member. Intake has increased. I am still doing emergency lunches, but just for North Star school. The library suggested I wait till the middle of March to start there again, because they have some leftovers still. North Star school said they're getting desperate again, so I might have to increase my quota for that.
- d. Stacey Rude (Maple Park Farm) – We're busy planting, things are growing. Spring is coming. This time of year it's lots of seeding and transplanting. We've got some school tours coming. We'll be open two weeks before Mother's Day, on Sunday, April 26.
- e. Carrie Haugen (Tofield 4-H Beef & Multi Club) - We did our community service at the lodge. We got all our mats sold and they are sitting in Spruyt's yard. Incredible community support. Ground beef bingo Mar. 20 at the community hall, 7pm. Three of our members went to regionals for public speaking. Show and Sale starts at 10am. We're looking for someone to sponsor the supper. Sales starts at 7pm.
- f. Amarjeet Kairon (Moonshine Café) - We did a Valentine's night recently and partnered with a new business in town. One of the games was a gift voucher from them and we promoted their name. We are coming up with the Indian night on Mar. 14, then Easter dinner and Mother's Day. We are expanding our team size, one chef and another training, so hopefully we can expand our operational hours.
- g. Chelsea Wiece (Queen of Hearts Pet Grooming) – We are hoping to have the Small Business Week at Maple Park Farms. We have a small committee and we'll plan regular meetings. As for me, we've hired an office manager, and one of our assistants, a high school student who is graduating this year, will be going right into grooming school.
- h. Kari Janzen (Tofield Mercury) – We are selling a lot of snow goose ads right now. The next thing we'll be selling is our Ag Section, which goes into all four papers (Tofield, Lamont, Viking, and Flagstaff County) as an encouragement to farmers.
- i. Greg Litwin (Phoenix Group) – We've added another realtor to our team, Leigh Johnston who is from the South Cooking Lake area. The real estate world has quite a few rules and regulations and they're wanting us to get away from the word 'realty' in our names, so we have to go by Phoenix Group instead of Phoenix Realty Group, which means we've had to change our logo, website, and signs.

Next meeting is on April 1, 2026 at the Beaverhill Museum and Nature Centre **featuring the Tofield 4-H Beef and Multi Club about their annual Show and Sale.**