

**Town of Vermilion
Committee of the Whole
Tuesday, August 12, 2025 at 2:00 P.M.
Council Chambers**

Page

1 CALL TO ORDER

2 ADOPTION OF AGENDA

3 NEW BUSINESS

2 - 6

3.1 **Public Participation Policy No. 25-15 - Recommendation from
Committee to Council**

7 - 11

3.2 **Privacy Policy No. 25-16 - Recommendation from Committee to Council**

12 - 30

3.3 **Procedural Bylaw No. 5-2025**

31 - 32

3.4 **Street Renaming - Recommendation from Committee to Council**

33 - 44

3.5 **Open Farm Days - Recommendation from Committee to Council**

4 NEXT MEETING

4.1 **October 14, 2025**

5 ADJOURNMENT



5021 - 49 Avenue
Vermilion, AB Canada T9X 1X1
www.vermilion.ca

RECOMMENDATION TO COUNCIL

SUBJECT

Public Participation Policy 25-15

RECOMMENDATION

THAT Committee of the Whole recommend that Council for the Town of Vermilion approve the Public Participation Policy No. 25-15 as presented.

BACKGROUND

The purpose of this policy is to establish the ways in which the Town of Vermilion shall engage municipal stakeholders and to ensure that the Town of Vermilion achieves a consistent, effective and efficient public participation process that adheres to the public engagement requirements under the Municipal Government Act and any other applicable legislation.

Meaningful engagement practices support community values, perspectives and experiences that foster strong relationships between the Town and its residents.

IMPLICATIONS

The policy aims to improve decision-making by early identification of potential issues thereby surfacing concerns before they escalate, allowing for proactive responses.

ATTACHMENTS

1. Policy No. 25-15 Public Participation

Committee Meeting Date: August 12, 2025

Prepared By: Administration



POLICY 25-15	PUBLIC PARTICIPATION
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DATE OF ADOPTION:		MOTION NUMBER:	
DATE OF AMENDMENT:		DEPARTMENT:	Administration

PURPOSE

To establish the ways in which the Town of Vermilion shall engage municipal stakeholders and to ensure that the Town of Vermilion achieves a consistent, effective and efficient public participation process that adheres to the public engagement requirements under the Municipal Government Act and any other applicable legislation.

DEFINITIONS

CAO is the Chief Administrative Officer for the Town of Vermilion.

Employee is an employee of the Town of Vermilion.

Employer is the Town of Vermilion.

MGA is the Municipal Government Act, RSA 2000, c M-26, as amended from time to time.

Public means any resident, landowner or stakeholder within the Town of Vermilion who has an interest in or is affected by a Town of Vermilion decision or outcome.

Town is the Town of Vermilion in the Province of Alberta.

Town Business is professional services rendered for or on behalf of the Town of Vermilion.



SCOPE

This policy applies to All Members of Council and/or all Employees of the Town of Vermilion.

TASK	TITLE OR DEPARTMENT OF PERSON RESPONSIBLE
APPROVAL OF POLICY & AMENDMENTS	Council
HANDLING INQUIRIES & COMMUNICATING POLICY	Chief Administrative Officer
MONITORING REVIEWS & IMPLEMENTATION	Chief Administrative Officer

GUIDING PRINCIPLES

- **Public Engagement**
 - The Town will engage the public by applying the most suitable method amongst those described in Schedule A, attached hereto.
 - Schedule A outlines the degree of public involvement and levels of participation based on the scope, timeframe, resources and level of complexity of a particular project and/or endeavor.
 - The Town is committed to informing its residents and notifying the public of matters requiring their participation.
- **Core Values**
 - *Responsibility*
 - Creating a viable and sustainable community between the Town, residents, landowners, business owners and stakeholders within our municipal boundary.
 - *Public Participation*
 - Meaningful engagement practices that support community values, perspectives and experiences that foster strong relationships between the Town and its residents.



- *Proactive, timely and transparent*
 - Initiation of conversations, seeking input and providing feedback to the public on information gathered and how it shapes the decisions of the Town.
- *Consistent and accessible*
 - Utilizing clear and simple methods to carry out meaningful conversations to ensure people feel heard and know their input is valued.
- *Innovation and improvement*
 - Using best practices, tools and tactics based on recognized approaches to public participation and evaluation of process.



SCHEDULE “A”

INFORM	INPUT	LISTEN	COLLABORATE	EMPOWER
Provide the public with balanced and objective information to assist them in understanding problems, alternatives, opportunities, and/or solutions.	Obtain feedback from citizens and stakeholders to test ideas and/or concepts, clarify issues, and identify possible solutions.	Create opportunities for Town staff, citizens, and stakeholders to enter a dialogue together to explore each others’ perspectives, goals, plans, concerns, expectations and possible situations.	Partner with citizens and stakeholders in each aspect of the decision-making process, including development of alternatives, recommendations and preferred solutions.	Delegate some or all aspects of decision making to citizens and stakeholders.
IMPLEMENTATION				
Provide ways and opportunities to communicate with the community in print and digital means.	Provide ways and opportunities to collect input from the public with the assurance that their input will be considered in the decision-making process.	Provide ways and opportunities to engage the public in conversations with assurance that their ideas, concerns, and aspirations will be reflected in the alternatives developed.	Provide ways and opportunities for the public to contribute directly through advice, developing solutions and alternatives, and making recommendations regarding decisions or outcomes.	Provide opportunities to the public to make decisions with assurances that they will be implemented.
EXAMPLES				
Advertising, website, fact sheets, social media, brochures, etc.	Public surveys, comment cards, public meetings, open houses, etc.	Workshops, focus groups, one on one conversations, discussion boards, etc.	Citizen advisory committees, working groups, steering committees, etc.	Authorized committees, voting, citizen juries, etc.



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RECOMMENDATION TO COUNCIL

SUBJECT

Privacy Policy No. 25-16

RECOMMENDATION

THAT Committee of the Whole recommend that Council for the Town of Vermilion approve Privacy Policy No. 25-16 as presented.

BACKGROUND

The purpose of this policy is to protect the privacy and confidentiality of Personal Information that is in the custody or under the control of the Town of Vermilion in accordance with the Access to Information and Protection of Privacy Acts, as amended from time to time.

Privacy and confidentiality of Personal Information is imperative and as such, the Town pledges to treat the Personal Information of all persons with respect and privacy and in accordance with the Access to Information and Protection of Privacy Acts.

IMPLICATIONS

A clearly defined policy minimizes the risk of breaches and subsequent legal action, fines, or complaints to oversight bodies.

ATTACHMENTS

1. Privacy Policy No. 25-16

Committee Meeting Date: August 12, 2025

Prepared By: Administration



POLICY 25-16	PRIVACY
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DATE OF ADOPTION:		MOTION NUMBER:	
DATE OF AMENDMENT:		DEPARTMENT:	Administration

PURPOSE

To protect the privacy and confidentiality of Personal Information that is in the custody or under the control of the Town of Vermilion in accordance with the Access to Information and Protection of Privacy Acts, as amended from time to time.

DEFINITIONS

CAO is the Chief Administrative Officer for the Town of Vermilion.

Collection means to gather, acquire, receive or obtain Personal Information. It includes activities where individuals respond through interviews, questionnaires, surveys, polling or by completing forms. The Collection may be in writing, audio, or videotaping, electronic data entry or other such means.

Councillor is an elected official for the Town of Vermilion.

Disclosure means to release, transmit, reveal, expose, show, provide copies of, tell the contents of, or give Personal Information by any means to an individual. It includes oral transmission of information by phone, in person, on paper, electronic transmission, data transfer, on the internet or any other format.

Employee is an employee of the Town of Vermilion.

Employer is the Town of Vermilion.

Member of Council is an individual elected to office pursuant to the Municipal Government Act (MGA) who serves as an elected official for the Town of Vermilion.

Personal Information is any information about an individual. This includes, without limitation, names, telephone numbers and addresses, age, sex, sexual orientation, marital status, family status, race, nationality, ancestry, or place of origin, colour, religious or political beliefs, fingerprints, other biometric information, information about health and health care history, education, financial activities, employment or criminal history, personal opinions or views of the individual, views or opinions of another person about the individual, and tax information.



Record is information in any form and includes notes, images, audiovisual recordings, letters, papers and any other information that is written, in print and/or photographed.

Town is the Town of Vermilion in the Province of Alberta.

SCOPE

This policy applies to All Members of Council and/or all Employees of the Town of Vermilion.

TASK	TITLE OR DEPARTMENT OF PERSON RESPONSIBLE
APPROVAL OF POLICY & AMENDMENTS	Council
HANDLING INQUIRIES & COMMUNICATING POLICY	Chief Administrative Officer
MONITORING REVIEWS & IMPLEMENTATION	Chief Administrative Officer

GUIDING PRINCIPLES

- The Town recognizes that the privacy and confidentiality of Personal Information is imperative. The Town pledges to treat the Personal Information of all persons with respect and privacy and in accordance with the Access to Information and Protection of Privacy Acts.
- Administration shall ensure that Employees receive appropriate privacy training as it relates to each position that comes in contact with Personal Information.
- Employees and Members of Council shall respect the confidentiality of Personal Information and comply with their department's information control and security systems.
- The Town of Vermilion shall make all reasonable efforts to ensure that the Employees and Members of Council understand the purpose for which personal information is being collected, used and/or disclosed and the need for this collection, use and/or disclosure.
- The Town collects and maintains different types of personal information concerning Employees, including but not limited to the following:
 - Resumes and job applications;
 - References and other checks including, but not limited to driver's abstract checks and criminal record checks; screening and interview notes;



- Photographs and video;
 - Letters offering and accepting employment;
 - Payroll information including, but not limited to social insurance number, pay cheque deposit information, and RRSP/Pension information;
 - Wage and benefit information;
 - Forms relating to the application for, or in respect of changes to, employee health and welfare benefits including short and long-term disability, medical and dental care, modified work offers or employee leave, and;
 - Beneficiary and emergency contact information.
- The Town shall not, as a condition of the supply of a program, product or service, require an individual to consent to the collection, use and/or disclosure of Personal Information beyond that required to fulfill the explicitly specified and legitimate purpose.
- The Town shall use and disclose an individual's Personal Information only:
 - For the purpose for which it was collected or for a use consistent with that purpose;
 - For other purposes for which the Town has written consent from the individual; and
 - For other purposes where the Town is required or permitted to do so by law.
- The Town of Vermilion may use or disclose information without consent of the individual when:
 - Contacting a next of kin in the event of an emergency;
 - An emergency exists that threatens an individual's life, health or security;
 - The information is publicly available;
 - Complying with valid legal processes such as search warrants, subpoenas or court orders;
 - The organization has reasonable grounds to believe the information could be useful when investigating a contravention of a federal, provincial, or foreign law and information is used for that investigation;
 - The information is for statistical or research;
 - Necessary to protect the mental or physical health or safety of any individual;
 - Providing a routine release of information when the information is a statutory requirement, information that is requested on a regular basis, and/or LAFOIP expectations apply to the Record of information.
- Any written or verbal requests for access to information that is not part of a routine release shall be directed to the Chief Administrative Officer.
- The Town shall make every effort to allow a person access to their own Personal Information to verify, update and correct it.



Protection and Retention of Personal Information

- The Town shall protect Personal Information by making reasonable security arrangements. Personal Information shall be protected from unauthorized access, use, Disclosure or destruction through a system of administrative, physical, and technical controls including, but not limited to:
 - Restricting access to Personal Information that is stored in an electronic format to authorized persons by requiring login credentials;
 - Storing Personal Information in locations which are not generally accessible to members of the general public;
 - Securing the rooms and filing cabinets that contain Personal Information during those times in which an authorized person is not present.
- Collection of Personal Information shall be done in a confidential manner to minimize the risk of disclosing sensitive Personal Information to third parties.
- Any loss of Personal Information or inadvertent Disclosure of Personal Information shall, whenever possible be reported to the individual(s) whose information has been lost or disclosed.

ROLES & RESPONSIBILITIES

- Employees must:
 - Report any breaches of privacy to their immediate supervisor in accordance with their applicable departmental procedures. Once reported, supervisors will confirm that a breach of privacy has occurred and will contact the Chief Administrative Officer to report the breach. Supervisors are responsible for preventing further breaches of Personal Information upon notification, including retrieval of records from an unauthorized recipient. In the event of a high-level breach, the Chief Administrative Officer will lead an official investigation.



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RECOMMENDATION TO COUNCIL

SUBJECT

Procedural Bylaw

RECOMMENDATION

THAT Committee of the Whole recommend that Council for the Town of Vermilion give first, second and third reading to the Procedural Bylaw as presented.

BACKGROUND

Bill 50, the Municipal Affairs Statutes Amendment Act, 2025, has been introduced, prompting the need for the Town of Vermilion to update its Procedural Bylaw to ensure alignment with the new legislation.

Notable revisions include the repeal of the Council Code of Conduct and the consolidation of the Remote Access and Procedural Bylaws into a single bylaw to reduce confusion and eliminate procedural overlap. The bylaw as written prohibits Councillors who are attending remotely to participate in closed session portions of Council and Committee meetings due to access and privacy concerns, in line with many of our municipal counterparts.

IMPLICATIONS

Procedural Bylaw No. 2-2025 will repeal the Notice of Meeting Policy, Procedural Bylaw No. 29-2010, and Remote Attendance Bylaw No. 3-2024 in order to more effectively regulate the proceedings of Council for the Town of Vermilion.

ATTACHMENTS

1. Procedural Bylaw No. 5-2025

Committee Meeting Date: August 12, 2025

Prepared By: Administration



BYLAW 5-2025 PROCEDURAL

A BYLAW OF THE TOWN OF VERMILION FOR THE PURPOSE OF GOVERNING AND REGULATING THE PROCEEDINGS OF THE COUNCIL OF THE TOWN OF VERMILION.

WHEREAS the Council of the Town of Vermilion deems it necessary to establish a Bylaw to deal with the peace, order and good government of the Town;

AND WHEREAS Section 145 of the *Municipal Government Act* Statutes of Alberta 2000, Chapter M26 and amendments thereto, provides for the regulation of the proceedings of Council and the Committees thereof;

NOW THEREFORE under the authority of the *Municipal Government Act*, the Council of the Town of Vermilion, in the Province of Alberta, enacts as follows:

1. TITLE

- I. This Bylaw be cited as the "Procedural Bylaw".

2. DEFINITIONS

- I. **Administration** is an employee or contract employee of the Town of Vermilion.
- II. **Agenda** is the order of the business to be brought before Council.
- III. **Chair** is the person presiding at a meeting.
- IV. **CAO** is the Chief Administrative Officer of the Town of Vermilion as appointed by Council.
- V. **Committee** is Committee of the Whole or any other committee or body established by Council to which Council may appoint members.
- VI. **Council** is the Municipal Council of the Town of Vermilion.
- VII. **Delegation** is a person or group of persons wishing to appear before Council to address a specific matter.
- VIII. **In-Camera** is a meeting at which only the Mayor, Councillors and any other persons specified by Council may attend, and which is closed to the public.
- IX. **Minutes** is the record of all decision of any meeting of Council, such minutes are to be recorded in the English language and without any additional note or comment.
- X. **MGA** is the Municipal Government Act Statutes of Alberta 2000, Chapter M26 and amendments thereto.



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- XI. **Person** is any individual, a group of individuals, a corporation, firm, partnership, proprietorship, association, society or co-operative organization.
- XII. **Point of order** is a request that the Chair enforces the rules of procedure and takes precedence over any other motion.
- XIII. **Point of Privelege** is a request made to the Chair or Council on any matter related to the rights and privileges of Council or individual Councillors.
- XIV. **Recess** is a short break.
- XV. **Recorded Vote** is the request by a Council member, prior to the vote on a motion, for a record to be kept of the Council members voting for or against a motion.
- XVI. **Quorum** is the majority of all Councillors that comprise the Council of the Town of Vermilion.
- XVII. **Town** is the Town of Vermilion in the Province of Alberta.

3. APPOINTMENT, AUTHORITY AND DUTIES OF THE CHIEF ADMINISTRATIVE OFFICER

- I. Except where specific authority is reserved to Council in the Bylaw, the administration and enforcement of this Bylaw is hereby delegated to the CAO.
- II. Without restricting any other power, duty, or function granted by this Bylaw, the Chief Administrative Officer may carry out anything required for the administration of this Bylaw, including but not limited to the following:
 - i. delegate any powers, duties or functions under this Bylaw to an employee of the Town, including a Designated Officer;
 - ii. carry out any inspections that are reasonably required to determine compliance with this Bylaw; and
 - iii. establish any forms required for the administration of this Bylaw.

4. APPLICATION

- I. This Bylaw applies to all meetings of Council, as well as Council Committee meetings.
- II. In the absence of any statutory obligation, the Chair may waive provicisons of this Bylaw that relate only to the order of business in the Agenda.
- III. The precedence of the rules governing the procedures of Council is:
 - i. The Municipal Government Act;
 - ii. This Bylaw.



BYLAW 5-2025 PROCEDURAL

- IV. Notwithstanding the above, Council may, by resolution or bylaw, allow a Council Committee to establish its own procedures.

5. ORGANIZATIONAL MEETING

- I. The meeting immediately following a general municipal election shall be called the organizational meeting.
- II. The organizational meeting of Council must be held within fourteen (14) days following a general municipal election.
- III. The CAO shall Chair the organizational meeting until such time that all oaths have been subscribed. The CAO shall then relinquish duty of the Chair to the Mayor.
- IV. Every member of Council shall, before entering upon the duties of office, make and subscribe the official oath of office.

6. REGULAR MEETINGS

- I. Council may decide to hold regularly scheduled Council meetings on specified dates, times and places.
- II. Notice of regularly scheduled meetings need not be given.

7. SPECIAL MEETINGS

- I. The CAO shall call a special meeting if requested to do so in writing by the Mayor or by a majority of Councillors.
- II. The CAO must call a special meeting by giving at least twenty-four (24) hours notice in writing to each member of Council and to the public stating:
 - i. the purpose of the meeting, and
 - ii. the date, time and place at which it is to be held.
- III. A special meeting may be held with less than twenty-four (24) hours notice to the members of Council, and without notice to the public, if at least 2/3 of the members of Council agree to do so, in writing, immediately before the beginning of the meeting.
- IV. No business other than that stated in the notice is to be transacted at a special meeting of Council unless all members of Council are present, in which case, by unanimous consent, any other business may be transacted.

8. MEETINGS THROUGH ELECTRONIC MEANS

- I. A Councillor may participate in the meeting using an electronic communication device if:
 - i. the Councillor is unable to attend the meeting in person;



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- ii. the Councillor provides a minimum of two (2) days advance notice;
 - iii. there is Quorum of members at the actual meeting place;
 - iv. the CAO is present at the meeting.
- II. The Councillor will be recorded in the Minutes as attending the meeting via electronic communication device and the Chair shall announce to those in attendance at the meeting that a Councillor is attending via electronic communication device.
- III. A Councillor attending a meeting via electronic communication device must be clearly visible to all participants.
- IV. The CAO or designate will contact the Councillor via the pre-arranged electronic communication device before the beginning of the meeting.
- V. When a vote is called the Councillor participating via an electronic communication device will verbally indicate their vote after all other Councillors have voted.
- VI. If at any time the electronic communication device is disconnected, the CAO or designate will attempt to reconnect, but will not disrupt the tranquility of the meeting.
- VII. The Chair may Recess the meeting to allow the CAO or designate to reconnect the electronic communication device.
- VIII. All Regular Council, Special Council, and Committee meetings may be electronically recorded and/or streamed.
- IX. Attendance via electronic means is not permitted for In-Camera sessions.
- X. No more than six (6) meetings in a calendar year shall be attended via electronic means by any one (1) Councillor, unless prior approval has been granted by motion of Council.

9. IN-CAMERA MEETINGS

- I. Council may close all or any part of its meetings to the public if the matter to be discussed:
 - i. is within one of the exemptions of the Access to Information Act and/or Protection of Privacy Act; or
 - ii. concerns long-range or strategic planning.
- II. A resolution to move In-Camera shall state the exemption in the Access to Information Act and/or the Protection of Privacy Act which is relied upon for authority to close the meeting to the public.
- III. Where Council resolves to close a portion of a meeting to the public, all Persons shall be excluded from the meeting except:
 - i. the members of Council;



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- ii. the CAO and other members of Administration as the members of Council may deem appropriate; and
 - iii. the members of the public as the members of Council may deem appropriate.
- IV. Where Council resolves to close a portion of a meeting to the public, in addition to the resolution to do so, the CAO shall record:
 - i. the time that the In-Camera portion of the meeting commenced and concluded;
 - ii. the names of the parties present.
- V. Pursuant to the requirements above, a Financial Interest or a conflict of interest shall pertain to all portions of a meeting including the In-Camera portion.
- VI. No resolutions or bylaws may be passed during an In-Camera meeting.
- VII. No business other than that described within the resolution may be discussed.
- VIII. Matters discussed or to be discussed in an In-Camera meeting are to be kept in confidence until discussed at a public meeting of Council.

10. RESPONSIBILITIES

- I. Council shall no later than December 31st of each year establish the following:
 - i. the roster for deputy Mayor for a two-month period on a rotating basis;
 - ii. the roster for committee appointments;
 - iii. the dates, time of commencement and place of the regular Council meetings; and
 - iv. the dates, time of commencement and place of Council Committee meetings.

11. CANCELLATION OR CHANGE

- I. Council may cancel or change the date, time, or place of a regularly scheduled Council meeting by:
 - i. resolution during a Council meeting; or
 - ii. having the majority of Council agree to a meeting cancellation or change in writing after being canvassed by the CAO; or
 - iii. where an emergency arises that precludes Council's ability to meet.
- II. If Council cancels or changes the date, time, or place of a regularly scheduled meeting, the CAO shall give at least 24 hours' notice of the change to:
 - i. any Council member not present at the meeting at which the change was made;
 - and



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- ii. the public.

12. METHOD OF GIVING NOTICE

- I. Notice is deemed to have been given to a member of Council if one of the following is satisfied:
 - i. delivered in person; or
 - ii. left at the usual place of business or residence of the Councillor; or
 - iii. sent to the Councillor by facsimile or electronic mail at the Town provided address.

13. AGENDA

- I. An Agenda shall be prepared in accordance with the items to be considered.
- II. The order of business at a Council meeting shall be the order of the items on the adopted Agenda.
- III. The Agenda and supporting documentation for a scheduled meeting of Council shall be provided:
 - i. Council no less than four (4) calendar days prior to the date of the scheduled meeting; and
 - ii. to the public no less than two (2) calendar days prior to the date of the scheduled meeting.
 - iii. If, for any reason, the deadline cannot be met, the Agenda shall be prepared and distributed as soon as reasonably possible to allow Council members an opportunity to review the Agenda prior to the Council meeting.
- IV. Additions to the agenda shall be approved by the majority of Council at the time of Agenda Approval.

14. EMERGENT ITEMS

- I. Additional items may be added to a Council meeting Agenda, by resolution, provided that:
 - i. the item is of sufficient urgency or of a time sensitive nature such that it is not possible to refer it to the next Regular Meeting of Council; and
 - ii. there is sufficient information available for Council to decide on the matter; and
 - iii. all In-Camera additions require the CAO to advise the Chair if it fits under the Access to Information Act and/or Protection of Privacy Act provisions.
- II. When practical, the CAO shall be notified of additions no less than three (3) hours prior to the meeting.



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15. COMMENCEMENT OF MEETINGS

- I. The Mayor or deputy Mayor shall take the Chair and commence the meeting at the time specified for the meeting as soon as a Quorum is present.
- II. If Quorum is not present within five (5) minutes of the time specified for the meeting, the Chair shall call up to a thirty (30) minute Recess.
- III. If after the Recess, Quorum is still not present, the meeting shall stand adjourned until the next regularly scheduled meeting.
- IV. If neither the Mayor nor the deputy Mayor is present within five minutes of the time specified for the meeting and a Quorum is present, the CAO shall call up to a thirty (30) minute Recess.
- V. If after the Recess, the Mayor or deputy Mayor are still not present, the CAO, as the Chair, may request Council to identify an acting Chair through majority vote. Once the acting Chair is identified, that Councillor shall Chair the meeting.
- VI. If a Quorum is not present at the start of a meeting, the Chair shall call up to a thirty (30) minute Recess. If after the Recess, Quorum is still not present, the meeting shall stand adjourned until the next regularly scheduled meeting.
- VII. In the event that Quorum is lost after the meeting is called to order, the meeting shall be Recessed for up to thirty (30) minutes. If Quorum is not obtained within that time, the meeting shall be Recessed until a future date established by the CAO.
- VIII. Members of Council attending by an audio/visual communication device shall not be counted towards Quorum.

16. MINUTES

- I. Administration shall record the Minutes of each Council meeting without note or comment and shall distribute copies of the Minutes to each Councillor at least 24 hours prior to a subsequent Council meeting.
- II. Notwithstanding the above, Administration shall record in the Minutes every declaration of a conflict of interest and the general nature and material details of the disclosure and any abstention or withdrawal.
- III. The names of the Councillors present at the meeting are to be recorded in the Minutes of every meeting.
- IV. The Minutes of each meeting are to be approved at the next regular meeting of the Council and signed by the Mayor, or the Deputy Mayor, and the CAO.



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- V. All Minutes, once approved, shall be open for inspection by the public.

17. PUBLIC HEARINGS

- I. Public hearings shall be held in conjunction with a regular Council meeting.
- II. Council shall hold a public hearing when the MGA or another enactment requires Council to hold a public hearing on a proposed bylaw or resolution or any other matter at the direction of Council. The public hearing will be held before second reading of a proposed bylaw or before Council votes on a resolution.
- III. Any Person who wishes to speak at a public hearing may register with the administration office prior to the public hearing.
- IV. Any Person wishing to provide a written submission may deliver it to the administration office five (5) business days prior to the public hearing. Written submissions received five (5) business days preceding the public hearing will be included with the Agenda and will be released to the public.
- V. Unless otherwise approved by resolution of Council, the following shall be the procedure for the conduct of the public hearing:
 - i. declarations, if any, of Financial Interest;
 - ii. the Chair of the public hearing shall declare the public hearing open;
 - iii. the CAO, or delegate, shall provide a brief background on the proposed bylaw or resolution and ensure public notification has been given;
 - iv. the Chair shall call for anyone wishing to speak;
 - v. Persons speaking will have only one opportunity to speak;
 - vi. presentations shall be limited to five (5) minutes, unless the Chair permits otherwise;
 - vii. each Person making a presentation shall give their name and whether they are in favour or opposed to the proposed Bylaw to be recorded in the Minutes;
 - viii. Council may ask questions of the speakers after each presentation if clarification on any matter is required;
 - ix. the Chair of the public hearing shall declare the public hearing closed.
- VI. After the close of the public hearing, Council may:
 - i. pass the proposed bylaw or resolution; or
 - ii. defeat the proposed bylaw or resolution; or
 - iii. make any amendment to the proposed bylaw or resolution and proceed to pass it without further advertisement or hearing; or
 - iv. request additional information and that the proposed Bylaw be brought forward to a future Regular Council Meeting.



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- VII. Council may change the date, time, and place of a public hearing by resolution. If the date, time, or place of the public hearing is changed, then the public hearing must be re-advertised in accordance with the MGA.

18. DELEGATIONS

- I. All requests for delegations shall be submitted in writing to the administration office, for approval, at least five (5) business days prior to the proposed date for the delegation. All requests shall outline the subject matter.
- II. The CAO shall review all applications for delegations and determine if the delegation will occur. Delegations will not be considered for the same person(s) and same subject matter within one (1) year of the last presentation.
- III. A delegation request received within five (5) business days prior to the proposed council meeting may be added to the Agenda if the Mayor or designate approve the addition.
- IV. If a matter on the Agenda of Council is deferred to a later Council meeting, only those delegations who had requested to speak at the original Council meeting shall be heard.
- V. A Person or delegation wishing to speak to Council or a Committee, on a matter that is already on the Agenda of a Council or Committee meeting shall:
 - i. be limited to one speaker, except where the Chair permits otherwise;
 - ii. limit the presentation to fifteen (15) minutes, except where the Chair permits otherwise.
- VI. A Person or delegation wishing to speak to Council or a Committee, on a matter that is not on the Agenda of a Council or Committee meeting, shall:
 - i. be limited to one speaker, unless the Chair permits otherwise;
 - ii. limit the presentation to thirty (30) minutes, except where the Chair permits otherwise.

19. BYLAWS

- I. Each proposed bylaw must:
 - i. have a number assigned by the CAO's office; and
 - ii. include a short, descriptive title.
- II. The bylaw number and short title of the proposed bylaw are to be included on the Agenda of the meeting at which the bylaw will be brought forward for first reading.
- III. A copy of each bylaw to be introduced is to be provided to all members of Council prior to first reading of the bylaw.



BYLAW 5-2025 PROCEDURAL

- IV. Every bylaw shall have three distinct and separate readings before it is finally passed:
 - i. notwithstanding Council may by unanimous vote agree to have all three readings at one meeting.
- V. Any amendments to the bylaw that are approved by Council before the bylaw passes third reading:
 - i. are deemed to have received first and second reading; and
 - ii. are incorporated into the proposed bylaw.
- VI. A bylaw is not subject to amendment during third reading.
- VII. When a bylaw has been given three readings and is signed, it is considered an enactment of the Town and is effective immediately unless the bylaw or an applicable provincial statute indicates otherwise.
- VIII. Every bylaw shall be under the seal of the Town and shall be signed by the CAO and the Mayor or other Person who presided over the meeting at which the bylaw was finally passed.
- IX. The CAO shall endorse on all bylaws read in the Council meeting, the dates of the readings thereof, and shall be responsible for their correctness, should they be amended.
- X. Clerical, typographical, and grammatical errors in bylaws may be corrected by the CAO provided that such corrections do not change the context, meaning, or intent of the bylaw.
- XI. Once a bylaw has been passed, it may only be amended or repealed by another bylaw. A bylaw must be amended in the same manner in which it was passed.
- XII. The previous readings of a proposed bylaw are rescinded if the proposed bylaw does not receive 3rd reading within two (2) years after first reading, or is defeated on second or third reading.
- XIII. If a bylaw is defeated on second or third reading, it may be brought back to Council after three (3) months.
- XIV. Notwithstanding the above, a defeated bylaw may be brought back sooner if Council agrees unanimously to do so.

20. CONDUCT OF COUNCILLORS

- I. Councillors shall ensure they do not interrupt another member.



BYLAW 5-2025 PROCEDURAL

- II. If more than one Councillor wishes to speak at a meeting at the same time, the Mayor shall indicate which member shall speak first.
- III. When a Councillor is addressing the Council, the Councillor shall refrain from:
 - i. speaking disrespectfully of the federal government, the provincial government, another municipal Council, or any official representing them;
 - ii. using offensive words in reference to a Councillor, a member of Administration or a member of the public;
 - iii. reflecting on a vote of Council except when moving to rescind or reconsider it;
 - iv. reflecting on the motives of the Councillors who voted on the motion or the mover of the motion; or
 - v. shouting, using an immoderate tone, or profane, vulgar, or offensive language.
- IV. When a Councillor is addressing the Council, all other Councillors shall:
 - i. remain quiet and seated;
 - ii. refrain from interrupting the speaker;
 - iii. refrain from carrying on a private conversation in such a manner that disturbs the speaker.
- V. Councillors shall ensure that all electronic devices remain silent and do not interfere with the meeting and Council shall not communicate with any Person regarding any item on the Agenda.

21. IMPROPER CONDUCT

- I. No Person present in the gallery or on the floor of Council Chambers shall cause a disturbance, interrupt any speaker, or interfere with the action of Council.
- II. The Chair may call to order any Person on the floor or in the gallery who has created a disturbance and may request that Person to leave Council Chambers.
- III. If any Person refuses to leave Council Chambers upon request of the Chair, the Chair may Recess the meeting and request the CAO to have the Person removed.
- IV. If any Person is removed from a Council meeting, such Person shall not be allowed to return for a period determined by the Chair.



BYLAW 5-2025 PROCEDURAL

- V. Any Councillor may raise a Point of Order for the Chair to address improper conduct in the gallery.

22. CALLING A COUNCILLOR TO ORDER

- I. The Chair may call to order any Councillor who is out of order.
- II. A Councillor who is called to order must cease talking or otherwise engaging in the activity specified by the Chair in the call to order.
- III. When a Councillor has been called to order, but persists in breaching the order of Council, that Councillor shall be immediately admonished by the Chair.
- IV. The Chair may Recess the meeting, until such time the admonished Councillor leaves the meeting.
- V. When a Councillor has been admonished by the Chair, the CAO, or delegate, shall record the admonishment in the Minutes.
- VI. If a Councillor who has been named:
 - i. apologizes to Council and withdraws the offensive statement or action, then;
 - 1. that Councillor may remain and continue to participate in the meeting; and
 - 2. the Chair may direct that the notation of the offence be removed from the Minutes.
 - ii. fails or refuses to apologize and withdraw the offensive statement or action, then Council may proceed to an In-Camera meeting to consider the exclusion of the member.
- VII. No Councillor shall be expelled for a period greater than the meeting that was in progress at the time of the expulsion.
- VIII. A Councillor who is called to order or named may immediately thereafter challenge the ruling of the Chair and state the terms of the challenge.
- IX. When there is a challenge to the ruling of the Chair, all further debate shall cease until the challenge has been dealt with by Council.

23. CHALLENGING THE RULING OF THE CHAIR

- I. Any Councillor may challenge the ruling of the Chair on a Point of Order or Point of Privilege and state the terms of the challenge.
- II. When there is a challenge to the ruling of the Chair, all further debate shall cease until the challenge has been dealt with by Council.



BYLAW 5-2025 PROCEDURAL

- III. The Chair shall, when required, seek guidance from the CAO on the Point of Order. If a ruling of the Chair is challenged, the Chair shall briefly state the reasons for the Chair's ruling and then put the question to Council.
- IV. Council shall decide the challenge, by majority vote, without debate.
- V. The decision of Council on the challenge is final.
- VI. If the Chair refuses to put the challenge to Council, Council may request the deputy Mayor to assume the Chair in order that the challenge to the Mayor's ruling can be put to Council in accordance with the provision above.

24. RULES FOR GOVERNING DEBATE

- I. No motion is required to be made by a Councillor before Council can debate any item before it.
- II. Once a motion has been made, Council shall be limited to debating that motion.
- III. A seconder to a motion is not required.
- IV. Council shall consider only one motion at a time.
- V. All discussion at a meeting of Council shall be directed through the Chair.
- VI. Prior to calling for the vote, the Chair shall ensure all members have had an opportunity to speak.
- VII. With the approval and direction of the Chair:
 - i. a Councillor may ask questions of Administration or other Councillors on any motion or amendment to a motion;
 - ii. a Councillor may speak to answer questions asked by another Councillor.
- VIII. The Chair may participate in debate on any matter before Council.
- IX. The Mayor may make a motion on any matter on the Agenda, but before doing so, the Mayor must relinquish the Chair to the deputy Mayor until the vote on the motion has been taken.
- X. No Councillor shall leave the Council meeting after a question is put to a vote until the vote is taken.
- XI. A Councillor who is speaking may not be interrupted except:
 - i. if the Chair determines that they are speaking out of order; or



BYLAW 5-2025 PROCEDURAL

- ii. the matter being addressed by the Councillor is outside of the jurisdiction of Council; or
 - iii. on a Point of Order or Point of Privilege.
- XII. A Point of Order or Point of Privilege is not debatable or amendable, however; at the sole discretion of the Chair, the Chair may grant permission to:
 - i. a Councillor raising the Point of Order or Point of Privilege to briefly explain the point; 24.12.2. the Councillor who was speaking to respond briefly;
 - ii. a Councillor if they wish to speak on the Point of Order or Point of Privilege.
- XIII. The Chair shall rule on the Point of Order or Point of Privilege and no vote shall be taken unless there is a challenge by a Councillor to the Chair's ruling.
- XIV. The Chair may seek advice from the CAO, or a Person acting in that capacity, on a Point of Order or Point of Privilege or to determine whether a matter is within the jurisdiction of Council.
- XV. The Chair or the CAO may request a Recess to review the Point of Order or Point of Privilege prior to providing advice.

25. MOTIONS

- I. Once a motion has been moved and seconded, and it is in the possession of Council it may not be withdrawn without unanimous consent of all Councillors present at the meeting.
- II. At any time, a Councillor can request that the motion under debate be read, except when another Councillor is speaking.
- III. The following motions are not debatable by Council:
 - i. to raise a Point of Privilege;
 - ii. to call for orders for the day;
 - iii. to withdraw a motion;
 - iv. to Recess or adjourn the meeting; or
 - v. to challenge a ruling of the Chair.
- IV. When a motion has been made, no member of Council shall make any motion except:
 - i. to amend the motion;
 - ii. to refer the motion to a Committee or Administration for consideration;
 - iii. to postpone consideration of the motion;
 - iv. to table the motion; or
 - v. to split the motion.
- V. The mover and seconder of a motion must be present when the vote on the motion is taken.



BYLAW 5-2025 PROCEDURAL

- VI. Council may pass resolutions at Committee meetings for the following purposes:
 - i. for procedural purposes; or
 - ii. to make a recommendation to Council for a decision regarding a matter discussed at the Committee meeting; or
 - iii. to provide direction to Administration in the preparation or continued development of a matter being reviewed by the Committee.
- VII. Specifically prohibited at Committee meetings are resolutions which adopt or finalize a document, or any resolution authorizing the expenditure of funds, with the exception of Committee meeting Agendas and past Committee meeting Minutes.

26. MOTION TO AMEND

- I. Only one amendment at a time shall be presented to the main motion. When the amendment has been disposed of, another may be introduced.
- II. All amendments must relate to the matter being discussed in the main motion and shall not alter the main motion so substantially that the basic intent or meaning of the main motion is lost. The Chair shall rule on disputes arising from any amendments.
- III. An amendment shall be voted on, and if it is carried, the main motion, as amended shall be put to the vote, unless a further amendment is proposed.

27. MOTION TO RESCIND

- I. A motion may be rescinded by resolution of Council. The rescinding motion shall include the motion number, meeting date of original motion, and the motion context.

28. MOTION TO REFER

- I. Any member of Council may move to refer any main motion, and any pending amendments, to a Council Committee or the Administration for investigation and report.
- II. A motion to refer:
 - i. is debatable; and
 - ii. shall include instructions indicating what the receiving body is to do and the date by which Council requires a response.

29. MOTION TO POSTPONE

- I. A motion may be postponed:
 - i. to later in the meeting; or
 - ii. to a specified time and/or date; or
 - iii. indefinitely.
- II. A motion to postpone:
 - i. is debatable; and
 - ii. includes the motion being postponed and all connected amendments.



BYLAW 5-2025 PROCEDURAL

- III. When a motion has been postponed, it may be considered at any time by a majority vote of Council.

30. FINANCIAL OR CONFLICT OF INTEREST

- I. If a Councillor has a Financial Interest or a conflict of interest in any question or matter before Council, that Councillor shall, prior to debate or vote upon the matter that creates the conflict, state that they have a Financial Interest or conflict of interest and leave the meeting.
- II. A Financial Interest or a conflict of interest shall pertain to all portions of a meeting including the In-Camera portion.
- III. Where a Councillor leaves due to a Financial Interest or a conflict of interest, the reason for and the time of the Councillor's departure and return shall be recorded in the Minutes.
- IV. If Council amends the motion before it, Council may Recess to allow the CAO to advise the Councillor who has left the meeting of the amendment so that the Councillor may determine whether they remain in conflict.
- V. If the matter in respect of which a member of Council has a Financial Interest is a question on which the Councillor, as a taxpayer, elector, or owner, has a right to be heard by Council:
 - i. the Councillor must leave the Councillor's place at the Council table, but is not required to leave the room, and
 - ii. the Councillor may exercise a right to be heard in the same manner as a Person who is not a member of Council.

31. VOTING

- I. A Council member attending a Council meeting shall vote at the meeting on a matter before Council unless the Council member is required to abstain from voting pursuant to this Bylaw and/or any other bylaw or Act.
- II. If a Council member is not required to abstain from voting on a matter before Council and abstains from voting, the Council member is deemed to have voted in the negative.
- III. The CAO, or delegate, shall ensure that each abstention is recorded in the Minutes of the meeting.
- IV. Votes shall be made by raising of hands as the Chair calls for those in favour or against.



BYLAW 5-2025 PROCEDURAL

- V. If a member is not present when a question is called, that member may not vote on the question.
- VI. If the Chair is not present when a question is called, they shall not resume as Chair until the vote is taken and shall not vote on the question.
- VII. Where electronic voting is available, Councillors shall cast their vote according to the instruction of the device that allows the electronic voting to take place.
- VIII. When a Public Hearing on a proposed bylaw or resolution is held, a Councillor must abstain from voting on the bylaw or resolution if the Councillor was absent from all of the public hearing.
- IX. If a motion cannot be voted on because there would be no Quorum due to an abstention allowed or required, then the matter will be deferred to a

32. RECORDED VOTE

- I. A Councillor may request that a vote be recorded prior to Council taking the vote.
- II. When a Councillor requests a recorded vote, all members of Council present, unless required or permitted to abstain from voting, shall vote as the Chair calls for those in favour and against.
- III. If a vote is recorded, the CAO, or delegate, shall record in the Minutes the names of each Councillor who voted for or against the matter and the Chair shall announce the results of the vote.
- IV. If a Councillor requests that a recorded vote be taken after the vote has occurred, the vote may be recorded if approved by unanimous consent by Council.

33. TIE VOTES

- I. If there are an equal number of votes for or against a resolution or bylaw, the resolution or bylaw is defeated.

34. MAJORITY DECISION

- I. At every Council meeting, all questions are to be decided by a majority of the votes cast.

35. NUMBER AND GENDER PREFERENCES

- I. All references in this Bylaw will be read with such changes in number and gender as may be appropriate according to whether the reference is to a male or female person, or a corporation or partnership.



BYLAW 5-2025 PROCEDURAL

36. SEVERABILITY

- I. Every provision of this Bylaw is independent of all other provisions and if any provision of this Bylaw is declared invalid for any reason by a court of competent jurisdiction, all other provisions of this Bylaw shall remain valid and enforceable.

37. This bylaw shall come into force and effect upon receiving third and final reading.

38. The following bylaws, policies and all amendments thereto are hereby repealed:

- I. Notice of Meeting Policy
- II. Procedural Bylaw 29-2010
- III. Remote Attendance Bylaw 3-2024

READ A FIRST TIME IN COUNCIL THIS ____ DAY OF _____, 2025.

READ A SECOND TIME IN COUNCIL THIS ____ DAY OF _____, 2025.

**READ A THIRD TIME IN COUNCIL AND FINALLY PASSED THIS ____ DAY
OF _____, 2025.**

Deputy Mayor

Chief Administrative Officer



5021 - 49 Avenue
Vermilion, AB Canada T9X 1X1
www.vermilion.ca

RECOMMENDATION TO COUNCIL

SUBJECT

Street Renaming

RECOMMENDATION

THAT Committee of the Whole direct administration to develop a policy for the renaming of streets within the Town of Vermilion.

OR

THAT Committee of the Whole receive the briefing note on the renaming of streets within the Town of Vermilion as information.

BACKGROUND

Councillor Robert Pulyk brought forward a request to administration as it relates to the potential for renaming streets after community members who have made significant contributions to our community. In review of our current and previous processes, administration was unable to locate a specific procedure for this purpose. As such, administration is seeking Council's input as to whether or not this is something that administration should seek to investigate further for the purpose of developing a policy to establish the process by which residents could make and submit these types of requests.

Examples of streets within the Town of Vermilion that have been named after an individual is the Becky Scott Trail (Olympic cross-country skier) and Pare Drive (world renowned cookbook authors).

IMPLICATIONS

Renaming streets can create a disruption to residents and businesses, create confusion with current GPS systems, and become inconsistent with the Town's logical grid pattern. There is an added difficulty in deciding on how to evaluate fairly/how often to accept or defer the renaming of streets. Alternative methods to commemorate community member contributions could be a plaque, bench, signage, or similar ideas, as the case may be.

Committee Meeting Date: August 12, 2025

Prepared By: Administration



5021 - 49 Avenue
Vermilion, AB Canada T9X 1X1
www.vermilion.ca

ATTACHMENTS

Committee Meeting Date: August 12, 2025

Prepared By: Administration



5021 - 49 Avenue
Vermilion, AB Canada T9X 1X1
www.vermilion.ca

INFORMATION ITEM

SUBJECT

Open Farm Days – Filming

RECOMMENDATION

THAT Committee of the Whole receive the proposal to film Open Farm Days as information.

OR

THAT Committee of the Whole recommend that Council for the Town of Vermilion approve the request to sponsor the filming of Open Farm Days at a cost of \$_____.

BACKGROUND

Drew Kenworthy from Blue Squall Media reached out via email to request sponsorship for a project involving the filming of Open Farm Days at Chattsworth Farm on August 16, 2025. He advised that the feature would highlight the Town of Vermilion and showcase what it has to offer, with the goal of promoting tourism in the region.

Drew has asked Council for sponsorship in whatever denomination that Council sees fit in order to facilitate this undertaking.

IMPLICATIONS

As this is a one-off request, there have been no budgetary funds allocated for this purpose. Further, in accordance with our Sponsorship and Advertising policy, it is not necessarily clear as to how the filming of this event would actually provide for a benefit to the Town. As such, the request is being brought forward to Council for consideration. There are many companies who undertake filming that the Town has retained in years past for promotional videos under our direction/control.

ATTACHMENTS

1. Blue Squall Media PowerPoint – Backroads AB

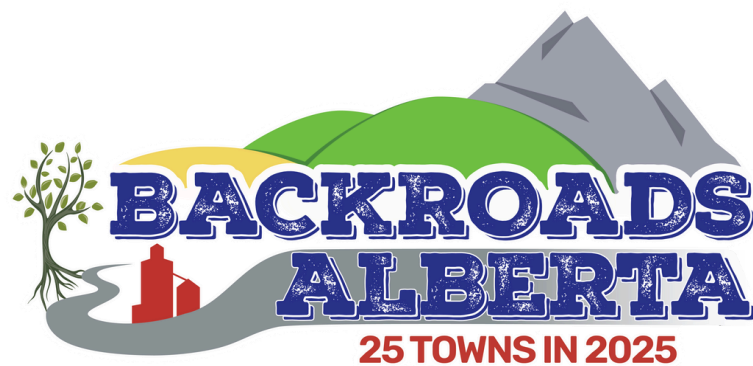
Committee Meeting Date: August 12, 2025

Prepared By: Administration



TOWN PROMOTIONAL SPONSORSHIP

Prepared for:
Town of Vermilion



THE PROJECT

Backroads Alberta is a cinematic YouTube series and long-form documentary project that celebrates the small-town lifestyle across our province — one story at a time - as we visit 25 Alberta towns in 2025. With Alberta's tourism dollars and media attention often concentrated on big cities and mountain destinations, towns like these are too often overlooked, despite being rich in culture, history, and natural beauty.

This series exists to change that — by offering an immersive, emotionally resonant platform that reconnects Albertans to their roots and shines a spotlight on the communities that truly define who we are. Through stunning visuals, grounded storytelling, and an authentic, upbeat tone, each episode captures the spirit of place, the pride of the people, and the power of community.



We have a growing audience on social media.





BLUE SQUALL MEDIA

ABOUT THE FILMMAKER

At Blue Squall Media we love working in the corporate and tourism markets to create memorable branded content. We go above and beyond to tell remarkable stories that uplift, inspire and make an impact. We are passionate about finding out the human elements behind a brand, business, or community like yours, so that it can connect with audiences in the best way possible.



BACKROADS ALBERTA TOWN SPONSORSHIP

As a sponsor, Vermilion will be featured in the youtube series and documentary showcasing the people and amenities of the village. We would capture the life and happenings around the village while experiencing Vermilion and the events around Open Farm Days. I would use the time to capture and focus on the scenery and landmarks around Vermilion and the area. As a sponsor we will provide you with a video asset that can be used for your own promotional purposes.

This partnership opportunity allows us to work together at a significantly lower investment on your part than our usual cost for this type of production.

INCLUSIONS:

- Filming 1-2 days
- Featured in youtube episode and documentary
- Mentions on social media channels
- Credit in documentary
- Invite to our documentary screening
- Radio Mentions on our Backroads Alberta segment with New Country Radio airing on rural stations that would feature the town and event

DELIVERABLES

- 1x60 sec Town/Event Highlight

INVESTMENT

// \$1,999

WHAT ABOUT SOMETHING BIGGER FOR WETASKIWIN COUNTY?



We'd be thrilled to be visiting Vermilion during Open Farm Days to capture the heart of your community in action. But beyond the event itself, we'd love to explore a deeper partnership with the Vermilion.

Imagine a cinematic, story-driven feature that goes beyond the events of one weekend in the summer—one that captures the soul of your town through the voices of its people, the charm of its landmarks, and the spirit that makes Wetaskiwin County truly unique.

We've seen how powerful this approach can be—our work with the Village of Delburne helped them create lasting content that speaks to visitors, residents, and future stakeholders alike.

A production of this scale typically ranges from \$15k to \$20k and we'd be happy to apply your sponsorship of Backroads Alberta toward the cost of this larger storytelling initiative. This can be something we can come back to within the next year for the sake of municipal planning and funding.

If you're interested in creating something that lasts far beyond a single weekend let's have a deeper conversation.



A CURATED COLLECTION JUST FOR YOU

SOME OF OUR PAST PROJECTS



DELBURNE

TOWN HIGHLIGHT

We with the small community of Delburne, Alberta last year to create a number of videos including a short town highlight. Event highlights like their Canada Day video received a huge positive response with over 6000 views on Facebook and we're excited at the prospect of creating a similar video that will have a huge impact for your town.

This was all part of a much bigger project creating a story-driven profile film for the town.



LIVING THE WARRIOR CODE

AWARD WINNING FEATURE LENGTH DOCUMENTARY

Here is the trailer for a feature length documentary we produced which tells the inspiring comeback story of Ultra-distance athlete Scott McDermott after a devastating life-threatening crash while competing in 2015. The film covers his journey of recovery as he completes the same race in 2018. It was incredibly challenging filming unexpected events such as the injury and being quick on our feet to capture all the things as they happened during the race including the emotions of everyone as he crossed the finish line. The film went on to win several awards at film festivals.





BULLDOG METALS

SCRAPMASTERS YOUTUBE CHANNEL

This was a year contract with our client Bulldog Metals, a local metal recycling yard in Red Deer, Alberta. The goal was to create a youtube channel from scratch to educate people about what goes on at the scrapyard and showcase the values and heart of the business. We have been able to get the channel's subscriber count close to the ability to monetize, but more importantly, it has helped them have organic content they have been able to share and gain many new customers coming into the yard this past year.



PAGE 07



TESTIMONIALS

"Drew collaborated with us throughout the project from the initial planning phase right to the final edit. He made the process easy, and he was responsive to our feedback. We appreciated Drew's well-planned storytelling method along with his thorough selection process of community builders to feature in the videos.

As a bonus, Blue Squall Media created social media content of Delburne's special events which helped create a buzz of excitement for the full videos. We were extremely satisfied with our two promotional videos as Drew and his team captured the vibrancy of our community. If the opportunity arose for additional videos, the Village of Delburne would hire Blue Squall Media again."

Melanie Timms

Executive Assistant for the Village of Delburne

"Last year was our best intake and one of our best years for product in and product out. I can't say exactly how much, but I know the videos made an impact.

I knew you would not only have the technology to give us great shots, but you also have the eye for storytelling. That's what I appreciate—video needs context and story, and I knew you would be able to do that."

Bob Bevans

Owner of Bulldog Metals





WHAT'S NEXT?

We'd be happy to draft up a scope of work and map out a payment plan for your project. If anything is unclear please feel free to reach out and we can chat further about your needs.

drewk@bluesquallmedia.com

587-679-8653