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| Meeting: | | Mighty Peace Tourism General Board Meeting | |
| Date: | | August 25 th , 2025 | Time: 6:30pm |
| Prepared By: | | Tammy Brauer | Location: Peace River Art Hub |
| Attendees: Amber Bean – Clear Hills County, Theresa Johnson – MD Peace, Lynn Florence – Town of Grimshaw, Lindsay Brown – Town of Falher, Janet White & Alain Ruel – Rendez Vous RV Park, JoAnne Fleming – Town of Fairview, Sharon & Brian Bruce – Yurt Beautiful, Brian Bielopatocky – Village of Nampa, Misty Velichka – Lac Cardinal Economic Dev., Brenda Yasinski – County of Northern Lights, Alison Bjornson – Village of Hines Creek, Dan Boisvert – Northern Sunrise County, Dwayne Buchholtz – Peace Valley Snow Riders, Roxann Dreger – Village of Rycroft, Shannon Johnson – Peace River Art Club, Emma Iafolla-Lafreniere (via telephone) – ACFA, Dave Allan – Mighty Peace Golf Club & Pond Hockey, Kariene Whittley – Town of Peace River, Alana Bergeron – Peace River Adventures & Marketing Director, Tammy Brauer ED & recording secretary. | | | |
| Agenda, Notes and Discussion | | | |
| 1. Call to Order | <ul style="list-style-type: none"> Amber Bean representing Clear Hills County called the meeting to order at 6:30 pm. | | |
| 2. Adoption of Agenda | <ul style="list-style-type: none"> Dwayne Buchholtz representing the Peace Valley Snow Riders, moved to adopt the agenda as presented. Motion carried. | | |
| 3. Adoption of Minutes | <ul style="list-style-type: none"> Lindsay Brown representing the Town of Falher moved to accept the minutes from the Board Meeting on May 5th, 2025 as presented. Motion carried. | | |
| 4. Financials YTD | | | |
| 4.1. 2025 YTD Financials | <ul style="list-style-type: none"> Tammy Brauer presented the 2025 YTD financials. JoAnne Fleming representing the Town of Fairview moved to accept the 2025 YTD Financials as presented. Motion Carried. | | |
| 4.2. 2025 Budget vs. Actuals | <ul style="list-style-type: none"> Tammy Brauer presented the 2025 Budget vs. Actuals. Roxann Dreger representing the Village of Rycroft moved to accept the 2025 Budget vs. Actuals as presented. Motion Carried. | | |
| 5. Executive Director Report | <ul style="list-style-type: none"> Tourism Industry Updates Travel Alberta Grant New Members Dark Sky Corridor Itinerary Activity Guide Map Content Creation Website Updates Newsletter River Guide Expansion Strategic Planning Session Northern Alberta Tourism Summit | | |



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| | <ul style="list-style-type: none"> • Theresa Johnson representing the MD of Peace moved to accept the Executive Director Report as presented. Motion Carried. |
| 6. Old Business | |
| | <ul style="list-style-type: none"> • None |
| 7. New Business | |
| 7.1. Annual Municipal Membership Fee | <ul style="list-style-type: none"> • Annual Municipal Membership Fee - This annual increase was approved at the August 29, 2022 Board meeting, with the condition that it be reviewed and approved on an annual basis. The executive committee recommends the board approve maintaining the 3% increase, raising the municipal per capita rate from \$2.89 to \$2.98 for 2026. • Dan Boisvert representing the Northern Sunrise County moved to implement the 3% increase, raising the 2026 municipal membership per capita rate from \$2.89 to \$2.98. Motion Carried. • Action: Tammy Brauer will send membership fee details to each member municipality's CAO in early September to assist with budget planning. |
| 7.2. Next Board Meeting Date | <ul style="list-style-type: none"> • Theresa Johnson representing the MD of Peace moved to hold the next General Board meeting November 24th, 2025 at the Peace River Art Hub. Motion Carried. • Action: To support scheduling of 2026 board meeting dates at the November 24th meeting, Tammy Brauer will compile proposed Monday evening dates that do not conflict with the Town of Peace River's regular council meetings. This will help ensure their board representative is able to attend MPT meetings. |
| 8. Round Table | |
| | <ul style="list-style-type: none"> • Dave Allan – MPGC – Pond Hockey - The golf course reported an excellent summer, with dry weather allowing near-daily play. Several tournaments were successful, including the Aces Hole-in-One (with a golfer achieving a hole-in-one), as well as the Couples and Chamber tournaments. Leagues are now preparing for their year-end events. The club had a season of very successful tribute concerts with the Bee Gees Tribute band set to appear October 10th. Pond Hockey noted their fall meeting is coming up to begin planning for the 2026 event. • Theresa Johnson – MD of Peace - Strong Creek Park and Lac Cardinal Campgrounds now offer internet service, and campers can conveniently book and pay online. • Amber Bean – Clear Hills County - The County is updating several of its geocaches. The recent community BBQ was well attended but wrapped up early due to a storm. A new Seniors Tribute video, highlighting four households, has been created and is helping foster a strong sense of recognition and respect within the senior community. |

- **Shannon Johnson – Peace River Art Hub** – The Club will host its 3rd Annual Gala on October 17, with \$20 tickets available through the office. The Club also had a successful presence at River Days and continues to encourage new memberships, with fees set at \$40 and a special senior rate available.
- **JoAnne Fleming – Town of Fairview** - The End of Summer Festival was a great success, with perfect weather, a well-attended parade, and a lively dance featuring TJ Ruckus. Looking ahead, the RCMP Musical Ride is coming to the Waterhole Rodeo Grounds. Limited tickets remain due to high demand, and in the days leading up to the main event, visitors can pay a small community-supporting fee to “meet the horses.” NWP has completed its first intake of trades students and will welcome a second intake of vet tech and health care students next week. Farmers’ Markets continue to be popular and are held every Wednesday.
- **Lynn Florence – Town of Grimshaw** - Alberta Day will be celebrated on September 1 at the Lac Cardinal Village Museum. The Town is also preparing for its 100th anniversary in four years, with plans underway to rebuild Kennedy Park in stages so it will be completed in time for the celebration.
- **Kariene Whittley – Town of Peace River** – The town is celebrating AB Day on August 29th with an event being held at the NAR Station.
- **Brenda Yasinski – County of Northern Lights** – There are a couple of contests running in the county this year, including a photo contest where winning entries will be featured in the 2026 County calendar. The Manning Farmers’ Market is hosting a giant pumpkin contest. Discussions around potential nuclear power in the province have led to the creation of a panel, with a survey now available to gather stakeholder feedback. This input will help guide future regulations, as Alberta currently has no nuclear power projects.
- **Lindsay Brown – Town of Falher** – The town’s pool was very popular this summer and will be closing soon. The spray park will remain open a bit longer which works well with the warm forecast this week.
- **Brian & Sharon Bruce – Yurt Beautiful** - Bookings are still being accepted for this season, with the yurt set to close by Thanksgiving. This unique accommodation business has a beautiful location at the north end of Lac Cardinal near a natural area.
- **Roxann Dreger – Village of Rycroft** – The Race the 8 event was very popular and well attended this year. This event included a successful parade as well. The Farmers Market is doing well and always popular with the community.
- **Alison Bjornson – Village of Hines Creek** - The End of Steel Museum reported a successful summer of events. The Village’s bike park continues to see steady use, and disc golf has recently been added to the area. This area will also offer a sliding hill and an outdoor rink with fire pits for winter use. Looking ahead, the George Lake Music Festival will take place over the Labor Day weekend.
- **Janet White & Alain Ruel – Rendez Vous RV Park** – The RV Park has been extremely busy this summer, with domes and cabins consistently booked. A photo contest with a



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| | <p>\$500 prize is underway, with entries due by August 31. The park has become a popular choice for family reunions and group events, supported by amenities such as a group BBQ shelter. The park has found it a useful collaboration to be members of CanaDream and Good Sam's.</p> <ul style="list-style-type: none"> • Dwayne Buchholtz – Peace Valley Snow Riders - The Club is hopeful for good snowfall this winter to ensure excellent trail conditions. Work is underway on a new logo, and the AGM will be held in October, with the board seeking new members. Plans are also in motion for the annual Poker Rally in February 2026, following the success of last year's well-attended event. • Brian Bielopotocky – Village of Nampa – Nampa Agricultural Society, which runs the arena, is celebrating their 50th anniversary on October 5th. • Misty Velichka – Lac Cardinal Economic Development – The Lac Cardinal fairgrounds hosted a successful North Peace Stampede this summer, preceded by the equally successful Berwyn Fiesta. The upcoming Harvest Moon Festival will be a two-day event featuring food trucks, a LEGO competition, outdoor movie night, beer gardens, and more. The blow-up costume race is expected to be a highlight again this year, with last year's video drawing over 3 million views. • Dan Boisvert – Northern Sunrise County – The community of Marie Reine has installed a new bouncy pillow, which has quickly become very popular. An exciting archeological discovery of a plesiosaurus was made along the Smoky River; staff from the Tyrell Museum in Drumheller were brought to the site by Peace River Adventures riverboats, and the find has since been taken back to Drumheller. During River Days and the World Cup River Boat Races, Northern Sunrise County representatives toured Travel Alberta's Christopher Smith around the region. A reunion of descendants of the region's early settlers was also held in the county this summer. • Alana Bergeron – Peace River Adventures - Alana and her husband Felix have purchased the former Lion's Campground in Peace River, now operating as the Peace River Adventures Campground. Significant cleanup has been completed along with water and electrical repairs, and further improvement and expansion plans are underway. The campground will remain open year-round and will host the 10 Acre Shaker music festival on the September long weekend. • Tammy Brauer – ED - Through tourism connections and local operators, an opportunity for paragliding was offered. While not taken up personally, Tammy's husband participated and enjoyed a tandem paraglide off Dunvegan Hill, gliding down to the Dunvegan Market Garden area. • Emma Iafolla-Lafreniere – ACFA - The ACFA has relocated to a new office. An Alberta Day celebration is planned at Peace River Brewing on September 5. |
| <p>9. Adjournment</p> | <ul style="list-style-type: none"> • Amber Bean representing Clear Hills County adjourned the meeting at 8:05 pm. |

Amber Bean - President

Tammy Brauer, Recording Secretary