

CITY OF YORKTON
REGULAR COUNCIL MEETING AGENDA
Monday, January 9, 2023 - 5:00 p.m.
Council Chambers, City Hall

1. **CALL TO ORDER**
2. **APPROVAL OF AGENDA**
3. **PUBLIC ACKNOWLEDGEMENTS**
4. **APPROVAL OF MINUTES**
 - Regular Council Meeting Minutes – December 19, 2022
5. **UNFINISHED BUSINESS**
6. **REPORTS OF COUNCIL COMMITTEES AND MATTERS REFERRED**
 - Economic Development Committee Meeting Minutes – September 8, 2022
 - Economic Development Committee Meeting Minutes – October 13, 2022
 - Recreation & Community Services Committee Meeting Minutes – October 19, 2022
 - Economic Development Committee Meeting Minutes – November 10, 2022
 - Environmental Committee Meeting Minutes – November 22, 2022
 - Mayor Hippsley – 2023 Council Committee/Commission/Board Appointments
7. **HEARING OF PETITIONS, PUBLIC NOTICES AND PRESENTATIONS**
 - Public Hearing – Proposed Bylaw No. 18/2022 – Amend Snowmobile Bylaw No. 33/2012
8. **BUSINESS ARISING OUT OF PETITIONS, PUBLIC NOTICES AND PRESENTATIONS**
 - Proposed Bylaw No. 18/2022 – Amend Snowmobile Bylaw No. 33/2012
9. **CORRESPONDENCE**
 - Letter from Previous Parkland Regional Library Executive Board Members re: Wadena Semi-Annual Informational Meeting
 - Tourism Yorkton – 2022 Annual Report
10. **BYLAWS**
11. **ADMINISTRATIVE REPORTS**
 - Director of Recreation and Community Services
 - Pest Control Officer, Weed, and Municipal Inspector Appointment 2023
 - Manager of Culture, Community and Heritage
 - Public Transit and Housing Support Grant
 - Land Use Planner
 - Discretionary Use Application DU01-2023 for an Auto Wrecking/Junk Yard at 85 York Road West (MI-1 Light Industrial) [Public Notice Authorization]
12. **GIVING NOTICE OF MOTION**
13. **IN CAMERA SESSION**
14. **ADJOURNMENT**

Economic Development Committee

MINUTES

SEPTEMBER 8, 2022

7:00 A.M.

CIVIC OPERATIONS CENTER

Attendees	Bob Knox, Memory Delorme-Antoine, Gwen Machnee, Don Reed, CV Sastry, Councillor Dustin Brears
Guests	Mayor Mitch Hipsley (ex-officio), Donna Brothwell, Juanita Polegi
Staff	David Balysky (Business Liaison), Lonnie Kaal (City Manager)
Regrets	Marty Sveinbjornson, Brian Hilderman, Ray Sharp
Absent	Councillor Darcy Zaharia
Recording	Kateryna Gnatiuk
Call to order	7:03 a.m.
Adjourn	8:09 a.m.

Agenda Topics

Adoption of Agenda

	Additions to Agenda Mayor Mitch Hipsley Light Up the Water Tower Update
Motion 18-22	Brothwell, Polegi That the Economic Development Committee Agenda for September 8, 2022, as amended, be approved. CARRIED.

Minutes of the June 9, 2022 Meeting

Discussion	Minutes from the June 9, 2022 meeting of the Committee were circulated electronically as part of agenda package, and available in hard copy at the meeting.
Motion 19-22	Councillor Brears That the minutes of the June 9, 2022 meeting be approved as presented. CARRIED.

Available Properties Website Module – David Balysky

Discussion	<ul style="list-style-type: none">David displayed how City of Yorkton-owned properties are currently advertised on https://www.yorkton.ca/ and compared it to other websites like https://www.realtor.ca/ and https://lands.citypa.ca/. Features on other mentioned websites that were highlighted were nicer layout, mapping, and filter buttons.There was discussion around the user-friendly interface of https://www.citypa.ca/ and David noted that he contacted software developers about a similar map module for https://www.yorkton.ca/Members discussed the possibility of adding a tool that would give the ability to track more information about who visited a property page.Members discussed available commercial and residential properties in the City's lot inventory. Kaal noted that the idea of more mapping options on the website would allow promoting our marketable lands.
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	<ul style="list-style-type: none"> There was discussion regarding naming different neighborhoods in Yorkton. Members agreed that realtors or the public could have ideas for the names.
Motion	<ul style="list-style-type: none"> No motion put forward by the Committee

Yorkton Marketing Ads – David Balysky

Discussion	<ul style="list-style-type: none"> David presented a set of billboards owned by Pattison Outdoor as a possible option to promote Yorkton in bigger cities such as Toronto and Vancouver. He highlighted that people may come to Yorkton from bigger cities because of a slower pace of lifestyle and the increase in remote work. He shared with the committee, different billboard styles and their pricing. Lonnie advised coming back to the idea of what information should be put in ReFine Magazine or indicate which promotional tools we would like to use – billboards or something different. Don expressed an opinion that it should be a very clear idea what the City is going to propose as an advertisement and determine City's driving force. Councillor Brears supported the above-mentioned idea and suggested marketing the number of job openings in Yorkton (400+ on Saskjobs) where Yorkton ranks third in the province for most openings. Another idea he said should be promoted is the average house price in Yorkton compared to larger cities in the province and country. Gwen added that we need to develop profiles and marketing programs to target different groups of people: young people, families, and people who are going to be retired to determine what they look for and how we can fill their needs/wants. Gwen explained that some of the Mitacs students at Parkland College were developing strategic marketing plans for the companies that they worked for and that the City could use this opportunity as an option to hire an employee for one-year work term to develop and implement marketing plans. She also explained that as a second option, developing marketing profiles for the City could be part of students' class projects.
Motion	<ul style="list-style-type: none"> No motion put forward by the Committee

Water Tower Lighting

Discussion	<ul style="list-style-type: none"> Mayor Hipsley asked about updates for the Light Up the Water Tower project Lonnie will follow up with Aron Hershmillier, organizer of the project committee, to schedule another meeting
Motion	<ul style="list-style-type: none"> No motion put forward by the Committee

Business From the Floor

Discussion	<ul style="list-style-type: none"> Gwen announced the Tech Hub meeting with George Barnhart, who works with Flexnetworks, in September. Members discussed the possible attendance in this meeting.
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Next Meeting	Thursday, October 13, 2022 at 7:00 a.m. at Civic Operations Centre.
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Adjournment

Motion 20-22	Councillor Brears That the Economic Development Committee Meeting be adjourned at 8:09 a.m. CARRIED.
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CV Sastry

CHAIRPERSON
CV Sastry

Kateryna Gnatiuk

RECORDING SECRETARY
Kateryna Gnatiuk

Economic Development Committee

MINUTES

OCTOBER 13, 2022

7:00 A.M.

CIVIC OPERATIONS CENTER

Attendees	Councillor Darcy Zaharia, Bob Knox, Gwen Machnee, CV Sastry, Brian Hilderman, Ray Sharp
Guests	Mayor Mitch Hipsley (Ex-officio), Donna Brothwell (Yorkton Business Improvement District), and Juanita Polegi (Yorkton Chamber of Commerce)
Staff	David Balysky (Business Liaison)
Regrets	Councillor Dustin Brears, Memory Delorme-Antoine, Don Reed, Marty Sveinbjornson
Absent	
Recording	Kateryna Gnatiuk
Call to order	7:05 a.m.
Adjourn	8:11 a.m.

Agenda Topics

Adoption of Agenda

	Additions to Agenda Polegi The City's readiness for growth
Motion 21-22	Knox That the Economic Development Committee Agenda for October 13, 2022, as amended, be approved. CARRIED.

Minutes of the September 8, 2022 Meeting

Discussion	Minutes from the September 8, 2022 meeting of the Committee were circulated electronically as part of agenda package, and available in hard copy at the meeting.
Motion 22-22	Hilderman That the minutes of the September 8, 2022 meeting be approved as presented. CARRIED.

Mediaplanet ad – David Balysky

Discussion	<ul style="list-style-type: none">David presented an article about Yorkton on the mediaplanet's website which was also featured on September 20, 2022 in the National Post.Members discussed the article as a marketing tool to promote YorktonCV asked if the City has a social media influencer in Yorkton and suggested using local businesses for spreading this article through their social media pages. He explained that this could increase the City's presence on different platforms.Gwen suggested all members post the above-mentioned article on their own social media pages and business pages as well.David is going to send a link about the Yorkton article to Committee members.CV added that small communities around Yorkton could also be involved in the Yorkton promotion as an advantage to living close to the city.
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	<ul style="list-style-type: none"> • Ray initiated discussion about availability of short-term rental accommodations in Yorkton. • David explained that the City has a Rental Housing Incentive Program that encourages development and supply of new units in the City of Yorkton. Developers can apply for either a 5 or 10-year commitment per property. • Gwen asked if there is any information on the website regarding access to the internet and fiber. She explained that Flexnetworks has a map on their website where showing where in Yorkton they have high-speed fiber accessible, and this aspect could also be good to promote when trying to attract businesses. • Juanita added that the airport also could be a huge attraction for Yorkton's promotion.
Motion	<ul style="list-style-type: none"> • No motion put forward by the Committee

Yorkton Marketing Ads – David Balysky

Discussion	<ul style="list-style-type: none"> • Members discussed the target groups, which are young people, families, retirees, and businesses in Yorkton. • Juanita mentioned that on November 1 the Ministry of Immigration & Career Training is hosting an event in Regina and has invited the East Central Newcomer Welcome Center, the Yorkton Chamber, and Harvest Meats to attend. The meeting will be focusing on key information regarding available settlement services like school options, daycare services, transportation, and employment opportunities for families. • Members discussed lack of housing options in Yorkton and determined it is one of the biggest challenges. • There was a discussion regarding an opportunity to take the ESL language exam in Yorkton instead of newcomers having to travel to Regina for the exam. <p><i>Councillor Zaharia entered the meeting at 7:38 am.</i></p> <ul style="list-style-type: none"> • Members discussed the billboards as an option for City's promotion part. There was a discussion about who owns the billboards and their lands around Yorkton on the highways. • Members discussed Google options for promotion of the Yorkton website including the following clickable statistic and benefits of populating the Search function. • CV asked about updates regarding the Light Up the Water Tower Project. • David explained that the meeting will be in November and will provide the date to the Committee once announced by the Environmental Committee.
Motion	<ul style="list-style-type: none"> • No motion put forward by the Committee

The city's readiness for growth – Juanita Polegi

Discussion	<ul style="list-style-type: none"> • Juanita mentioned Murad Al-Katib's presentation at the Chamber Dinner on October 5, 2022. Murad expressed that Yorkton is a hub in our province which is on the cusp of growth. Questions arose regarding whether the City has water resources and the wastewater capacity to accommodate another major food processing plant.
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	<ul style="list-style-type: none"> • Mayor Hipsley explained that we do have water, and Yorkton is the only city in Saskatchewan that has unlimited underground water. Less than a third of the City's available water is currently being used. • CV put into discussion the housing for future employees. • Ray added that it is time to find housing developers and focus on tax incentives because even temporary accommodations like hotels are full of contractor employees. • Some questions came up regarding what is allowed in terms of secondary suites and bylaws regarding occupancy • Members decided to bring the housing question back to the next meeting.
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Business From the Floor	
Discussion	<ul style="list-style-type: none"> • Gwen updated the members regarding the meeting with George Barnhart who is working on a developing Tech Hub in Yorkton. She announced the next meeting will be in November. • Councillor Zaharia added that we can use statistics from the labor market study that CPA Saskatchewan did for all of Saskatchewan but focused specifically on Yorkton.

Next Meeting	Thursday, November 10, 2022 at 7:00 a.m. at Civic Operations Centre.
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Adjournment	
Motion 23-22	Knox That the Economic Development Committee Meeting be adjourned at 08:11 a.m. CARRIED.

CV Sastry

CHAIRPERSON
CV Sastry

Kateryna Gnatiuk

RECORDING SECRETARY
Kateryna Gnatiuk

Recreation & Community Services Committee

MINUTES

OCTOBER 19, 2022

5:30 P.M.

**YORKTON PUBLIC LIBRARY
UCT Meeting Room**

Attendees	Chairperson: Delmar Zwirsky, Councillor Ken Chyz, Tonia Vermette, Katie Ecklund, Scott Sharpe, Yuri Forbes-Petrovich, Melinda Sevilla
Regrets	Councillor Randy Goulden, Donna Brothwell, Tamara Hall
Absent	
Staff	Lisa Washington, Julia Schofer
Recording	Shauntel Yarrow
Guests	
Call to order	5:30 pm
Adjourn	7:04 pm

Agenda topics

1. CALL TO ORDER

2. ADOPTION OF AGENDA

Motion 22-016

Tonia Vermette

That the agenda be approved as presented. CARRIED.

3. APPROVAL OF MINUTES

Minutes from the July 20, 2022 meeting of the committee were circulated.

Motion 22-017

Yuri Forbes-Petrovich

That the minutes of the July 20, 2022 meeting of the Recreation and Community Services Committee be approved as circulated. CARRIED.

4. BUSINESS ARISING

Nothing at this time.

5. NEW BUSINESS

To be discussed verbally in agenda item 7. Consultant Updates

6. Saskatchewan Lotteries Community Grant Program – October Adjudications

Lisa Washington reviewed Conflict of Interest forms with the RCS Committee and asked all committee members to update their Conflict of Interest forms as required. Members verbally declared their conflicts of interest and indicated that they would be stepping out of the room for the duration of that applicant's grant adjudication. Lisa then proceeded to give a brief overview of each grant application.

A discussion was had on whether applications should be considered if applying after the Grant Application deadline. It was agreed that no late applications would be considered.

6:16pm Tonia Vermette stepped out of the room for conflict of interest for the grant application for Yorkton Canoe and Kayak Club. Returned at 6:22pm.

6:30pm Scott Sharpe stepped out of the room for conflict of interest for the grant application for Yorkton Nursery School Cooperative. Returned at 6:37pm.

Motion 22-018	Scott Sharpe																								
	That the following list of applicants to the October 2022 intake of the Saskatchewan Lotteries Community Grant Program be approved at the corresponding allocation, for a total of \$35,495.00.																								
	<table><tr><th>Group</th><th>Approved</th></tr><tr><td>Big Brothers, Big Sisters of Yorkton</td><td>\$ 5,000.00</td></tr><tr><td>Yorkton Curling Club</td><td>\$ 4,900.00</td></tr><tr><td>Paper Bag Players</td><td>\$ 3,000.00</td></tr><tr><td>Pickleball Yorkton</td><td>\$ 5,000.00</td></tr><tr><td>Access Communications Water Park</td><td>\$ 5,000.00</td></tr><tr><td>Yorkton Business Improvement District</td><td>\$ 3,200.00</td></tr><tr><td>Yorkton Canoe and Kayak Club</td><td>\$ 200.00</td></tr><tr><td>Yorkton and District Nursing Home</td><td>\$ 5,000.00</td></tr><tr><td>Yorkton Nursery School Cooperative</td><td>\$ 1,595.00</td></tr><tr><td>New Horizons Senior Centre</td><td>\$ 2,600.00</td></tr><tr><td></td><td>\$ 35,495.00</td></tr></table>	Group	Approved	Big Brothers, Big Sisters of Yorkton	\$ 5,000.00	Yorkton Curling Club	\$ 4,900.00	Paper Bag Players	\$ 3,000.00	Pickleball Yorkton	\$ 5,000.00	Access Communications Water Park	\$ 5,000.00	Yorkton Business Improvement District	\$ 3,200.00	Yorkton Canoe and Kayak Club	\$ 200.00	Yorkton and District Nursing Home	\$ 5,000.00	Yorkton Nursery School Cooperative	\$ 1,595.00	New Horizons Senior Centre	\$ 2,600.00		\$ 35,495.00
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CARRIED.																									

7. Consultant Updates - Verbal

- **Parks & Rec Master Plan** – Julia Schofer updated the RCS Committee members
- **Columbia Park Development** – Julia Schofer updated the RCS Committee members
- **Municipal Cultural Plan** – Lisa Washington updated the RCS Committee members

8. Next Meeting

December 14, 2022 lunch meeting

9. Adjournment

Motion 22-019	Ken Chyz That the Recreation and Community Services Committee Meeting be adjourned at 7:04pm. CARRIED.
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Delmar Zwirsky

Chairperson, Delmar Zwirsky

Shauntel Yarrow

Recording, Shauntel Yarrow

Economic Development Committee

MINUTES

NOVEMBER 10, 2022

7:00 A.M.

CIVIC OPERATIONS CENTER

Attendees	Councillor Darcy Zaharia, Councillor Dustin Brears (via zoom), Bob Knox, CV Sastry, Brian Hilderman, Don Reed, Marty Sveinbjornson
Guests	Mayor Mitch Hipsley(Ex-Officio), Juanita Polegi (Yorkton Chamber of Commerce)
Staff	David Balysky (Business Liaison), Lonnie Kaal (City Manager)
Regrets	Gwen Machnee, Ray Sharp, Memory Delorme-Antoine, Donna Brothwell
Absent	
Recording	Kateryna Gnatiuk(Admin Assistant) , Zuleney Rodriguez (Admin Assistant)
Call to order	7:04 a.m.
Adjourn	8:00 a.m.

Agenda Topics

Adoption of Agenda

	Additions to Agenda None
Motion 24-22	Polegi That the Economic Development Committee Agenda for November 10, 2022, as amended, be approved. CARRIED.

Minutes of the October 13, 2022 Meeting

Discussion	Minutes from the October 13, 2022 meeting of the Committee were circulated electronically as part of agenda package, and available in hard copy at the meeting.
Motion 25-22	Sveinbjornson That the minutes of the October 13, 2022 meeting be approved as presented. CARRIED.

Attracting Weekend Visitors/Permanent residents – Juanita Polegi

Discussion	<ul style="list-style-type: none">Juanita put into discussion a suggestion from the Business Development Committee of the Chamber of Commerce on how the City of Yorkton is going to attract visitors and permanent residents.
Motion	<ul style="list-style-type: none">No motion put forward by the Committee

Adequate Housing in general and for students – Juanita Polegi

Discussion	<ul style="list-style-type: none">Juanita explained that the Chamber is encouraging Parkland College attract more students to Yorkton. She was interested in the housing for students if they choose to live in Yorkton.CV added that the most frequent question from people who are looking to work in Yorkton is if there is available housing. He also asked if the City has a portal where people can post rental properties. In his opinion, it could be a
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	<p>good connection between the people who want to rent and the property owners themselves.</p> <ul style="list-style-type: none"> • Councillor Zaharia admitted that any city has a portal with accommodation layouts besides hotels, and managing one could be very challenging. • Marty added that if the college did have housing it would attract more students. He thinks a portal for rentals has a real demand. He stated that the rental properties being a business opportunity is not working as there are no programs federally or provincial to help. • Bob added that realtors do not want to be involved in the renting process. • Mayor Mitch added that housing in the province is going to be worse. In about 2.5 years, more than 1.3 million properties will be needed across the province. He said that there is a new federal program that allocates more towards people in desperate need: 75% of funding comes federally, and 25% is coming from the municipality for building a brand new house. • David explained that he believes the City of Regina allows people to build secondary suites above garages and separate buildings at the rear of their properties. However, in Yorkton, it could be a concern because people would like to have access to the alleys in the wintertime, but the City does not have enough equipment and staff to clear the alleys. People could access off the street rather than coming through alleys, but the concern would then be sufficient off-street parking. • Members discussed building new suites and changing the bylaw as an option to extend housing in Yorkton. They also put into discussion the need for more multi-family rental properties. • Lonnie admitted that the biggest issue for multi-family is the cost per door to build (\$200,000+). She said that under the Federal Housing Funding program (CMHC) the cities of Saskatoon, Regina, and Prince Albert were able to receive grants. However, at least five businesses applied in Yorkton for this program and did not get funding. • Members discussed possible reasons why applicants were denied, the possible building of Spec Homes, and changing senior houses for the students. • Councillor Zaharia suggested talking with the school division to see the student population growth. • Don suggested two options on how to extend housing: converting existing commercial buildings into residential ones, and working with surrounding communities for settling people there. • Lonnie added that many of the rental properties in our city are old and not well maintained. • Lonnie suggested asking Good Spirit Housing to prepare the presentation for a future meeting to discuss possible housing options and conditions for accommodations.
Motion	<ul style="list-style-type: none"> • No motion put forward by the Committee

Port of Churchill – Juanita Polegi

Discussion	<ul style="list-style-type: none"> • Juanita explained that there could be potential for Yorkton to market itself as a gateway to the Port of Churchill.
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	<ul style="list-style-type: none"> • Marty informed the Committee regarding the situation with Port Churchill. He explained that he was in a meeting with a potential group of investors for the Port who had redone the rail and looking to extend grain production through there. Marty suggested promoting Yorkton as a stop before going to the Port. • Juanita asked David to find out about the conditions of membership with the port.
Motion	<ul style="list-style-type: none"> • No motion put forward by the Committee

Call for Committee Membership Renewals – CV Sastry

Discussion	<ul style="list-style-type: none"> • David explained that existing members do not have to apply for renewal if they would like to be on the Committee in 2023. They need only confirm their intention, and then it goes for Mayor's approval. Applications/renewals due before end of the year. • David is going to send an email to all members regarding membership Committee renewals. • Mayor encouraged all members to join the Economic Development Committee in 2023.
Motion	<ul style="list-style-type: none"> • No motion put forward by the Committee

Business From the Floor

Discussion	<ul style="list-style-type: none"> • Brian asked about more promotion of the City's website by boosting posts on social media. • Members also discussed the situation around the trailer park and the opportunities for housing there. • Juanita challenged all members to bring one thing about Yorkton that they are proud of to the next meeting and asked that it be added to the agenda.
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Next Meeting	Thursday, December 8, 2022 at 7:00 a.m. at Civic Operations Centre.
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Adjournment

Motion 26-22	CV Sastry That the Economic Development Committee Meeting be adjourned at 8:00 a.m. CARRIED.
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CV Sastry

CHAIRPERSON
CV Sastry

Kateryna Gnatiuk/Zuleny Rodriguez

RECORDING SECRETARY
Kateryna Gnatiuk, Zuleny Rodriguez

Environmental Committee

MINUTES

TUE, NOVEMBER 22, 2022 7:30 A.M.

**STAFF ROOM, QUEEN ST
WATER TREATMENT PLANT**

Members Present	Chair Sandra Bilan, Dustin Brears, Darcy Zaharia, Stefan Bymak, Jason Signarowski, Malena Vroom
Absent	Michael Buchholzer, Tom Courville, Shannon Erickson, Matt Poier
City Staff	Aron Hershmillier, Lyndon Hicks
Presentation	
Recording	Val Fatteicher
Call to order	7:35 a.m.
Adjourn	9:06 a.m.
1. Declaration of Conflict of Interest	
Declaration	No declaration of conflict of interest was made.
2. Approval of Agenda	
Discussion	Review of agenda items for discussion.
Motion 29-22	Malena Vroom That the agenda be approved as presented.
3. Minutes of the October 25, 2022 Meeting	
Discussion	Minutes from the October 25, 2022 Meeting of the Committee were circulated.
Motion 30-22	Stefan Bymak That the minutes of October 25, 2022 be approved. CARRIED.
4. City – 2023 – Organics Pilot	
Discussion	<ul style="list-style-type: none"> • Informational pilot program handout distributed to members and reviewed. • Waste audits conducted in August this year confirmed higher volumes of organics in residential waste, averaging at 52% over the four collection zones. • Report will be presented to Council in December regarding the initiation of the organics collection pilot program. • Pilot program will be conducted in 2023 with 400 residences in two of the four zones. • The collected organics will be diverted to compost materials at the landfill, with the final product being used for cover material. • A review of other Sask city organic programs was conducted.

	<p>Some other city organics programs are by sign up while others are mandatory.</p> <ul style="list-style-type: none"> • Collection contractor recommends organics are collected on a different day to minimize cart damages due to improper placement. • Weekly residential refuse collection will not be affected at this time. • Informational packages will be provided to the 400 residences receiving the pilot program carts. Trial collection period will take place from April 15 to October 31 with 200 residences from the Thursday and Friday zones. • Service cost at this time works out to \$10.90 per month for six months. Accepted products would follow the "scrape the plate" model, with any items that can be eaten, grown or composted accepted as organics. Food items make up small percentage of composition. • Organics cart size would be the same as the current refuse cart. • Program information would be distributed to residences in March, with cart delivery following in early April. Carts will be collected at the end of the pilot project. • Contamination levels will be monitored in addition to participation levels of both organics and waste volumes from the 400 participating residences. • Residents that do not want to participate in the pilot program will be recorded and offered to another resident.
Motion 31-22	<p>Malena Vroom The Environmental Committee supports the curbside residential organics pilot program as presented. CARRIED.</p>
5. 2023 Residential Refuse Collection Levy	
Discussion	<ul style="list-style-type: none"> • The current residential refuse collection levy for single family homes is \$12.15 per month and has been in place since 2020. This levy includes cost of both collection and disposal at the landfill. • Contractor service contracts have typically increased approximately 2% annually but due to current rise in inflation will be higher next year. • To maintain current operating costs a proposed levy increase will be presented to Council for approval in December. Proposed rate increase for single family dwellings will go from \$12.15 to \$13.00 per month and multi units from \$9.75 to \$10.40 • Landfill revenues have been consistent, and will be used for future development of the next landfill cell and other landfill capital projects. • Rate comparisons with other cities were completed, with Yorkton providing the third lowest rate for our current services.
Motion 32-22	<p>Jason Signarowski The Environmental Committee supports the proposed 2023 levy increases for residential refuse collection and disposal services. CARRIED.</p>

6. 2023 Water / Sewer Rates	
Discussion	<ul style="list-style-type: none"> • Due to rising costs of pipe materials and contracted labour rates affecting water main replacement projects, a proposed levy increase to water and sewer rates will be made to Council. • A five-year plan has been developed for the replacement of water mains. Current revenues from utility levies provides for replacement every 170 years but may not apply in all areas of the city with replacement needed in newer areas due to water main break frequency and pipe condition. • The City has approximately 155 km of water main with current water main replacement projects costing approximately \$3000/m to complete not including sewer main. • Previous annual rate increases have been around 3% but will be proposing a 4.75% increase for the consumption rate and an addition \$3 per month to the base rate. The average resident will pay approximately \$5 more per month • Other Sask cities were polled for rate comparison and Yorkton is below both consumption and base rate. • Additional revenue will be used to help offset water main / sewer replacement project costs.
Motion 33-22	Stefan Bymak The Environmental Committee supports the proposed 2023 levy increases for water and sewer rates. CARRIED.
7. Strategic Plan Review	
Discussion	Item to be deferred for discussion at the next committee meeting.
8. Household Hazardous Waste Collection at Recyclability Enterprises Update	
Discussion	Item to be deferred for discussion at the next committee meeting.
9. Organics Program at Sask Abilities Update	
Discussion	Item to be deferred for discussion at the next committee meeting.
10. Contaminated Recycling (medical waste) Update	
Discussion	Item to be deferred for discussion at the next committee meeting.
11. Next Meeting Date	
Next meeting date pending results of poll.	
12. Next Meeting Agenda Items	
<ul style="list-style-type: none"> ○ Strategic Plan Review ○ Household Hazardous Waste Collection at Recyclability Enterprises Update ○ Organics Program at Sask Abilities Update ○ Contaminated Recycling (medical waste) Update 	
13. Adjournment 9:06 am	
Motion 34-22	Malena Vroom That the Environmental Committee Meeting be adjourned. CARRIED.

These minutes have been approved by members of the Environmental Committee on December 20, 2022.

Sandra Bilan

Chair

Val Fatteicher

Recording Secretary



January 4, 2022

Memorandum to: Members of Yorkton City Council

Re: 2023 Council Committee/Commission/Board Appointments

I have attached a proposed list of the '2023 Council Committee/Commission/Board Appointments,' and would like to recommend the following:

RECOMMENDATION:

That the Council of the City of Yorkton approve the appointments as listed on the '2023 Council Committee Member List;' as attached, and further, that the residency requirements for those members be waived where applicable; and that any members who have served terms longer than permitted in their respective bylaws and terms of reference be granted extensions to remain on those committees if desirous.

Respectfully submitted,



MAYOR MITCH HIPPSLEY

Enclosures (2)

Committee List
YBID Board Letter Dated December 15, 2022

2023 Council Committee Member List

*indicates a member new to the board

**indicates a Councillor new to the board

Civic Recognition Awards Committee

(Council Policy No. 10.440 requires 2 members at large and 3 members of Council)

1. Mayor Mitch Hippsley
2. Councillor Quinn Haider
3. Councillor Chris Wyatt
4. Gerry Peppler
5. Tom Seeley

Development Appeals Board

(Requirement under The Cities Act Section 192. (1) and City of Yorkton Bylaw No. 2/2010)

(Bylaw permits for 3-5 members)

1. Arliss Dellow
2. Jerome Niezgoda
3. Kosta Stamantinos*
4. Scott Sharpe*
5. Sheldon Stechyshyn

District Planning Commission

(Requirement under The Planning and Development Act, 2007 Section 97(2)(ii) and City of Yorkton Bylaw No. 18/2007 (Bylaw requires 2 members of Council)

1. Mayor Mitch Hippsley
2. Councillor Ken Chyz

Economic Development Committee

(Determined by Council as defined in The Cities Act Section 55 (a) and City of Yorkton Bylaw No. 7/2011) (Bylaw requires 5 – 10 members)

1. Councillor Dustin Brears
2. Councillor Darcy Zaharia
3. Don Reed
4. David McKerchar*
5. Bob Knox
6. Raymond Sharp
7. Marty Sveinbjornson
8. Ayodele Komolafe*
9. Gwen Machnee (Parkland College)
10. Brian Hilderman

Emergency Planning Committee

(Requirement under The Emergency Act Section 9 (1) and City of Yorkton Bylaw No. 7/98)

1. Fire Chief Trevor Morrissey - EMO Coordinator
2. Mayor Mitch Hipsley
3. Councillor Dustin Brears
4. Councillor Ken Chyz
5. Councillor Randy Goulden
6. Councillor Quinn Haider
7. Councillor Chris Wyatt
8. Councillor Darcy Zaharia

Environmental Committee

(City of Yorkton Bylaw No.9/2011) (Bylaw requires 2 members of Council and 7 Members at Large)

1. Councillor Dustin Brears
2. Councillor Darcy Zaharia
3. Sandra Bilan
4. Shannon Erickson
5. Matt Poier
6. David McKerchar*
7. Stefan Bymak
8. Jason Signarowski
9. Kris Gendall*

Gallagher Centre Board

(As per the Agreement with Yorkton Agricultural and Industrial Exhibition Association – July 12/2013)

1. Mayor Mitch Hipsley
2. Councillor Dustin Brears
3. Councillor Ken Chyz
4. Councillor Randy Goulden (Chair)
5. Councillor Quinn Haider

Municipal Heritage Advisory Sub-Committee

*(Required under The Heritage Property Act, Section 10 and Bylaw No. 5/2011)
(Bylaw requires 3-6 members)*

1. Larry Pearen
2. Isabel O'Soup*
3. Gene Denischuk

Planning and Infrastructure Commission

(Determined by Council as defined in The Cities Act Section 55 (a) and City of Yorkton Bylaw No. 5/2011) (Bylaw requires 7-11 members)

1. Councillor Randy Goulden
2. Councillor Quinn Haider
3. Eugene Fedorowich
4. Doug Forester
5. Isabel O'Soup
6. David McKerchar*
7. Mike Popowich
8. Eleanor Shumay
9. Glen Tymiak
10. Patricia Zaryski (Christ the Teacher Catholic School Division)
11. Gord Gendur (Good Spirit School Division)

Property Standards Appeal Board

(Pursuant to Section 329 of The Cities Act)

1. Mayor Mitch Hipsley
2. Councillor Dustin Brears
3. Councillor Ken Chyz
4. Councillor Chris Wyatt
5. Councillor Darcy Zaharia

Protective Services Committee

(Determined by Council as defined in The Cities Act Section 55 (a) and City of Yorkton Bylaw No.8/2011) (Bylaw requires 2 members of Council and up to 8 Members at Large)

1. Mayor Mitch Hipsley
2. Councillor Dustin Brears
3. Michelle Goulden
4. Greg Klingspon (SHA)
5. Laretta Ritchie-McInnes
6. Larry Pearen
7. Scott Robertson
8. Andrew Sedley
9. CV Sastry*

Recreation and Community Services Committee

(Determined by Council as defined in The Cities Act Section 55 (a) and City of Yorkton Bylaw No. 6/2011) (Bylaw permits for 7-10 members)

1. Councillor Ken Chyz
2. Councillor Randy Goulden
3. Anne Stupak*
4. CV Sastry*

5. Yuri Forbes-Petrovich
6. Tonia Vermette
7. Delmar Zwirsky
8. Stephen Rosowsky*
9. Doug Wilkinson*
10. Melinda Sevilla

Yorkton Business Improvement District

(As established under The Cities Act Section 25 and City of Yorkton Bylaw No.10/2012) (Bylaw requires 10 members elected plus 1 City Rep – Council ratified)

1. Councillor Ken Chyz
2. Phoebe Buckle
3. Sean Craib-Petkau
4. Doug Hull
5. Lori Chute*
6. Dave Nussbaumer
7. Gale Pelletier
8. Andrew Rae
9. Laretta Ritchie-McInnes
10. Damon Syrota
11. Todd Kulscar*

Yorkton Housing Corporation Board

(As established by City of Yorkton Bylaw No. 46/2008) (Bylaw requires all 7 members of Council)

1. Mayor Mitch Hipsley
2. Councillor Dustin Brears
3. Councillor Ken Chyz
4. Councillor Randy Goulden
5. Councillor Quinn Haider
6. Councillor Chris Wyatt
7. Councillor Darcy Zaharia

Yorkton Airport Authority

(As per the Terms of Reference and requirements under The Corporations Act) (T.o.R. requires 5-9 Directors)

1. Mayor Mitch Hipsley
2. Councillor Dustin Brears
3. Councillor Ken Chyz
4. Councillor Randy Goulden
5. Councillor Quinn Haider
6. Councillor Chris Wyatt
7. Councillor Darcy Zaharia

Yorkton Public Library Board

(As established under The Public Libraries Act, 1996, Section 13)(Membership is 5-9 members one of which may be a Councillor)

1. Councillor Chris Wyatt
2. Juanita Brown
3. Laretta Ritchie-McInnes
4. Malena Vroom
5. Eileen Dellow
6. Luba Magis
7. Melinda Sevilla
8. Darcy McLeod, Ex-Officio

Parkland Regional Library Board

(As per The Public Libraries Act, 1996: Section 32 (3) and 32 (4))(Membership may provide for up to 4 appointments from Yorkton Public Library Board and alternates)

Members:

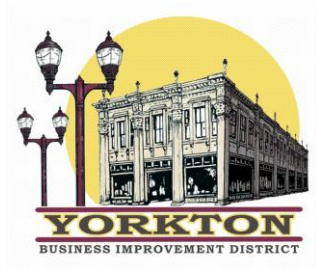
1. Councillor Chris Wyatt
2. Juanita Brown (Executive)
3. Laretta Ritchie-McInnes (Executive)
4. Malena Vroom

Alternates:

1. Eileen Dellow
2. Luba Magis
3. Melinda Sevilla

NOTE:

1. The Mayor is an ex-officio voting member of all Council Committees and when in attendance possesses all of the rights, privileges, powers and duties of other members, whether elected or appointed, however the Mayor's attendance shall not be included for the purpose of determining a quorum.
2. All members of Council may attend the meetings of Council Committees established by Council, and may take part in the proceedings of the same, however unless appointed as a member, shall not have a vote.



Dec. 15, 22

Dear Mayor Mitch Hipsley,

Re: Nominations for YBID 2023 Board of Directors

On behalf of the YBID Board of Directors we wish to thank you and members of your council for the ongoing support we receive during the course of our terms.

A large portion of our success comes from the input of our board and the partnerships we have established over the many years of YBIDs existence.

Since it began, the established policy of the membership of the YBID board has been to ask members in November if they wished to continue. Depending upon how many wish to step down, that is the number we replace. This year is no exception.

We are saying farewell to Edith Montesclaros who has enjoyed the board and the YBID work but needs to step away for personal reasons. We wish Edith all the best and wish to thank her for her time, input and participation.

We will also say farewell to Bruce Thurston as he retires in May of 2023. Bruce has been a long term board member and his input and history of the YBID will be greatly missed. Bruce will remain as a consultant and non-voting member till his retirement in May.

The following individuals wish to be a part of the Board of YBID for 2023:

Gale Pelletier- Painted Hand Casino (returning)

Andrew Rae- Xerox Canada (returning)

Damon Syrota – Cornerstone Credit Union (returning)

Phoebe Buckle- Under the Covers (returning)

Dave Nussbaumer – Lakeview Insurance Broker/Owner Baker Tilley Building (returning)

Doug Hull – JA Audio (returning)

Lauretta Ritchie-McInnes – Yorkton Constituency Office (returning)

Sean Craib-Petkau – Parlour Barbour (returning)

Lori Chute – RBC New to Board

Todd Kulscar – Refined Magazine New to the Board

Ken Chyz- Ken Chyz Holdings, City Council Member (or other as appointed by Mayor)

Once your appointments have been made and please advise our YBID Executive Director Donna Brothwell. YBID will provide your office with all contact information of the full board for 2023 via your City Clerk.

Thank you again for the opportunity to serve our city and continue our co-operation and relationship with council.

Donna Brothwell

Executive Director YBID

RE/MAX Blue Chip Realty

noon year's eve

AT THE Gallagher CENTRE
December 31 - 10 a.m. to 1 p.m.
Gallagher Centre Flexihall

Join us for a fun, family-friendly event including:

- Bouncers from Kerr's Bouncers
- Face Painting
- Crafts
- Door Prizes
- and so much more!

SNS Concession will be open!
Bring a non-perishable item to donate to the Yorkton Food Bank!

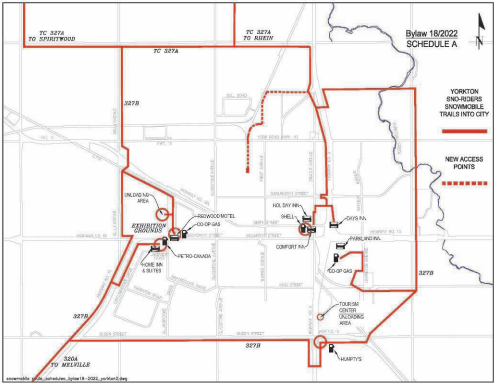
FREE!

NYE countdown at noon!

306-786-1740 www.yorkton.ca

PUBLIC NOTICE

1. **Proposal for a new trail for snowmobilers to access the Yorkton Sno Riders Clubhouse at 263 Myrtle Avenue**



Details: City of Yorkton Council will consider:

- Proposed Bylaw No. 18/2022, to amend the Snowmobile Bylaw No. 33/2012 to allow for a safe trail for snowmobilers to access an area near the new clubhouse located at 263 Myrtle Avenue, and for groomers to have a trail access not located along the street.

Information: You can view this notice and bylaw online at www.yorkton.ca under the New and Notices section on the home page. You may also view the bylaw in person at the City Clerk's Office, at City Hall.

Questions regarding the application may be directed to:

Rene Richard, Director of Engineering and Asset Management
Phone: (306) 786-1734
Email: rrichard@yorkton.ca

Public Hearing: City Council will hear all persons who are present and wish to speak to the proposal, and all written submissions will be read verbatim unless the submitter is in attendance to speak on the submission, on Monday, January 9, 2023 at 5:00 pm in City Hall Council Chambers, Yorkton, SK.

If you wish to provide written comments for Council's consideration, they must be submitted by 9:00 a.m. on Wednesday, January 4, 2023. Written submissions must be directed to:

Jessica Matsalla, Director of Legislation & Procedures
In Person: City Hall, 2nd Floor 37 Third Avenue North, Yorkton, SK
Via Mail: Box 400, Yorkton, SK S3N 2W3
Via Email: jmatsalla@yorkton.ca

City of Yorkton

NEW YEAR'S EVE GLOW skate

Westland Insurance AGENCIES
FREE!

December 31st from 10 am to 1 pm
Glow sticks are on first-come first-served basis.

306-786-1740 www.yorkton.ca

City of Yorkton

NEW YEAR'S EVE ACCESS WATER PARK

COMMUNICATIONS CO-OPERATIVE

NYE SWIM

NEW YEAR'S EVE PUBLIC SWIM
1:00 pm to 3:00 pm
3:30 pm to 5:30 pm
6:00 pm to 8:00 pm

Register at cityofyorkton.perfectmind.com

306-786-1740 www.yorkton.ca

CHRISTMAS BREAK AT ACCESS WATER PARK

COMMUNICATIONS CO-OPERATIVE
306-786-1740 www.gallaghercentre.com

WEDNESDAY DECEMBER 21	THURSDAY DECEMBER 22	FRIDAY DECEMBER 23	SATURDAY DECEMBER 24
LANE SWIM 6 am - 8:45 am 12 pm - 1 pm	LANE SWIM 12 pm - 1 pm 7:30 pm - 8:30 pm	LANE SWIM 6 am - 8:45 pm 12 pm - 1 pm	LANE SWIM 12 pm - 1 pm
AQUACIZE 8 am - 8:50 am 12 pm - 12:50 pm	AQUACIZE 12 pm - 12:50 pm	AQUACIZE 9 am - 9:50 am 12 pm - 12:50 pm	AQUACIZE 12 pm - 12:50 pm
AQUA CYCLE 8 am - 8:45 am	AQUA CYCLE 7:30 pm - 8:15 pm	AQUA CYCLE 6 pm - 6:50 pm	PUBLIC SWIM 10 am - 12 pm 1 pm - 3 pm
PUBLIC SWIM 7 pm - 9 pm	PUBLIC SWIM 1:30 pm - 3:30 pm 7 pm - 9 pm	PUBLIC SWIM 10 am - 11:45 am 1:30 pm - 3:30 pm 7 pm - 9 pm	

TUESDAY DECEMBER 27	WEDNESDAY DECEMBER 28	THURSDAY DECEMBER 29	FRIDAY DECEMBER 30	SATURDAY DECEMBER 31
LANE SWIM 12 pm - 1 pm 7:30 pm - 8:30 pm	LANE SWIM 6 am - 8:45 am 12 pm - 1 pm	LANE SWIM 12 pm - 1 pm 7:30 pm - 8:30 pm	LANE SWIM 6 am - 8:45 pm 12 pm - 1 pm	LANE SWIM 12 pm - 1 pm
AQUACIZE 9 am - 9:50 am 12 pm - 12:50 pm	AQUACIZE 9 am - 9:50 am 12 pm - 12:50 pm	AQUACIZE 9 am - 9:50 am 12 pm - 12:50 pm	AQUACIZE 9 am - 9:50 am 12 pm - 12:50 pm	AQUACIZE 12 pm - 12:50 pm
PARENT & TOT AQUACIZE 10:30 am - 11:20 am	AQUA CYCLE 8 am - 8:45 am	PARENT & TOT AQUACIZE 10:30 am - 11:20 am	AQUA CYCLE 8 am - 8:45 am	PUBLIC SWIM 1 pm - 3 pm 3:30 pm - 5:30 pm 6 pm - 8 pm
AQUA CYCLE 7:30 pm - 8:15 pm	PUBLIC SWIM 10 am - 11:45 am 1:30 pm - 3:30 pm 7 pm - 9 pm	AQUA CYCLE 7:30 pm - 8:15 pm	PUBLIC SWIM 10 am - 11:45 am 1:30 pm - 3:30 pm 7 pm - 9 pm	

SUNDAY JANUARY 1	MONDAY JANUARY 2	TUESDAY JANUARY 3
HAPPY NEW YEAR! PUBLIC SWIM 1 pm - 3 pm 3:30 pm - 5:30 pm	LANE SWIM 6 am - 8:45 am 12 pm - 1 pm	LANE SWIM 12 pm - 1 pm 7:30 pm - 8:30 pm
	AQUACIZE 9 am - 9:50 am 12 pm - 12:50 pm	AQUACIZE 9 am - 9:50 am 12 pm - 12:50 pm
	AQUA CYCLE 8 am - 8:45 am	PARENT & TOT AQUACIZE 10:30 am - 11:20 am
	PUBLIC SWIM 10 am - 11:45 am 1:30 pm - 3:30 pm 7 pm - 9 pm	AQUA CYCLE 7:30 pm - 8:15 pm
		PUBLIC SWIM 1:30 pm - 3:30 pm 7 pm - 9 pm

Pre-registration is encouraged at cityofyorkton.perfectmind.com
Schedule is subject to change without notice.

THIS HOLIDAY SEASON...

KNOW BEFORE YOU THROW!



CHRISTMAS WRAPPING PAPER AND CARDBOARD IS RECYCLABLE!

Bag everything up and put it in with your regular recycling.

NO RIBBONS OR BOWS PLEASE!



CHRISTMAS TREE DROP-OFF DEC 25 - JAN 15, 2023

Drop off your natural Christmas tree for free at the drop off area in the Gallagher Centre Parking Lot.

PLEASE REMOVE ALL DECORATIONS, LIGHTS, TINSEL, STANDS, NAILS AND TREE BAGS!



SaskAbilities RecyclAbility
saskabilities.ca



City of Yorkton
yorkton.ca

TITLE: Bylaw No. 18/2022 to Amend Snowmobile Bylaw No. 33/2012	DATE OF MEETING: January 9, 2023
	REPORT DATE: January 4, 2023
CLEARANCES: Trevor Morrissey, Fire Chief Trevor Morrissey	ATTACHMENTS: 1. Bylaw 18/2022
Written by: René Richard, Director of Engineering and Asset Management Rene Richard	
Reviewed by: Jessica Matsalla - City Clerk Jessica Matsalla	
Approved by: Lonnie Kaal - City Manager Lonnie Kaal	

PURPOSE/BACKGROUND

The Yorkton Sno Riders Club have recently located their new clubhouse to 263 Myrtle Avenue. The trail groomers are stored at the new clubhouse and are currently driving along Myrtle Avenue and York Road to connect to the existing trail system. Additionally, some members utilize their snowmobiles to attend club meetings with no trail access to the new clubhouse. The Club has requested an amendment to the bylaw to allow for a safe trail for snowmobilers to access an area near the new clubhouse across the street to attend meetings, and for the groomers to have a trail access not located along the street. The Sno Riders and the City of Yorkton (City) have had a long-standing gentleman's agreement that the Sno Riders, as main users of the trails, will take responsibility to mark and maintain their trail including applicable signage.

DISCUSSION/ANALYSIS/IMPACT

The proposed Bylaw No. 18/2022 to amend the Snowmobile Bylaw was introduced and given first reading at the December 19/2022 Regular Council Meeting. At that meeting, Council authorized Administration to proceed with Public Notice. Public Notice was given and the public could express their opinions or concerns by either providing a written submission or attending the Public Hearing that was held earlier in this meeting. As of the date of this report, no written submissions were received.

Council also requested feedback from the Protective Services Committee. The Committee attempted to meet via Zoom on Wednesday, December 28, 2022, however, quorum was not able to be met. The Sno Riders could be invited to present at a future Protective Services Committee meeting which would also include CN representation, to ensure all parties are able to voice concerns if any with the proposed route or alternate routes could be discussed at that time.

The results of that meeting would be brought back to a future regular Council meeting.

FINANCIAL IMPLICATIONS

N/A

COMMUNICATION PLAN/PUBLIC NOTICE

Public Notice was provided for the Public Hearing that was held earlier this meeting.

STRATEGIC PRIORITIES/OCP/COMMITTEE RECOMMENDATION(S)

N/A

OPTIONS

1. That Bylaw No. 18/2022 A Bylaw to amend Bylaw No. 33/2012, a Bylaw to Regulate the Operation of Snowmobiles within the Corporate Boundaries of the City of Yorkton be deferred until feedback from the Protective Services Committee and CN can be provided.
2. That Bylaw No. 18/2022 A Bylaw to amend Bylaw No. 33/2012, a Bylaw to Regulate the Operation of Snowmobiles within the Corporate Boundaries of the City of Yorkton, be approved for 2nd and 3rd Reading.
3. Other Direction as provided by Council.

ADMINISTRATIVE RECOMMENDATION(S)

1. That Bylaw No. 18/2022 A Bylaw to amend Bylaw No. 33/2012, a Bylaw to Regulate the Operation of Snowmobiles within the Corporate Boundaries of the City of Yorkton be deferred until feedback from the Protective Services Committee and CN can be provided.

**City of Yorkton
Saskatchewan**

Bylaw No. 18/2022

**A Bylaw of the City of Yorkton in the Province of Saskatchewan to amend
Bylaw No. 33/2012, a Bylaw to Regulate the Operation of Snowmobiles
within the Corporate Boundaries of the City of Yorkton**

WHEREAS, it is deemed advisable for the Council of the City of Yorkton to amend Bylaw No. 33/2012 known as ‘The Snowmobile Bylaw’.

THEREFORE, the Council of the City of Yorkton enacts as follows:

1. That Schedule ‘A’ which is attached to and forms a part of Bylaw No. 33/2012 be replaced with ‘Schedule A’ as attached to this amending Bylaw.
2. That Bylaw No. 2/2015, a bylaw to amend Bylaw No. 33/2012, a Bylaw to Regulate the Operation of Snowmobiles within the Corporate Boundaries of the City of Yorkton be repealed.
3. This bylaw amendment shall come into force and take effect on the date of final passage.

MAYOR

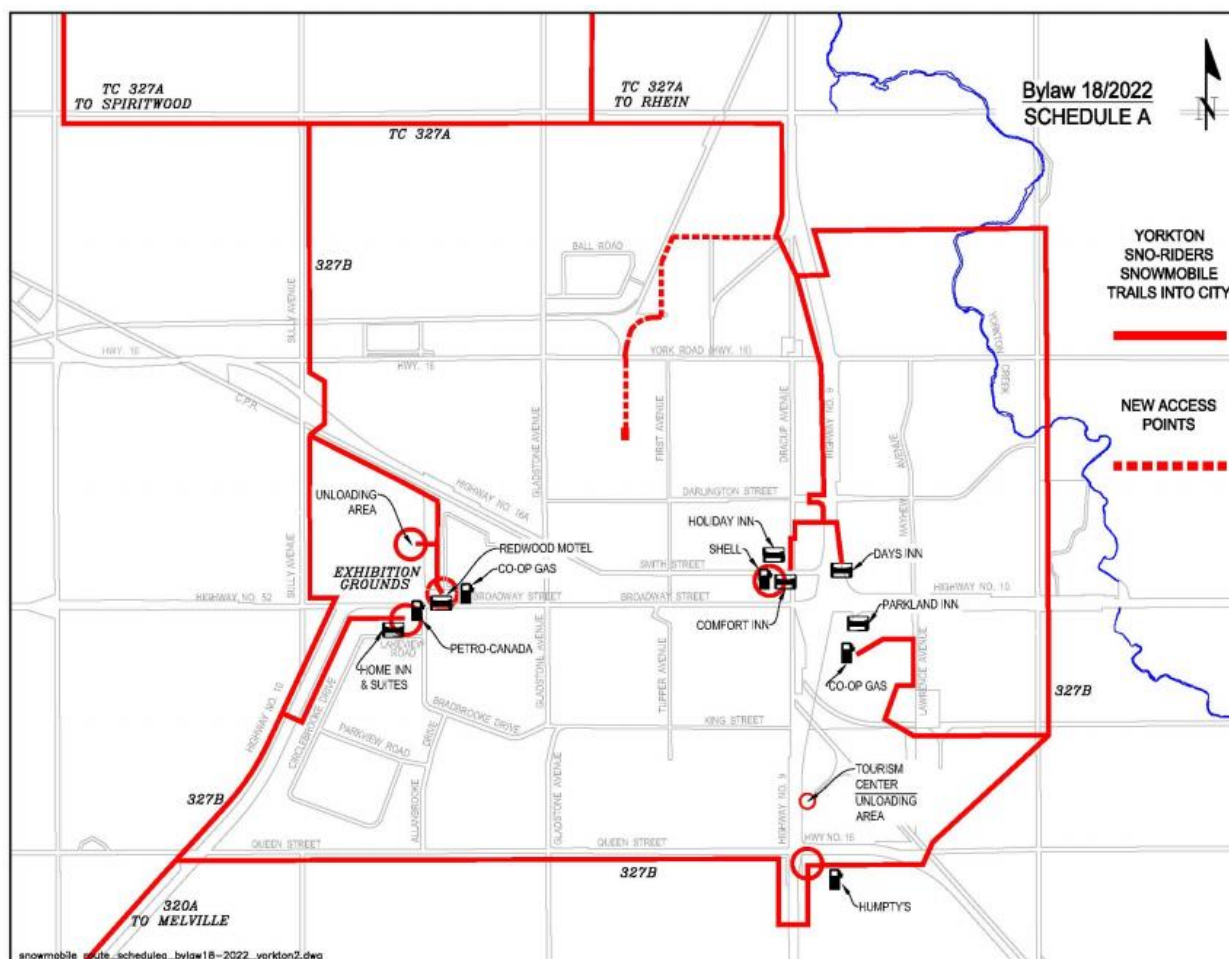
CITY CLERK

Introduced and read a first time this __ day of December, A.D., 2022.

Read a second time this __ day of December, A.D., 2022.

Read a third time and adopted this __ day of December, A.D., 2022.

Schedule 'A'



Amanda Dietz

Attention Jessica;

Please find attached a letter regarding the recent Parkland Regional Library Board semi-annual informational meeting in Wadena.

Would you forward this letter to Mayor Hipsley and City Councillors and include it as Correspondence to be read and discussed at your next City Council meeting.

Thanking you,

Sharon Armstrong	Town of Wynyard
Gloria Bastien	Town of Foam Lake
Mike Kaminski	Village of Invermay
Charlene Sich	RM of Touchwood #248
Ilona Zambal	Village of Stockholm

December 1, 2022

Mayor and Council;

The Parkland Regional Library Board held a semi-annual meeting on October 29, 2022 in Wadena. This meeting was to have been an informational meeting. Agenda items included Committee Reports, an update on the renovations at Parkland Regional Library Headquarters and the proposed budget for 2023.

Without verification as to their accuracy, allegations and innuendos were made by the Chairperson against members of the Executive Board. The Chairperson resigned and the Executive Board was dismissed. An impromptu election was held. A new Executive Board was elected without proper notice given to the municipalities or elections placed on the agenda. The Saskatchewan Library Act states that elections are to be held at the Annual General Meeting.

As library trustees and Board members, we have tried to serve the best interests of the region. Business was conducted in an honest and transparent manner in accordance with our policy and bylaws.

Committee meetings, which included standing committees (Finance, Human Resources, Policy) and ad hoc committees (Branch Hours and Headquarters Renovations) involving many volunteer hours were always open, transparent and reported to the Executive Board and if appropriate to the Parkland Regional Library Board at the Annual General Meeting.

In recent years a division of opinion has arisen over the perceived interests of the City of Yorkton as compared to the perceived interests of the Region. This difference of opinion has destabilized the Region and is affecting the delivery of services.

We wish to thank the member municipalities for the privilege of having served on the Parkland Regional Library Executive Board. We continue to have the best interests of the Region at heart. We wish the new Executive Board success in dealing with recruitment, negotiations, levy calculations, policy development and renovations.

Hopefully resolution to these issues will be brought forward at the next Annual General Meeting.

Respectfully yours,

Sharon Armstrong	Town of Wynyard
Gloria Bastien	Town of Foam Lake
Mike Kaminski	Village of Invermay
Charlene Sich	R.M. of Touchwood # 248
Ilona Zambal	Village of Stockholm



RECEIVED

DEC 20 2022

CITY CLERK'S OFFICE
CITY OF YORKTON

December 19, 2022

Ms Jessica Matsalla, City Clerk
City of Yorkton
PO Box 400
Yorkton, SK S3N 2W3


Ms Matsalla,

On behalf of the Board of Directors and members of Tourism Yorkton, thank you for the continued support provided by the City of Yorkton to the tourism industry in our city.

Enclosed find the required reporting, including: annual report, working plan, budget and financial statements.

We appreciate the continued partnership and look forward to promoting the services, attractions and programs Yorkton has to offer.

Kind regards,


Darlene Stakiw
President

Annual report



*Yorkton Tribal Council
built a teepee on the grounds
of the Tourism Yorkton office
on Highways 9 & 16 in the summer of 2022.
Scan the QR code to read about Teepee
Teachings on the YTC website.*



Who we are

Tourism Yorkton is a non-profit membership-based organization founded in 1985 and governed by a Board of Directors. We operate with two full time staff and summer information councillors.

Tourism Yorkton is one of four stand-alone visitor information centres in Saskatchewan and the only year-round visitor information centre open on the Yellowhead Highway between Winnipeg and Saskatoon and in the eastern portion of Saskatchewan.

Board of Directors

Darlene Stakiw, President	Avalon Studios & Gallery
Robert Ashcroft	Custom Microsystems
Barb Lang	Marlin Travel
Taylor Morrison	Gallagher Centre
Memory Delorme-Antoine	Painted Hand Casino
David Balysky	City of Yorkton, Business Liaison
Carla Madsen	Western Development Museum
Janet Thomas	Home Inn and Suites
Randy Goulden, Executive Director	Tourism Yorkton

Mission Statement

To realize economic benefit for the Yorkton area through tourism.

Objectives

- To establish, maintain, and manage an office for the transacting and coordination of conventions, tourism information distribution and special event business for the City of Yorkton area;
- To assist members and interested groups with convention or visitor meeting plans and preparations;

- To provide a liaison between convention, tourism, visitor and special event planners and organizers and the services and facilities located in the City of Yorkton area;
- To promote the services, attractions and facilities of the City of Yorkton and area;
- To promote and encourage tourism related training and education programs;
- To distribute information directly through advertising, mail, internet and personal contact;
- To promote, advance and encourage the convention, tourism, visitor and special event industry in general for Yorkton and area members;
- To be the provider of information services to tourists/visitors while in Yorkton;
- To be a coordinator of available services and organizations involved in tourism;
- To be an advocate for the tourism industry.



Did you know...

- Travel and tourism generated an estimated \$42.2 million in travel receipts in the Yorkton constituency.
- Out of the 71,800 people employed within Saskatchewan, there were 1,718 people employed in the tourism-related industries in Yorkton.
- Tourism Yorkton has the second-largest membership (after Saskatoon) of a destination marketing organization in Saskatchewan.
- Over the past three years, 238 individuals in Yorkton constituency have participated in training through the Saskatchewan Tourism Education council, a division of Tourism Saskatchewan.
- There are 4,200 tourism products and services in Saskatchewan
- Travel and tourism generate an estimated \$2.24 billion in travel receipts annually in Saskatchewan.
- The Saskatchewan Tourism Education Council, a division of Tourism Saskatchewan, delivered a variety of training programs to 10,000 people, in 200 communities, across the province.

Do you know someone we should contact?

Tourism Yorkton is always looking for new members.
Call us at 306.783.8707 All leads are appreciated.

Visitor information centre

Visitors at the information centre provide economic spin-off and funnelling effect to the city of Yorkton and area. The visitor information centre offers visitor services including travel literature, maps, events, attractions, highway conditions, crop information, souvenirs, telephone, washrooms, water supply, sewer dumping station and more.

We provide tourism information to hotels, motels, service stations, campgrounds, offices (doctors, dentists, lawyers) and many local businesses.

The centre operates during normal business hours but has extended hours from mid-June to the end of the Labour Day weekend in September, when it is open daily from 8 am to 6 pm on weekdays, and from 9 am to 5 pm on weekends and holidays.

Through direct contact with visitors, Tourism Yorkton strives to meet and exceed customer expectations through quality service and products. Tourism Yorkton provides travel counseling using the information series produced by our organization and Tourism Saskatchewan and Yorkton information.

Information requests totalling 1342 were received by telephone, email, website and mail. Information about Yorkton and its businesses and attractions was sent to potential visitors from all 10 Canadian provinces and three territories, as well as to the United States and overseas..

Visitors can take home memories of Yorkton and Saskatchewan by purchasing unique Saskatchewan-made crafts, clothing, postcards and souvenirs.

Crop information and displays have been developed, to answer the many questions relating to crops seen while driving through Saskatchewan.

Little Traveler packages are provided to visitors traveling with children. The package include crayons, Where Good Things Happen colouring sheets and Tourism Yorkton members' complimentary gifts. Postcards are also available.



Look
who
came
to
visit!



Ongoing activities

Access Communications: Participate in reports promoting services, attractions and programs in the Yorkton area.

Advocacy: Develop positions and lobby on behalf of the members of Tourism Yorkton on local and provincial issues including parks, funding levels for the industry and signage.

American Bus Association: Continue to work with the travel trade.

Awards/recognition programs: Encourage/develop nominations of Yorkton and area businesses and organizations for awards programs of Tourism Saskatchewan, Attractions Canada and Tourism Industry of Canada.

Bid Yorkton: Proactively work with groups and organizations to host meetings/conventions/events in our city. Bid to Host package was implemented for community groups and organizations and distributed within the community. Successful bids have included SUN conference, Tourism Saskatchewan Golf Classic, Good SAM Samboree, Yellowhead Highway Conference, Lutheran Synod, Theatrefest, Grand Slam of Curling, Saskatchewan Country Music Awards and Saskatchewan Snowmobile Association Provincial Festival.

CTC branding: Continue to provide input into branding process with Canadian Tourism Commission.

Canada Day program: Develop the application for an annual provincial grant and partner with Western Development Museum to plan and implement the event, which has an annual attendance of approximately 1500 people.

Cemetery walking tours: Worked with City of Yorkton Municipal Heritage Committee to develop and sell the self-guided walking tour of the Yorkton Cemetery.

Coffee campground program: Organize and implement the coffee campground program at the Yorkton city campground each June, July and August. This program offers free coffee, cookies and juice to visitors three evenings a week, with community volunteers providing first-hand community information. This program continues to receive many compliments from visitors.

Community attraction signs: Develop and implement with Community Development, Parks and Recreation a program that saw the installation of 24 community attraction signs. The signs promote attractions and special events and are located on the six major highway entries to the city.

Compass and ReFine magazines: Provide monthly event calendar.

Conventions Meeting Canada: Provide information for manual on facilities that cater to corporate and non-profits for special events, product launches, meetings, etc.

Crops of the Parkland walking tour: Self guided tour that provides an opportunity to walk, explore and learn about Saskatchewan crops and agriculture practices with crop plots and interpretive signage. Located steps away from the visitor centre.

Electronic media interviews: Tourism Yorkton participated in interviews with 94.1 FM The Fox Yorkton, CJGX 940AM Yorkton, CTV Yorkton, CBC TV, SaskTel Max, 94.5 FM The Rock Yorkton and Access Communications.

Familiarization tours: Conduct tours of the city, attractions and businesses for groups, media, writers, tour operators, caravans as well as the Foam Lake visitor information centre.

Hub and Spoke tours: Market six tours.

Location Guide for film production: With the recent Government of Saskatchewan increased funding to Creative Saskatchewan of \$15.5 million, a partnership with the Yorkton Film Festival, City of Yorkton and Creative Saskatchewan will develop and market a location guide for the Yorkton area.

Marketing: Research material from Tourism Saskatchewan is consulted and forms the basis of the marketing initiatives.

Maps: Tourism Yorkton develops and distributes mini-maps that promote member businesses, services, sport facilities and attractions, with 15,000 maps printed annually.

Moving to Yorkton packages: Develop welcome/information kits, available online, for people relocating to the City of Yorkton.

Murals, Monuments and More Public Art: Market and conduct the self-guided and guided walking tours.

Partnerships: Tourism Yorkton maximizes the use of marketing and product development dollars by forming partnerships with national, provincial, regional and local governments, groups and organizations.

Presentations: Continue to make presentations at community and local groups and organizations advocating the benefits of the tourism industry.

School tours: Information is distributed to school districts within the city and in rural Saskatchewan and Manitoba about tours suitable for children available in Yorkton. The information is distributed by email and on the website.

Saskatchewan History and Folklore Society: Provide tour opportunities both for meetings and interested members.

Teepee teachings: In partnership with the Yorkton Tribal Council, a tipi has been set up beside the information centre, providing an opportunity for the teaching of Indigenous traditions.

Tourism Saskatchewan Travel Trade Strategy: Work with Tourism Saskatchewan on the strategy to bring more travel trade business to Saskatchewan.

Tourism signing study: Collaborate with the City of Yorkton and Saskatchewan Ministry of Highways on a study to evaluate existing signage and identify other opportunities for tourism signage at the entrance to city.

Visitor guides: Summer (50,000 copies) and Winter (50,000 copies) guides are published and delivered to subscribers of Yorkton This Week and Marketplace recipients and mailed to Manitoba residents. The visitor guides are also used as fulfillment pieces and as an information resource in local accommodations.



Visitor information centre theme decorations:

Recognize and promote Yorkton area events and ethnic backgrounds by decorating for events such as the Yorkton Film Festival, Exhibition, Thresherman's Show and Seniors' Festival and Sunflower Craft Show.

Volunteers: Tourism Yorkton utilizes volunteers to host at campground coffee evenings, for packaging welcome kits, to conduct tours, assist with reception,

deliver tourism information, deliver Canada flag posters to businesses and providing leadership to the board of directors.

Walking tours: These showcase some of Yorkton's most stunning locales and include Downtown Walk; St. Mary's Ukrainian Catholic Church tour; Relaxation in Sonja's Healing and Meditation

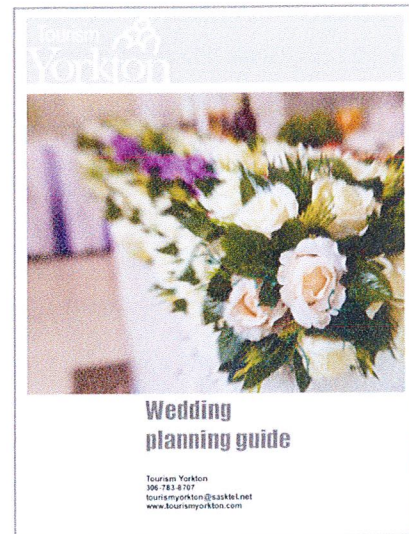
Garden; Ravine Ecological Preserve walk; Promise and Potential: Yorkton in the Early 1900s; and Pokemon Come & Go.

Wedding planning guide: Develop and implement information for hosting weddings and anniversaries.

Welcome bags: Designed and printed 25,000 9" x 12" bags, printed on both sides. They are used as welcome packages at meetings, conventions and sports events, and for information fulfillment.

Welcome banner: Made available to groups, organizations or businesses when hosting special events.

Welcome conference delegates: Tourism Yorkton welcomes and provides information to delegates to the City of Yorkton.



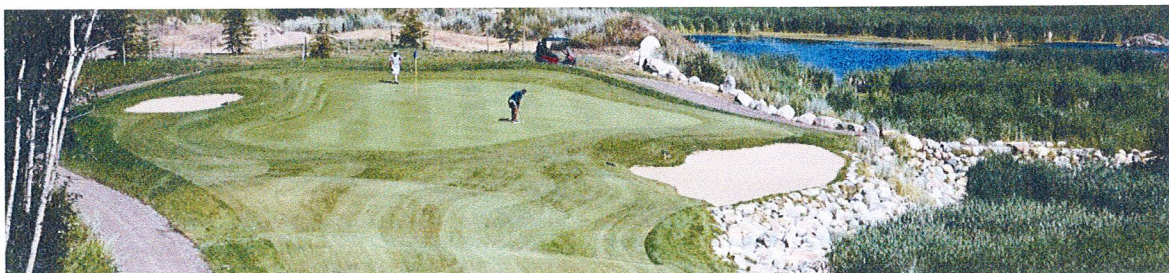
Yorkton Airport: Promote the usage of the regional airport and charter service.

100 Must See in Saskatchewan: Provide information for this book including Yorkton Film Festival.

Print advertising

CAA Direct Mail: Participate in direct mail to 126 CAA offices throughout western Canada.

Canadian Bus Association: Advertise in the quarterly magazine with circulation of 100,000 and the Fall Trans Expo Edition circulation of 20,000.



Deer Park Golf Course and other city recreation facilities: Distribute high resolution images.

Destination Saskatchewan Summer Guide: Distributed in May 2022.

Destination Saskatchewan Winter Guide: Distributed in October 2022, with a circulation of 100,000 in major provincial markets utilizing the Leader Post, Star Phoenix, Moose Jaw Times Herald, Yorkton This Week, Prince Albert Herald and Lloydminster Times.

Direct Mail: Distribute to 400 seniors clubs throughout Saskatchewan.

Direct Mail RV: In February, 95,000 active motor home, trailer and fifth wheel vehicle owners in western and southern U.S. long-haul states receive a personalized direct mail package. These RVers are active members of the Good Sam Club. The package consists of a personalized letter, response card, and a full colour 8.5" x 17" brochure.

Hotel Bulletin: 850 are produced monthly featuring services, programs and events and are available in every accommodation room in Yorkton.

National Tour Association: Courier magazine, a monthly publication with a circulation of 5500 goes to movers and shakers in the motor coach industry, and features Saskatchewan as a destination.

Saskatchewan Discovery Guide: Distribution is 300,000 worldwide.

Scenic Saskatchewan: Western Producer with a circulation of 55,000 publishes a comprehensive magazine in May that promotes Saskatchewan tourism to farm households. An additional 7,500+ copies available at visitor reception centres.

Digital media

Facebook, Twitter and Instagram are used to promote attractions, services and events. As well digital advertising is placed on mysask.com, and Tourism Yorkton participates in programming provided and streamed by Access Communications and SaskTel Max.

TourismYorkton.com: The website provides a listing of all members classified by sector, promotes attractions and events in Yorkton, provides tourist-oriented information about all aspects of Yorkton life, as well as links to other sources of online information. An inquiry form on the website is used extensively for information requests.

YorktonEvents.com: The online events calendar, a partnership between Tourism Yorkton and UncommonSense Business Solutions, provides information about upcoming events. Events are submitted by event organizers.

Wikitravel: This online service now includes an up-to-date travel guide promoting Yorkton.

Yellowhead Highway travel corridor

Tourism Yorkton is one of the partners and board member of Team Yellowhead Tourism Marketing Consortium. The membership allows Tourism Yorkton to participate in the Yellowhead Information Rack Program. Yorkton information is distributed in all communities on the Yellowhead route. Ads promoting the Yellowhead Travel Guides were placed in 20 publications (17 U.S. and Canada). We have participated in the Yellowhead Guide with a full-page ad, page of editorial information, and listing of attractions and events.

Education and training

Tourism Yorkton continues to take a lead role in tourism education and training opportunities:

- Business Skills Development Program for tourism operators: Conducted in partnership with STEC, Parkland College and Community Futures to develop and implement a strategy for delivering business skills training to small businesses.
- Hospitality Advisory Committee: Tourism Yorkton plays a lead role in developing and implementing the advisory committee. The committee oversaw a provincial pilot project to support communities, employers and employees to expand the local employment base and develop initiatives to respond to the employment needs of their community.
- Hospitality training: In partnership with the Parkland College, the program identifies, offers and promotes customer service training.
- STEC certification exams: Tourism Yorkton continues to provide services to facilitate examinations.





Business & Marketing Plan

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1.0 Overview

The Yorkton Convention and Visitor Bureau is a non-profit organization founded in 1985 to promote tourism opportunities in the Yorkton area. It is governed by an elected Board of Directors. The Executive Director works with staff and volunteers well trained in customer service who generate awareness and interest in the dynamic range of services our membership adds to the city.

The organization now operates under the name Tourism Yorkton and is located in the Visitor Information Centre, located at the junction of highways 9 and 16. The location gives visitors to the area easy access to information on the multitude of attractions, services, and facilities in our city. The office is the only Tourism Information Centre on the Yellowhead Highway between Winnipeg and Saskatoon that is open year round.

The city and area offers a four-season destination. Winter tourism, especially in snowmobiling and events.

The city and area hosts two major corridors: East/West access – Yellowhead Highway; North/South United States access – Saskota Travel Corridor.

The city and area boasts a provincial recreational park, as well as a unique regional park.

The city and area boasts some of the best viewing of Northern lights in the world, which could potentially become a tourist attraction product all on its own.

The city and area possesses several unique and one of a kind tourism venues in Saskatchewan.

Veregin's National Doukhobour Heritage Village, the painted dome at St. Mary's Ukrainian Catholic Church, Crops of the Parkland Walking Tour, and the Western Development Museum in Yorkton are examples of the unique tourism attractions that the area hosts.

And the Indigenous TeePee displays and interpretation at Yorkton City Centre Park and Tourism Yorkton information centre.

2.0 Mission Statement and Vision

2.1 Mission Statement

To realize economic benefit for the Yorkton area through tourism.

2.2 Vision

Vision for the Saskatchewan tourism industry:

- Worth an estimated \$2.37 billion
- Tourism related employment of 67,000
- Integrated database and fulfillment capabilities for the Internet
- Strong, sustainable brand
- Political recognition and support for a growing industry
- Stakeholder support for product development
- Realization to full potential of the winter product

3.0 Values

- *We believe* that by providing an excellent product our visitors will return to the Yorkton area.
- *We believe* that we can provide a first class experience through:
 - Great customer service
 - High quality product
 - Exceeding expectations
- *We believe* we have and will continue to assist in the development of top quality sport, culture and recreation experiences.
- *We believe* we provide unique, sustainable destination experiences.

- *We believe* in a consistent quality offering of product.
- *We believe* in providing consistent quality of membership services.
- *We believe* in the value and benefit of partnerships.

4.0 Situational Analysis – Business Environment

4.1 Membership

Categories

Accommodation

Bed and Breakfast/Motels
Campground/RV Parks
Hotels/Motels/Resorts/Cabins
Outfitters

Attractions

Adventure/Recreation sites and activities (e.g., ongoing sporting events, Casinos, golf courses, ski areas, nation, provincial, regional parks)
Heritage/Culture (e.g. Indigenous interpretation sites, historic sites, museums, ongoing theatre companies, public galleries)

Events/Event Attractions

Events: Short-term annual events such as Canada's Golden Sheaf Awards/Yorkton Film Festival, Yorkton Exhibition Event Associations

Food and Beverages

Restaurants/pubs – consumer services, not food/beverage supply
Convention/banquet facilities

Retail Goods and Services

Antique/souvenir/gift shops, commercial galleries
Gas/service stations
Stores (e.g., grocery, pharmacy, hardware, hair salons, car dealerships)
Shopping centres/malls/department stores

Transportation

Air, bus, rail services (e.g., West Jet, STC, Via Rail)
Taxi, car rentals, limousine service

Travel Trade

Travel agencies, limousine service

Professional Business Services

Business services/corporations/suppliers (e.g., banks, legal firms, ad agencies, brewers, printers, display companies)
Education and training institutions, libraries
Individuals/home-based businesses
Media (newspapers, radio, television, billboards)
Service clubs

4.2 Benefits

Tourism Yorkton

Your membership with Tourism Yorkton gives you a wide range of benefits. Below are just some of our ongoing services. We are always open to new ideas on projects that support our mandate and objectives.

- Social media promoting member attractions and services
- Events and trade to our economy promote Yorkton as a host city
- We closely work with event organizers and provide many services to groups bidding to host an event in our city

- Information packages are available for events held in our city
- Interested in moving to Yorkton? We have relocation packages for Yorkton
- Visitor guides and mini maps are available to everyone and are a great way for members to advertise
- We also offer an online event calendar which searches by product, date and location
- Tourism Yorkton has represented its members at many provincial, national and international trade shows and events
- We offer city tours which brings the people closer to our members
- Tourism Yorkton is continually spreading awareness of the importance of this industry
- Every Monday, Tuesday and Wednesday throughout June, July and August, Tourism Yorkton organizes a program offering free coffee, cookies and juice to visitors at the city-operated campground
- The Information Centre has a team of enthusiastic volunteers that assist in all aspects of running the office, preparing welcome kits and providing visitor information
- Tourism Yorkton keeps an up to date list of all services, organizations, groups and clubs in the city
- Tourism Yorkton's web page address is www.tourismyorkton.com. Tourism Yorkton members have the opportunity to be listed in a searchable membership database in the appropriate sectors on the Internet site and to have linkages to their sites if applicable
- Tourism Yorkton works closely in partnership with the City of Yorkton and the Yorkton Chamber of Commerce
- Tourism Yorkton is a lead partner in a four year project marketing the Yellowhead route across Canada and the US
-

5.0 Operations

5.1 Management/Directors

- The Board of Directors shall have the power to establish the right to be no less than nine (9) and no larger than fifteen (15) directors
- The Board of Directors is appointed by a majority vote of the Directors of Tourism Yorkton. From these Directors shall be elected the offices: President, Vice-President and Finance Chairperson
- The Directors shall also consist of two (2) representatives appointed by the City of Yorkton, being the Economic Development Officer and Director of Leisure Services.
- The Directors may appoint members of Tourism Yorkton to fill vacancies on the board and to appoint committees for the purpose of carrying out projects and duties
- From the Board of Directors there shall be an Executive Committee, formed consisting of: President, Vice-President, Finance Chairperson, and the Executive Director of Tourism Yorkton. The Executive Director shall attend all board meetings.
- The term of office of each Director shall be for a period of two (2) years. Half of the Directors to be elected each year.
- The President, Vice-President, and Finance Chairperson shall be elected for a period of one (1) year

5.2 Roles and Responsibility – Board of Directors

The Board of Directors will act in a manner that emphasizes strategic leadership, future direction and pro-activity. Responsibilities of a Governing Board:

- The legal responsibility to ensure the goals, objectives and activities of the organization are carried out
- Responsible for organization's compliance with relevant Federal, Provincial and Municipal Laws and Acts
- Make decisions related to strategic planning
- Make decisions related to policy development
- Make decisions related to financial planning and financial control
- Make decisions related to the recruitment and retention of the staff
- Monitor organization's operations
- Evaluate organizational performance
- Ensure a process of accountability to members, the community and stakeholders
- Ensures decisions are consistent with the organization's bylaw
- Acts in the best interest of the organization
- To assist with membership recruitment and retention

Benefits for a Person Serving on the Tourism Yorkton Board

- Grow in personal development
- Individuals will receive personal exposure in home community
- An individual's business or company receives extra exposure in the community
- Many networking opportunities with others involved in tourism

5.3 Roles and Responsibility – Management/Employees

The Board will provide the direction, strategic planning and evaluation to the Executive Director. The Executive Director is responsible for:

- Monitoring and maintaining expenditures as approved in the annual budget
- Develop and implement membership activities and service plan
- Coordinating the logistics of board, executive committee and member meetings including minute taking and distribution of minutes
- Responding to public and members
- Participating in trade and sales missions
- Develop and implement a marketing plan

The staff will have a strong team spirit

The staff is mandated to respond to membership needs

5.4 Office Location

Located at the Tourism Yorkton Visitor Information Centre on the junctions of Highways 9, 10 and 16 South. The office is located on two major travel and trade corridors, in a visitor information centre operating year round. The rental costs include all utilities, parking, maintenance and repairs, janitorial and sharing of costs for office equipment.

6.0 Business Environment and Strategic Priorities

6.1 Business Environment

The following list outlines the current business climate within the City of Yorkton and area:

- Increased membership and membership interest by the industry
- Increased number of partners participating in the campaigns
- A favourable exchange rate for U.S. currency, resulting in increased opportunity
- Municipality is supportive of the tourism industry
- An increase in the numbers of rooms in the accommodation sector
- The overall business environment is expanding
- Agriculture will have an effect on the overall Saskatchewan tourism industry

6.2 Strategic Priorities

- Maximize Internet and social media opportunities and performance
- Maximize marketing resources and market reach through partnerships
- Leverage results through industry development activities
- Increase focus on unpaid media opportunities
- Facilitate collaborative efforts with stakeholders including promotional activities, research and product development initiatives
- Re-focus on key markets including Saskatchewan
- Enhance destination area and product awareness in key markets
- Facilitate greater customer relationship management including travel trade and travel media

Partners and cost sharing are key components to successfully competing in a global market. Tourism Yorkton will continue to partner and work cooperatively with: City based MO's, Tourism Saskatchewan, non-profit organizations, and the numerous consortiums.

6.3 Strategic Relationships

Strengthening and creating strategic relationships with members, partners, stakeholders and allies. Relationships and teamwork are integral to the way Tourism Yorkton conducts its business. We are seen as an open, accountable, respected and responsive partner. To continue growing the tourism industry, Tourism Yorkton works with many partners, stakeholders and allies including:

- Saskatchewan Indian Gaming Authority (SIGA)
- Yorkton Tribal Council
- Community Futures
- Saskatchewan Snowmobile Association
- Canada Day Committee
- Family Motor Coach Association
- Yellowhead Birding Trail
- Woodalls
- Ministry of Highways and Transportation
- Saskatchewan Regional Parks
- Saskatchewan Urban Municipalities Association
- Provincial Parks
- FSIN
- Parkland Recreation and Culture District
- Provincial Media
- Saskatchewan Regional Library Association
- Yellowhead Highway Association
- SPRA-TransCanada Trail
- Saskatchewan Bed and Breakfasts
- Ducks Unlimited
- Saskatchewan Association of Rural Municipalities

- Canola Production Council of Canada
- Nature Saskatchewan
- Destination Marketing Organizations

7.0 SWOC Analysis

Strengths

The Board of Directors are key stakeholders in the industry and offer experience to the members.

- The diverse products and services
- Friendly people
- Uncrowded and unspoiled

Weaknesses

- Resident lack of awareness of products in the area
- Customer service training improvement
- Lack of training for skills in small business operations
- The lack of awareness of the importance of the tourism industry to the economy
- The lack of awareness of operators to the contributions they make to the industry

Opportunities

- Human resources availability – full time staff

Challenges

- Perception of value of membership and relevance to members
- Lack of participation from members
- Destination area concentration

8.0 Goals

Tourism Yorkton will work with partners and members to successfully attain the following goals that will guide the activities:

1. Develop partnerships in markets of mutual interest
2. Increase resident awareness of tourism products in the Yorkton area
3. Increase tourism expenditures in the Yorkton area through increased visitation, extended length of stay and increased programming/ packaging
4. Develop enduring strategic relationships with members and stakeholders
5. Create effective informational and evaluation research tools
6. Build a growing and engaged membership
7. Increase member involvement in the website and social media

9.0 Goals and Objectives

The success and visibility of Tourism Yorkton is based upon the strength of relationships between all stakeholders. Tourism Yorkton will strive to provide members with relevant, efficient and quality service and support on a timely basis, therefore growing the tourism industry. Tourism Yorkton will focus on strengthening the tourism industry by:

1. **Goal:** To increase membership in Tourism Yorkton by 1% in the next year
Objective: To increase the public and membership awareness of the DMO and industry
Actions: Membership Strategy – will continue to develop strategies to increase membership by 1%

Internet Strategy – to develop a strategy/plan to communicate with members and potential members, the benefit and process of the new internet/web presence

Event Management – to build the skills of community groups and organizations (organizational structure, planning, marketing, promotion, media relations, administration, site management, event presentation.
2. **Goal:** To engage the membership in tourism activities by increasing the value/benefit of membership
Objective: To increase the value of membership in the DMO and industry
Actions: Small Business Operations – to raise the skills of tourism operators, Tourism Yorkton, in partnership with STEC and community partners, will schedule training workshops

Education and Training – to ensure that members will continue to value and raise the level of training and professionalism. Tourism Yorkton, in partnership with STEC and other community partners will offer training workshops. Workshops offered include web development/marketing, packaging and event management.

Funding Programs – to assist in identifying available and appropriate funding assistance opportunities; for members to use in: capital expenditures, training and promotion.

Tourism Saskatchewan Going Places Newsletter – work with members and partners to forward articles for inclusion in Going Places
3. **Goal:** To increase industry support and commitment
Objective: To increase support and commitment by members and partners
Actions: Impact and Benefit of the Tourism Industry – to communicate the ongoing impact of the industry on the community economies

Database of Previous Inquiries – to continue to collect and update a database of inquiries and distribute current information to all previous inquiries

Visitor Information Services – to continue to develop and provide a community visitor information service

Signage – to increase the effectiveness of the signage of tourism products and services, Tourism Yorkton will work cooperatively with the Ministry of Highways in promotion and implementation of the enhanced tourism signage program.

Strengthen Partnership – to continue to develop and strengthen key strategic partnership that will grow the products and services within the Yorkton area

Volunteer Contributions- to increase the volunteer contribution to the operations of Tourism Yorkton and the tourism industry

Professional Development and Training – Tourism Yorkton will encourage and support board and staff training and develop initiatives

10.0 Marketing

10.1 Regional and Community Overview

The 2020 International and Canadian Travel survey data revealed that visitors spent a total of \$98 million in the 1.9 million trips they made to the East Central Saskatchewan. Included in the total was \$15 million spent by hunters and fishermen. The outdoor segment in East Central generated one third of all spending in the region, with cultural visitors spending \$13.2 million, or about one fifth of all spending by overnight visitors.

Over the course of 2020 visitors spent more than \$2.4 million person nights in East Central Saskatchewan, with an average stay in the region of three nights (2.98). One quarter of the 2.4 million person nights were spent in the region's hotels, motels, resorts, bed and breakfast establishments and other commercial roofed properties. 56% of the 1.6 million visitors stayed in the region at least one night.

The following is a predominant visitation breakdown for East Central Saskatchewan based on 2020 tourism statistics:

Saskatchewan Residents (458,000) 67%

Mid baby boomers (mid 40s with children)

Alberta Residents (91,000) 13%

Baby boomers with children

Expatriates

Manitoba (71,000) 11%

Older – 50+ with no children

USA (20,000) 3%

Short Haul (Border States: North and South Dakota, Montana, Minnesota and Colorado)

Maturing baby boomers and seniors (45-75)

Overnight visitors predominately visit friends and relatives, shot, sightsee, and participate in an outdoor activity. Festivals along with cultural and sporting events were also well attended by these visitors.

Tourism Yorkton will pursue two components that are critical to fulfilling the mandate and increasing market base:

1. Product packaging – Developing the Tourism Yorkton product lines and multi-layering them with membership partnerships, marketing dollars can be utilized in all areas of product promotion. The development of market-ready packages must be a priority and can be communicated and sold individually or to the travel trade. Partnerships are important in combining the product areas. Multi-layering of the products will hit all levels of every target market group.
2. Internet – with the continued development of internet marketing, members have the opportunity for enhanced:
 - Communication and relationship building with client
 - Business purchases
 - Service
 - Online sales
 - Surveying
 - Contests
 - Coupons

10.2 Situational Analysis

10.2.1 Trends

Trends affecting the tourism industry are numerous but must be considered to ensure that tourism marketing activities are effectively conducted.

- Expenditures by visitors staying one or more nights in Saskatchewan accounted for an estimated \$79.8 million over 2020
- Visiting friends and relatives remain the primary purpose for Canadians to visit Saskatchewan
- Overseas and U.S. visitors come to Saskatchewan for specific recreational experiences
- Mature and aging North American population holds a record amount of disposable income and leisure time
- Increased global competition. More countries are recognizing the economic benefits of tourism
- Growing interest in interactive versus passive experiences
- Demand for learning based experiences, such as ecotourism, First Nations, Metis and cultural tourism
- Consumers seek the value and convenience of packaged product but also demand options for customizing their vacation package
- Increasing use of the Internet to visit travel sites

10.2.2 Product Analysis

1. Birding

- Last Mountain Lake home to the oldest bird sanctuary in North America
- Greatest diversity of songbird in North America
- Quill Lakes declared part of Western Hemisphere Shorebird Reserve Network
- Yellowhead Birding Trail
- Over 85 million Americans enjoy birds, with over 25 million considering themselves to be “avid” watchers, prepared to travel
- Birding is second only to gardening as the most popular leisure time activity
- The value of the U.S. market is estimated at \$14 billion

- An estimated 150,000 travellers include birding or wildlife viewing as an activity in Saskatchewan
 - Demographics –
 - Geographic Markets
 - Saskatchewan
 - Manitoba
 - Alberta
 - United States
2. **Casino**
- The city has a casino facility, the Painted Hand Casino
 - Demographics
 - Older baby boomers, seniors
 - Geographic markets
 - Saskatchewan
 - Manitoba
 - Alberta
3. **Convention Meeting**
- Within Canada, total interprovincial business trips of more than one night accounted for 3.3 million visits
 - Convention trips accounted for 94,000 visits to Saskatchewan
 - Markets include associations, corporations, recreation, and sport and culture organizations
 - Demographics –
 - Geographic Markets
 - Saskatchewan
 - Manitoba
 - Alberta
4. **Culture/History**
- Culture and heritage is a part of the broader tourism experience
 - Cultural tourism can be segmented into two main focuses:
 - Activities linked to heritage (historic sites, museums and galleries)
 - Activities reflecting Canadian lifestyle (customs, styles of housing, food, crafts, religions and traditions)
 - Strong appeal to the pleasure travel markets
 - Demographics
 - Older baby boomers, seniors and families
 - Geographic Markets
 - Saskatchewan
 - Manitoba
 - USA short haul
 - International (non USA)
5. **Fishing**
- Fishing in the East Central Saskatchewan Tourism Region is primarily drive in
 - 16% of all U.S. adults have gone fishing
 - Demographics
 - Male baby boomers, seniors and families from Saskatchewan
 - Male baby boomers, from Alberta
 - Older baby boomers and seniors from USA
 - Geographic Markets
 - Saskatchewan (60%)

- Alberta (15%)
- USA (25%)

6. General Touring

- Saskatchewan residents are travelling within their own province
- There is an increasing interest in short-term vacations by provincial residents
- 20% of Alberta residents select Saskatchewan as their vacation destination because of lakes, resorts and parks
- The destination areas within East Central Saskatchewan have developed attractions, including: heritage and culture, parks and historic sites, and festivals and events to extend the stay of those general touring
- Demographics
 - Primarily families and seniors, some singles and couples (Alberta)
- Geographic Markets
 - Saskatchewan
 - Manitoba
 - Alberta

7. Golf

- Within the area, there are six golf courses, Yorkton area has three eighteen hole and one nine hole courses
- The highest utilized courses in the region are under 40% seasonal play; thus, there is a major potential for growth
 - For those from outside Saskatchewan, golf is not the primary reason for travel
- Primary reasons are mostly VFR and general touring
- Within Saskatchewan, golf is a primary reason for travel
- Demographics
 - Baby boomers and seniors
- Geographic Markets
 - Saskatchewan
 - Western Manitoba
 - USA short haul

8. Hunting

- Within the region, hunting primarily includes game bird, moose, whitetail deer and bear
- Demographics
 - Primarily baby boomers (40+)
- Geographic Markets
 - Saskatchewan
 - US short haul

9. Motorcoach/Seniors

- Pass through motorcoach traffic, via Yellowhead, Saskota and CANAM highways
- Most motorcoach travel to the East Central Saskatchewan originates from the province's two major centers
- The primary reasons for travelling in the region for those originating from Saskatchewan are general touring, special events and casinos
- The primary reasons for travelling in the area for those originating from Manitoba or Alberta are health/spas, casinos and general touring

- The primary reasons for travelling in the area for those originating from the USA are general touring and fishing
- Demographics
 - Primarily 50+
- Geographic Markets
 - Saskatchewan
 - Manitoba
 - Alberta
 - USA short haul

10. Pass Through

- The area has four major travel corridors - East/West access - Yellowhead Highway and Northern Woods and Water Route; North/South United States access - CANAM International Highway and Saskota Travel Corridor
- In order to extend the time a traveller spends in the East Central area, marketing areas along the corridor, tour loops and scenic byways are essential
- Demographics
 - All ages - trade and commerce transportation
- Geographic Markets
 - Saskatchewan
 - Manitoba
 - Alberta

11. RV

- This market travels for longer periods
- Willing to travel in shoulder season
- Two major highway corridors pass through the area: Yellowhead and Saskota
- Demographics
 - Growing market as baby boomers get older
- Geographic Markets
 - Saskatchewan
 - Manitoba
 - Alberta
 - USA short haul
 - USA long haul
 - Pass through

12. Special Events

- The Yorkton area hosts a wide variety of events, spanning the entire year
- The majority of events are local, generating thousands of dollars for the communities
- USA short haul market is interested in cultural events
- Demographics
 - All ages - demographics will change from event to event
- Geographic Markets
 - Saskatchewan
 - Manitoba
 - North Dakota

13. Sports and Sporting Events

- Researchers from the University of Regina examined family expenditures at sporting tournaments: a family from a host community will spend \$71.63 in the

local community while a family travelling to a sporting event will spend \$174.11 in the hosting community and \$79.64 en route

- The region is host to tournaments and sporting events year round
- Demographics
 - Participants – primarily under 50
 - Spectators – baby boomers and seniors
- Geographic Markets
 - Primarily Saskatchewan
 - Some western Manitoba

14. Visiting Friends and Relatives

- The primary reason for travelling to East Central Saskatchewan and Yorkton is VFR
- Demographics
 - All ages
- Geographic Markets
 - Saskatchewan
 - Manitoba
 - Alberta (expatriates)
 - British Columbia

15. Winter Experiences

- Segments include snowmobiling, cross-country skiing, ice fishing and special events
- All segments, with the exception of snowmobiling, are primarily Saskatchewan markets
- Demographics
 - All ages, with the exception of seniors
- Geographic Markets
 - Saskatchewan
 - Manitoba
 - US short haul

10.2.3 SWOC Analysis

Strengths

- Friendly people
- Wildlife viewing and bird watching
- Strong outdoor water-based recreation
- Hunting
- Variety of whitetail and mule deer, moose, elk, bear and waterfowl
- Vibrant cultural and heritage sector
 - National Doukhobour Heritage Village in Veregín
 - The painted dome at St. Mary's Ukrainian Church in Yorkton
 - Western Development Museum
 - TeePee sites in Yorkton
- Aboriginal performance events
 - Painted Hand Pow Wow
- Deer Park Golf Course
- National rating
 - Good Spirit Lake Golf Resort
 - Deer Park Municipal Golf course

- Uncrowded and unspoiled provincial parks, regional parks and municipal campgrounds
- Wynyard/Foam Lake/Wadena – strong ecotourism infrastructure in place
 - Includes the oldest bird sanctuary in North America
 - Only bird banding site in Saskatchewan
 - Area includes hosts of endangered species, including whooping cranes and the piping plover
- Wide variety of festivals and events
 - World renowned Canada's Golden Sheaf Awards/Yorkton Film Festival
 - Kalyna Ukrainian Dance Competition
 - Thresherman's Seniors' Festival
 - Sunflower Arts and Crafts Show
 - PowWows
- Winter-based tourism, including snowmobiling, cross country skiing, ice fishing and winter festivals
 - Over 2000 miles of groomed snowmobile trails
 -
- Convention and meeting facilities
 - Home Inn and Suites
 - Days Inn and Suites
 - Painted Hand Casino
 - St. Mary's Cultural Centre
 - Gallagher Centre
- Junior A and AAA hockey
 - Yorkton Terriers
 - Yorkton Maulers
- Distinctive bed and breakfast operators
 - Windy Acres
 - Lorraine's
- Developed products and product packaging
- Manitoba market is within a short driving distance and offers a great potential to promote non-Manitoba products
- Two major highway corridors offer access to the major attractions and cities
- Available: 518 accommodations rooms.

Weaknesses

- Lack of resident awareness of products
- Customer service training required
- Condition of secondary highways
- Effective signage
- Hours of operation do not always meet visitor needs (daily and/or seasonally)
- Programming/packaging for children
- Investment in upgrade/maintenance of properties
- Packages
- Knowledge about "pricing"
- Training for skills in small business operations
- Saskatchewan residents do not add the same level of expenditures as those from outside the province; many stay with friends and/or relatives and do not frequent restaurants, nightclubs and other local facilities
- Visitors from outside of Canada or from Alberta and British Columbia must travel a greater distance to reach our destination areas

Opportunities

- Maturing “boomers” in Canada and the US
- Consumers more environmentally conscious
- Increase in interest in heritage/culture
- Internet as a new medium (becoming more mainstream)
- Increase in hunting/fishing constraints in other jurisdictions (e.g. Ontario/Alberta)
- Saskatchewan is being recognized as a venue for national conferences/events
- Availability of existing resources for education and training
- Increasing interest in marketing partnerships (e.g. destination areas, Tourism Saskatchewan, C.T.C.)
- There has been a positive effect in the agricultural sector in new ventures opening up to encourage tourists to visit farms, opening bed and breakfasts, etc.
- Potential to work cooperatively with Metis and First Nations people to develop their unique product and to access the overseas target market
- The city is in a unique position to capitalize on a market that is growing exponentially – the baby boomers who want to get away from it all and experience peace and tranquility (but want it close to additional recreational and personal services)
- What once were considered weaknesses, can now be counted as assets: flat terrain is better for RV’s than rolling or mountainous terrain, sparse population means less stress while driving, and more privacy once the destination is reached
- Recognition of our unrivalled fishing, pristine forests, and unpolluted lakes is reaching farther than ever before
- Great opportunity to expand tourism activity in the shoulder and winter seasons
- Strengthened relationship of the regions and Tourism Saskatchewan provides an excellent opportunity for partnerships and cost effective marketing
- The favourable exchange rate for American travellers is expected to remain relatively stable

Challenges

- Decline in the agricultural economy could have a negative effect on the markets (note: as stated above, there can be positive effects associated with low commodity prices, etc.)
- Increase in the exchange rate could negatively impact the U.S. visitation (but will keep residents in the province)
- Growing competition in the global tourism industry
- Competition for marketing resources
- Higher fuel prices will discourage those travellers who might otherwise decide to spend an extra day or more in our region on their way to or from another area
- Deteriorating highways will be a negative factor as well, especially if Manitoba and Alberta are in significantly better shape
- Localized promotion versus regional promotion
- Lack of business in shoulder/winter season

10.3 Goals

Annual visitor expenditures in the Yorkton area were \$38.1 million in 2020. Tourism Yorkton’s goal will grow the annual tourism expenditures by 1% annually over the next three years.

The visitor expenditures will be measured by Statistics Canada data collected from the Canadian Travel Survey and the International Travel Survey. To achieve this goal, the region assumes the following environment:

- A stable political and economic environment
- Membership's level of investment in marketing continues to increase
- Continued support from Tourism Saskatchewan
- Canada/US currency exchange rate remains relatively constant

Marketing Statement

Tourism Yorkton offers four season distinctive, natural, cultural/heritage resources, events and winter products. Products such as recreational opportunities, nature and bird viewing and others complement these resources. This combination creates a viable and enticing four season destination region, along with the best meeting/event opportunities.

Branding will emphasize "Where good things happen" recognizing the high propensity of families to take short-term getaways throughout the year

Target Markets

- Saskatchewan residents (VFR, families, seniors, motorcoach)
- Neighbouring provinces of Alberta and Manitoba (young, affluent, outdoor interests, seniors, motorcoach, and recreation vehicle travellers)
- U.S. markets (with packaged products for vertical segments including senior, ecotourism, outdoor/adventure and RV markets)

Primary Vertical Markets

- Events
- Outdoor/adventure
- Senior and health
- Culture and heritage
- RV
- Winter experiences
- Meeting and convention
- Motorcoach

Secondary Vertical Markets

- Hunting
- Birding

10.4 Marketing Objectives

Geographic Markets

Saskatchewan

Expenditures by Saskatchewan visitors for all trips in the area were \$62.1 million in 2020. The marketing objective is to increase expenditures from Saskatchewan residents by 2%. Tourism Yorkton has committed to generating 40 additional Saskatchewan inquiries (e-mail) by December 31, 2023.

Alberta

Expenditures by Alberta visitors for all trips in the area were \$6.6 million in 2020. The marketing objective is to increase expenditures from Alberta residents by 1%. Tourism Yorkton is also committed to generating 20 additional inquiries from Alberta (1-800, e-mail, mail) by December 31, 2023.

Manitoba

Expenditures by Manitoba visitors for all trips in the area were \$12.1 million in 2020. The marketing objective is to increase expenditures by 1%. Tourism Yorkton is committed to generating 20 additional inquiries from Manitoba (1-800, e-mail, mail) by December 31, 2023.

United States/Other

Expenditures by American visitors for all trips in the area were \$5.0 million. The marketing objective is to increase expenditures by 1%. Tourism Yorkton is committed to generating 20 additional inquiries from vertical campaigns targeting the U.S. market by December 31, 2023.

Vertical Markets

RV Market

Tourism Yorkton is committed to generating 15 additional camping and RVing inquiries by December 31, 2023.

Seniors/Motorcoach/Trade Market

Tourism Yorkton is committed to generating 5 additional inquiries (telephone, e-mail, mail) by September 30, 2023. Tourism Yorkton will identify five additional sales leads from tour operators.

Winter Experiences

Tourism Yorkton will work cooperatively and collaboratively with partners, operators and Tourism Saskatchewan Product Development Department with referrals to assist new and expanded tourism related operations. Tourism Yorkton will assist tourism related operators with: co-op advertising opportunities, marketing planning, package development and training.

Packaging

Tourism Yorkton promotes and encourages members to partner and package to provide visitors with value-added experiences. We have assisted in developing over 12 market-ready packages in the area of history, culture and outdoor/adventure and promoted them in the Saskatchewan, Manitoba, Alberta and U.S. markets.

Strategic Overview

- Capitalize on strategic partnerships, including: Tourism Saskatchewan, DMO's, SB&B, highway corridor associations, and SSA
- Web site expansion promoting area product

- Encourage cross-promotion of destination areas and products
- Serve our members through cooperative marketing opportunities
- Assist in developing additional packaged products
- Encourage cooperative marketing

Geographic Markets

Saskatchewan

- Invite tourism interests and community leaders support through area geographic presentations throughout the region
- Research and develop media campaigns
- Deliver call to action messages in all media placements to generate inquiries for member and package information
- Database auto, RV, snowmobile and water based sport dealerships in the area
- Distribute above info to all car/RV dealerships for each vehicle sold
- Provide packaged product for all venues
- Implement member evaluation forms to assist in overall campaign measurement

Alberta and Manitoba

- Participate in Tourism Saskatchewan and other collective campaigns and initiatives
- Deliver call to action messages in all media placements to generate inquiries for member and package information
- Capitalize on provincial efforts in nearby markets through cooperative opportunities for region or member participation
- Provide packaged product for all venues
- Implement member evaluation forms to assist in overall campaign measurement

United States Eco-Adventure

- Provide FIT (Free Independent Traveller) packaged product targeted to a qualified segment of travellers
- Provide support for Rendezvous
- Provide packaged product for all venues
- Implement member evaluation forms to assist in overall campaign measurement
- Support FAM trips through partner in-kind contributions

Vertical Market

Senior/Motorcoach

- To identify and contact five new qualified leads
- Provided packaged product to Tourism Saskatchewan for all venues
- Utilize strength of Culture/Heritage theme
- Media Campaign/Direct Mail to seniors' groups and publications
- Participate with Tourism Saskatchewan campaigns in the US market

RV Travel

- Partner specific participation with Tourism Saskatchewan RV campaign
- Participate in Woodall's and the Yellowhead travel guide
- Develop database of RV dealerships
- Distribute information in every RV sold in the area
- To confirm two bookings

Winter Experience

- Participate in consumer shows
- Participate in Sno-Riders West Magazine advertising
- Develop and implement a Provincial Media FAM Tour
- Database the snowmobile dealerships in the region

10.4.1 Marketing Activities

The marketing strategy will be implemented in order to meet the objectives. It is the target of Tourism Yorkton to meet the objectives as outlined through a cooperative marketing program.

Other Marketing Activities

Tourism Yorkton will develop additional marketing activities, providing funding and partnerships are available. Additional marketing activities must be within the goals of this marketing plan and assist in fulfilling at least one of the objectives listed. New marketing activities that are developed throughout the year will be in partnership with other members or other regions.

Tourism Yorkton will work collaboratively with Tourism Saskatchewan in developing FAM tours to promote Yorkton product.

We will continue to work collectively with the tourism regions and Tourism Saskatchewan to market and evaluate the sale of packaged products.

10.4.2 Evaluation-Success Measurement

Evaluation of the Tourism Yorkton Marketing Plan is essential to the future marketing efforts of the area. The success of this marketing plan will be based on the following evaluations:

- Inquiries to the offices
- Member evaluation and tracking
- Response cards
- Trade and consumer show evaluation forms (standard)
- Tracking of inquiries through coded ads
- Travel data provided by CTC and Tourism Saskatchewan
- Packages sold through campaigns
- Coupon returns
- Tracking of website unique visits
- Social media



Where Good Things Happen

2023 Working Plan

Tourism Yorkton will continue promoting the Yorkton area as a premier four-season destination, to realize economic benefit for the Yorkton area through tourism.

TOURISM YORKTON'S VISION

The Yorkton area is recognized as a progressive four-season destination located on the TransCanada Yellowhead Highway #16 and is known for:

- Hospitality
- Attractions
- Conventions/meetings/hosting facilities/services
- Customer service
- Commitment to unique natural heritage, community values and vibrant lifestyles

Defining Our Mission

To fulfill our vision, Tourism Yorkton will:

Work together with our members, Tourism Saskatchewan, partners, the City of Yorkton and community to increase tourism resulting in economic benefits through utilization of recreational, cultural, commercial and person resources.

MISSION STATEMENT

To realize economic benefit for the Yorkton area through tourism.

In the successful tourism promotion of Yorkton as a destination area, the following key factors must be considered:

- The Canadian Tourism Commission's vision statement focuses on the principles of authenticity, partnership, and research-based marketing, complementing Tourism Saskatchewan's promotions.
- Engaging participation has replaced passive observation.
- Competition for tourism markets is becoming increasingly intense as governments within Canada and abroad recognizes the economic contribution of the tourism industry.
- Continue to position Yorkton and area as a safe, friendly, clean and family oriented destination.
- Increasing importance of the Internet in overall message strategy.
- Increasing importance of social media marketing.
- Increasing interest in authenticity and education-based experiences.
- Distribution of the message (promotion and fulfillment) is as important as the message itself.
- Dual income families are becoming the norm, further challenging travel planners to accommodate schedules for both partners.
- Heightened environmental consciousness is moving concepts such as ecotourism into the mainstream of travel experience.
- Perception of value is more important than perception of price (i.e. differentiation on a price basis is not sustainable).
- The aging of North Americans and implications for tourism.

- The increasing challenge of “time” is encouraging an increase in short-term travel experiences, which are more flexible.

MARKETING STATEMENT AND INITIATIVES

Tourism Yorkton will work and plan respecting the Province of Saskatchewan Covid 19 recovery regulations, implementing the 2023 Working Plan.

Consumer behavior is moving toward more learning-based experiences, increasing interest in soft adventure, and interesting new locations. Implications are for increasing interest and demand for agricultural, indigenous and cultural tourism, and for ecotourism experiences.

Yorkton is positioned and product ready to become a key destination for this new kind of consumer.

Improved packaging and promotion of travel experiences that are responsive to the individual needs of consumers will continue to be a major focus for Yorkton’s tourism industry. Improving the positioning of Yorkton in all markets will continue to be a priority.

1. Tourism Saskatchewan and Destination Canada Marketing Support Program: partner to implement the Canada Nice program, to support the recovery of the visitor economy at the local and regional level.
2. Convention and Events Planning Guide: continue to implement an effective strategy to identify and become proactive in working with groups and organizations to bring meetings/conventions/events to our city. Planning guide is enclosed.
3. Wedding Planner Guide: continue to implement an effective strategy to promote wedding, anniversaries, reunions. Wedding Planner Guide is enclosed.
4. Filming on Location Guide: with the recent Government of Saskatchewan increase to Creative Saskatchewan of \$15.5 million incentives, Tourism Yorkton has partnered with the Yorkton Film Festival, City of Yorkton and Creative Saskatchewan to develop and market a location guide for the Yorkton area.
5. Indigenous Teachings – Teepee and Artwork – partnering with the Yorkton Tribal Council, continue to create awareness and education of First Nations history through the teepee teachings and First Nation Artwork on the grounds and inside the visitor information centre.
6. Yorkton Business Improvement District: continue to work collaboratively on business development, retention and marketing.
7. Education and Training: Tourism Yorkton will continue to work with industry partners in making significant strides toward addressing the issues identified by its sector members. The industry’s collective objective has been to raise the level of professionalism across the industry by developing products, programs, and services to:
 - Improve human resource management and training practices
 - Improve the image of tourism as a viable career choice
 - Increase training and educational levels
 - Reduce turnover
 - Enhance self-esteem of tourism workers
 - Encourage greater relevance of existing post-secondary and technical training for tourism

8. Event Calendar/Database: Continue to implement/update the on-line, searchable event database.
9. Event Tent Cards: Produce and distribute twice a year – spring/summer and fall/winter, promoting Yorkton events; distributed to restaurants, hotels, malls, doctor/dentist offices, waiting rooms, etc; 1500 each run.
10. Community Tourism Action Plan: Implement and monitor the comprehensive action plan developed by the planning committee.
11. Marketing Activities (where partnerships and funding allows): Tourism Yorkton recognizes that effective penetration of the marketplace will depend on an integrated, sustained effort. Target markets will continue to be developed through a combination of advertising, direct sales, and unpaid media support. Partner, trade and consumer shows will be complimented with direct sales calls and familiarization tours. Within Canada, primary emphasis will be on Saskatchewan, Alberta and Manitoba. The short haul U.S. markets are the nearby states of North Dakota, South Dakota, Montana and Minnesota. The long haul U.S. markets are the states of California, Colorado, Florida, Illinois, Iowa, Michigan, Ohio, Oregon, Texas, Washington, Wisconsin and Alaska. Europe, Germany, Asia and U.S. long haul states will be the responsibility of Tourism Saskatchewan.

a) Marketplaces – partner with Tourism Saskatchewan and local members

- Family Motorcoach Association
- Saskatchewan Snowmobile Association
- Calgary Stampede
- Spring Expo, Yorkton
- Parkland Outdoor Show, Yorkton

b) Print Advertising

- Yellowhead Literature Rack Program
- CAA Magazine
- Edmonton Journal
- Tourism Saskatchewan internet opportunities
- Woodall's Camping & RV Directory
- Direct Mail
- Good SAM
- Saskatchewan and Alberta Senior Clubs
- American RV
- Destination Saskatchewan
- Summer Guide
- Winter Guide
- American RV Direct Mail
- Directwest telephone Directories
- Scenic Saskatchewan – Western Producer
- Canadian Bus Association
- Canadian Tour Planning and Operators Guide
- Yellowhead Travel Guide
- Opportunities within the Tourism Saskatchewan Marketing Program

c) Programs and Services – continue to promote the City of Yorkton through:

- Visitor guides
- Geocaching
- Clubs and organization listings
- Coffee campground program
- Promoting the benefits of tourism
- School tours
- Caravan tours
- Partnering in hospitality training
- Welcome packages
- Familiarization tours
- Bus tours
- Planning assistance
- Canada Day program
- Internet
- Calendar of events
- Wiki Travel
- Facebook
- Twitter
- Instagram

d) Marketing and Conventions

- Meetings Buyers' Guide
- Conventions Meeting Canada Guide
- Tour and Travel Canada
- Canadian Tour Planner and Operation Guide

12. Mini-maps: Develop, promote and distribute mini-maps to visitors that promote member businesses, services, sport facilities and attractions. 15,000 mini-maps printed annually.
13. Other Initiatives: Proactively working with all orders of government, partners and stakeholders to grow the tourism industry.
14. Photo/Image Bank: Partner with Tourism Saskatchewan in maintaining a photo/image bank. Enhance the Tourism Yorkton image bank, adding to the 700 summer photos taken in 2021 with winter images in 2022.
15. Promotional Pieces: Tourism Yorkton will cost out developing a promotional piece that will promote the attractions, services, events, and operators in the Yorkton area.
16. Unpaid Media: Continue to develop working relationships with media to realize unpaid marketing opportunities.
17. Visitor Guide: Develop and distribute spring/summer and fall/winter guides to promote Yorkton and area services, attractions, events, facilities, businesses. 50,00 copies are printed each season
18. Visitor Services: Through direct contact with the visitors to Yorkton, Tourism Yorkton strives to meet and exceed customer expectations through quality service. Tourism Yorkton provides travel counseling and information services to visitors through the visitor information centre. The visitor information centre is open Monday to Friday during the shoulder and winter period, and seven days

a week throughout the summer period with extended hours. Requests for information are received and processed through mail, telephone, and email.

19. Year 2023 Activities: Tourism Yorkton will promote and support the many sporting events, reunions, festivals, shows, etc. occurring in 2023.
20. Relocation Package: Continue to promote and enhance the new electronic relocation package along with fulfillment of hard copy.
21. Prairie North and Refine Magazines: Provide weekly events.
22. Hotel Bulletins: Develop and distribute monthly event calendar for placement in all accommodation rooms and campgrounds, 860 distributed monthly.
23. Electronic/Internet Marketing: Provide timely information on Wiki Travel, Facebook, Instagram, Twitter and the Tourism Yorkton website.
24. Postcards: Developed two new images for sale to promote the activities, outdoors and canola.
25. Electronic Sign Board: Continue to showcase monthly event calendar on the electronic sign board located at the Tourism Yorkton Visitor Centre.

Tourism Yorkton
306-783-8707

tourismyorkton@sasktel.net
www.tourismyorkton.com

YORKTON CONVENTION AND VISITOR'S BUREAU INC.

FINANCIAL STATEMENTS

For the year ended December 31, 2021

YORKTON CONVENTION AND VISITOR'S BUREAU INC.

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For the year ended December 31, 2021

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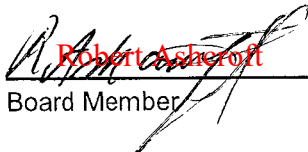
STATEMENT OF RESPONSIBILITY

The accompanying financial statements are the responsibility of the Board Members of Yorkton Convention and Visitor's Bureau Inc. and have been prepared in compliance with legislation, and in accordance with Canadian accounting standards for not-for-profit organizations.

In carrying out its responsibilities, the Board Members maintain appropriate systems of internal and administrative controls designed to provide reasonable assurance that transactions are executed in accordance with proper authorization, that assets are properly accounted for and safeguarded, and that financial information produced is relevant and reliable.

The Board Members of the organization met with management and the external auditors to review the financial statements and discuss any significant financial reporting or internal control matters prior to their approval of the financial statements.

Sensus Chartered Professional Accountants Ltd., as the organization's appointed external auditors, have audited the financial statements. The Auditor's Report is addressed to the Board Members and appears on the following page. Their opinion is based upon an examination conducted in accordance with Canadian generally accepted auditing standards, performing such tests and other procedures as they consider necessary to obtain reasonable assurance that the financial statements are free of material misstatement and present fairly the financial position and results of the organization in accordance with Canadian accounting standards for not-for-profit organizations.


Robert Ashcroft
Board Member

INDEPENDENT AUDITOR'S REPORT

To the Board Members of:
Yorkton Convention and Visitor's Bureau Inc.
Yorkton, Saskatchewan

Opinion

We have audited the financial statements of Yorkton Convention and Visitor's Bureau Inc., which comprise the statement of financial position as at December 31, 2021 and the statement of operations and changes in net assets and statement of cash flows for the year then ended, and notes to the financial statements including a summary of significant accounting policies.

In our opinion, the financial statements present fairly, in all material respects, the financial position of Yorkton Convention and Visitor's Bureau Inc. as at December 31, 2021, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of Yorkton Convention and Visitor's Bureau Inc. in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing Yorkton Convention and Visitor's Bureau Inc.'s ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate Yorkton Convention and Visitor's Bureau Inc. or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing Yorkton Convention and Visitor's Bureau Inc.'s financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

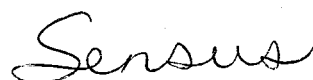
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian auditing standards, we exercise our professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Yorkton Convention and Visitor's Bureau Inc.'s internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on Yorkton Convention and Visitor's Bureau Inc.'s ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause Yorkton Convention and Visitor's Bureau Inc. to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Yorkton, Saskatchewan
May 4, 2022



Chartered Professional Accountants Ltd.

YORKTON CONVENTION AND VISITOR'S BUREAU INC.
STATEMENT OF FINANCIAL POSITION
December 31, 2021

	2021	2020
ASSETS		
CURRENT		
Cash	\$ 54,568	\$ 25,216
Short-term investments (Note 2)	75,038	74,000
Accounts receivable (Note 3)	8,059	1,309
Prepaid expenses		334
	<u>137,665</u>	<u>100,859</u>
CAPITAL ASSETS (Notes 2 and 4)	<u>2,383</u>	<u>3,095</u>
	<u>\$ 140,048</u>	<u>\$ 103,954</u>
LIABILITIES		
CURRENT		
Accounts payable (Note 5)	\$ 4,912	\$ 5,109
Deferred revenue (Notes 2 and 9)	219	127
	<u>5,131</u>	<u>5,236</u>
NET ASSETS		
UNRESTRICTED NET ASSETS	<u>134,917</u>	<u>98,718</u>
	<u>\$ 140,048</u>	<u>\$ 103,954</u>

YORKTON CONVENTION AND VISITOR'S BUREAU INC.
STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS
For the year ended December 31, 2021

	2021 Budget Unaudited (Note 8)	2021 Actual	2020 Actual
REVENUE			
City of Yorkton service contract	\$ 62,000	\$ 62,000	\$ 62,000
Grants - Canada Emergency Wage Subsidy (Note 11)		36,897	28,054
- City of Yorkton - lease		14,021	10,521
- Employment	9,300	7,800	9,824
- Government of Saskatchewan (Note 11)		7,500	15,000
- Canada Day		1,550	2,485
Membership	22,000	17,881	20,134
Interest	300	625	760
Souvenir sales	800	155	73
Marketing	11,500		650
	105,900	148,429	149,501
EXPENSES			
Accounting and legal	6,500	6,189	6,528
Administration	4,570	1,941	1,784
Amortization	712	712	510
Canada Day	300	1,950	2,485
Equipment lease		1,049	
Insurance	500	425	451
Interest and bank charges	200	307	670
Marketing	2,700	1,502	1,027
Miscellaneous	800	1,557	1,284
Office supplies	1,800	2,161	2,133
Rent	3,300	13,353	10,020
Repairs and maintenance			200
Salaries and wages	78,850	74,994	75,465
Subcontracts	2,000	680	
Telephone	2,800	3,910	3,619
Vehicle	1,500	1,500	1,500
	106,532	112,230	107,676
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$ (632)	36,199	41,825
UNRESTRICTED NET ASSETS, BEGINNING OF YEAR		98,718	56,893
UNRESTRICTED NET ASSETS, END OF YEAR		\$ 134,917	\$ 98,718

YORKTON CONVENTION AND VISITOR'S BUREAU INC.
STATEMENT OF CASH FLOWS
For the year ended December 31, 2021

	2021	2020
CASH FLOWS FROM OPERATING ACTIVITIES		
Cash receipts from customers	\$ 73,377	\$ 76,920
Cash paid to suppliers and employees	(111,075)	(105,697)
Interest received	625	760
Grants received	67,768	65,884
Interest paid	(307)	(670)
	<u>30,388</u>	<u>37,197</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of capital assets		(2,203)
Purchase of short-term investments	(1,036)	(18,300)
	<u>(1,036)</u>	<u>(20,503)</u>
CHANGE IN CASH	29,352	16,694
CASH, BEGINNING OF YEAR	25,216	8,522
CASH, END OF YEAR	\$ 54,568	\$ 25,216

YORKTON CONVENTION AND VISITOR'S BUREAU INC.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended December 31, 2021

1. DESCRIPTION OF ORGANIZATION

Yorkton Convention and Visitor's Bureau Inc. was incorporated on April 18, 1996 under the Business Corporations Act of Saskatchewan. The organization is currently engaged in promoting tourism for the City of Yorkton.

The organization is exempt from income taxes under paragraph 149(1)(c) of the *Income Tax Act*.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with the Canadian accounting standards for not-for-profit organizations. The following are considered to be the more significant accounting policies:

Revenue recognition

The organization follows the deferral method of accounting for revenues. Grants and service contracts are recognized when the related expenses are incurred. Interest is recorded as it is earned. Membership income, marketing income and sales income are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Federal government programs include COVID-19 Canada Emergency Wage Subsidy and is recorded when the related payroll expenses have been incurred and eligibility for the subsidy has been confirmed.

Deferred revenue

Deferred revenue consists of prepaid membership fees received during the year. Revenue will be recognized in the year that the membership pertains to.

Short-term investments

Short-term investments represent a redeemable GIC held with the Royal Bank of Canada, recorded at the lower of cost and market value, earning interest at an annual rate of 0.35% (2020 - 1.40%) with a maturity date of May 2022.

Capital Assets

Yorkton Convention and Visitor's Bureau Inc. records capital asset additions or disposals at cost. Amortization is calculated using declining balance basis at rates intended to amortize the cost of the assets over their estimated useful lives. The amortization rates for the capital assets are as follows:

Furniture & fixtures	- 10.00 %
Computer equipment	- 33.33 %

In the year of acquisition, one-half of the applicable rate is applied.

YORKTON CONVENTION AND VISITOR'S BUREAU INC.
NOTES TO THE FINANCIAL STATEMENTS
For the year ended December 31, 2021

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Use of estimates

The preparation of these financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amount of revenues and expenses during the reporting period. Significant estimates include those used when accounting for amortization of capital assets. All estimates are reviewed periodically and adjustments are made to the statements of operations as appropriate in the year they become known.

Financial instruments

The organization initially measures its financial assets and financial liabilities at fair value. The organization subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets measured at amortized cost include cash, short-term investments, and accounts receivable.

Financial liabilities measured at amortized cost include accounts payable.

3. ACCOUNTS RECEIVABLE

	2021	2020
Canada Emergency Wage Subsidy (Note 11)	\$ 7,122	\$ 669
GST	775	640
Accrued interest	162	
	<u>\$ 8,059</u>	<u>\$ 1,309</u>

4. CAPITAL ASSETS

	Balance, Beginning of Year	Additions	Disposals	Balance, End of Year
Furniture & fixtures	\$ 16,335			\$ 16,335
Computer equipment	5,961			5,961
	<u>22,296</u>			<u>22,296</u>

ACCUMULATED AMORTIZATION

Furniture & fixtures	15,248	109	15,357
Computer equipment	3,953	603	4,556
	<u>19,201</u>	<u>712</u>	<u>19,913</u>

NET BOOK VALUE

\$ <u>3,095</u>	\$ <u>2,383</u>
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YORKTON CONVENTION AND VISITOR'S BUREAU INC.
NOTES TO THE FINANCIAL STATEMENTS
For the year ended December 31, 2021

5. ACCOUNTS PAYABLE

	2021	2020
Accrued audit fee	\$ 3,600	\$ 3,600
Government remittances	965	1,163
Benefits payable	247	
Visa payable	100	346
	<u>\$ 4,912</u>	<u>\$ 5,109</u>

6. FINANCIAL INSTRUMENTS

The organization is exposed to various risks through its financial instruments.

Credit risk

Yorkton Convention & Visitor's Bureau Inc. provides credit to its clients in the normal course of operations and virtually never has any bad debts. The organization has not seen a decline in the collectibility of accounts receivable as a result of the COVID-19 pandemic.

Liquidity risk

Liquidity risk is the risk of being unable to meet cash requirements or fund obligations as they become due. It stems from the possibility of delay in realizing the fair value of financial instruments. At this time, the organization has more than adequate current assets to cover its current liabilities, therefore liquidity risk is minimal. There has not been any negative impacts on cash flows from operations due to the COVID-19 pandemic, therefore the organization's exposure to liquidity risk remains consistent with the prior period.

The organization manages its liquidity risk by constantly monitoring cash flows and financial liability maturities, and by holding assets that can be readily converted into cash.

Accounts payable are generally paid within 30 days.

Interest rate risk

The organization is exposed to interest rate risk on its fixed interest rate financial instruments. Fixed-rate financial instruments subject the organization to a fair value risk. The organization is exposed to this type of risk as a result of an investment in a redeemable GIC. The crisis stemming from the COVID-19 virus has had a non-favourable impact on interest rates in the current year as rates have decreased causing lower interest earned on the investment. The risk associated with investments is reduced to a minimum since the organizations financial instruments are primarily short-term in nature.

7. ECONOMIC DEPENDENCE

The Yorkton Convention and Visitor's Bureau Inc. receives a substantial amount of its revenue from the City of Yorkton and is financially dependant on the City of Yorkton for funding. During the 2021 year, the organization received approximately 51% (2020 - 49%) of total revenues in funding from the City of Yorkton. All of these amounts have been included in revenue.

YORKTON CONVENTION AND VISITOR'S BUREAU INC.
NOTES TO THE FINANCIAL STATEMENTS
For the year ended December 31, 2021

8. BUDGET

The budget figures presented for comparative purposes are unaudited and are those approved by the board members.

9. DEFERRED REVENUE

Deferred revenue consist of membership fees received prior to year end which relates to services to be delivered after year end.

	2021	2020
Balance, beginning of year	\$ 127	\$ 5,948
Revenue received during the year	219	127
Revenue recognized during the year	(127)	(5,948)
Balance, end of year	<u>\$ 219</u>	<u>\$ 127</u>

10. OTHER MATTERS

During the year, the COVID-19 pandemic impacted Canada and caused significant disruptions to the Canadian economy. The pandemic caused Yorkton Convention and Visitor's Bureau Inc. to see a significant decrease in membership revenues during the year. Through government assistance programs and funding from the City of Yorkton, the organization is able to cover their obligations and commitments. While the disruption is currently expected to be temporary, there is considerable uncertainty about the duration of the disruption. As a result, the total related financial impact and duration cannot be reasonably estimated at this time.

11. GOVERNMENT ASSISTANCE

The organization has applied for a temporary wage subsidy for salaries and wages from the Canada Emergency Wage Subsidy program in the amount of \$36,897 (2020 - \$28,054). This amount has been credited to revenue and is reported in the statement of operations and changes in net assets, with \$7,122 (2020 - \$0) of this amount being recorded as an accounts receivable on the statement of financial position.

The organization applied for and received the Saskatchewan Tourism Sector Support Program grant through the Government of Saskatchewan in the amount of \$7,500 (2020 - \$15,000). This amount has been received and credited to revenue and is reported on the statement of operations and changes in net assets.

TITLE: Pest Control Officer, Weed and Municipal Inspector Appointment 2023	DATE OF MEETING: January 9, 2023 REPORT DATE: January 5, 2023
CLEARANCES:	ATTACHMENTS:
Written by: Darcy McLeod – Director of Recreation & Community Services <p style="text-align: center;">Darcy McLeod</p>	
Reviewed by: Jessica Matsalla - City Clerk <p style="text-align: center;">Jessica Matsalla</p>	
Approved by: Lonnie Kaal - City Manager <p style="text-align: center;">Lonnie Kaal</p>	

BACKGROUND

Each year Council is required to appoint a Pest Control Officer under *The Pest Control Act*, Weed Inspector under *The Weed Control Act* and a Municipal Inspector under *The Forest Resources Management Act*.

Pest Control Officer

In Accordance with Section 13(1) of *The Pest Control Act*, a provision is included for the annual appointment of a Pest Control Officer to control pests, as designated in *The Pests Declarations Regulations*, within the boundaries of the municipality. Designated pests include the Richardson ground squirrel, grasshoppers, the warble fly and the brown rat.

Weed Inspector

In Accordance with Section 6(2) of *The Weed Control Act*, a provision is included for the annual appointment of a Weed Inspector as the municipality is responsible for responding to weed control issues as outlined in *The Weed Control Act* and *The Weed Control Regulations*. Examples of designated weeds include but are not limited to, scentless chamomile, quack grass and various thistles.

Municipal Inspector

Each year the City of Yorkton appoints a Municipal Inspector under section 8.2 of *The Forest Resources Management Act*. This appointment is necessary to ensure that the Municipality has someone able to exercise the applicable clauses in the *Act*, and *The Dutch Elm Disease Regulations, 2005*. The intent is to limit the spread, and reduce the impact, of Dutch Elm Disease (DED) within our municipality and to further preserve the American Elm population for as long as possible.

In the past, Council has appointed the Parks Manager as Pest Control Officer, Weed Inspector and Municipal Inspector for the City of Yorkton.

Recommendation

That the appointment of Matt Charney, Parks Manager as the Municipal Inspector under *The Forest Resources Management Act*, Weed Inspector under *The Weed Control Act* and the Pest Control officer under *The Pest Control Act*, be approved for 2023.

TITLE: Public Transit and Housing Support Grant	DATE OF MEETING: January 9, 2023 REPORT DATE: January 5, 2023
CLEARANCES: Darcy McLeod Darcy McLeod – Director of Recreation & Community Services	ATTACHMENTS: 1. Transit Financial Report – 2018 to 2022
Written by: Lisa Washington – Manager of Culture, Community & Heritage Lisa Washington	
Reviewed by: Jessica Matsalla – City Clerk Jessica Matsalla	
Approved by: Lonnie Kaal - City Manager Lonnie Kaal	

BACKGROUND

On February 17, 2022, the Government of Canada announced an investment of up to \$750 million to provide \$1.5 billion nationwide support to municipalities' economic recovery in transit operation shortfalls and encourage housing affordability due to the impact of the pandemic.

The program provides Saskatchewan with one-time funding of \$11,674,000 to support municipalities, regional transit agencies, transit capital and/or operating shortfalls or to address barriers to increasing housing supply and density. Each eligible municipality will receive an amount proportional to the average ridership of public transit service trips recorded from 2015-2021 as submitted to the Ministry of Government Relations.

DISCUSSION

Based on the ridership numbers submitted to Government Relations, our municipality's share of the federal funding under the program is **\$15,610.00**. With the matching provincial portion, we are eligible for a maximum amount of **\$31,200.00**. Our municipality must commit funding towards transit capital or operating shortfalls, or housing.

Regardless of which option our municipality chooses to commit its funding, Canada also requires your municipality to demonstrate that it has made a public commitment to certain actions on housing in order to receive the funding. In order to receive this funding, the City of Yorkton must submit a Project Plan identifying which Project or Projects will be funded, or proof of financial statement of public transit operations shortfalls from 2019 to 2021, a council resolution supporting the Projects and a signed funding agreement.

Recommendation

That Council support the application of a one time grant of \$31,200 under the Public Transit and Housing Support Program, as a financial contribution to the public transit operation shortfalls from 2019 to 2021.

		2018 ACTUAL	2019 ACTUAL	2020 ACTUAL	2021 ACTUAL	2022 ACTUAL	2020 BUDGET	2021 BUDGET	2022 BUDGET
GENERAL REVENUE FUND									
REVENUES									
REVENUE									
9-10-801-140	PROV TRANSIT GRANTS	-58,161.00	-54,849.00	-50,291.00	-58,924.00	-132,917.00	-62,000.00	-55,000.00	-55,000.00
9-16-055-020	BUS TICKET SALES	-29,837.50	-29,130.00	-18,225.00	-22,021.34	-25,358.39	-27,000.00	-34,000.00	-30,000.00
9-16-055-025	TRANSIT ADVERTISING	0.00	0.00	0.00	-5,670.00	0.00	0.00	0.00	0.00
Total REVENUE		-87,998.50	-83,979.00	-68,516.00	-86,615.34	-158,275.39	-89,000.00	-89,000.00	-85,000.00
Total REVENUES		-87,998.50	-83,979.00	-68,516.00	-86,615.34	-158,275.39	-89,000.00	-89,000.00	-85,000.00
ABILITIES EXPENSES									
SIGN CONTRACT									
9-22-520-310	SIGN - CONTRACTED SERVICES	30,000.00	30,143.10	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00
Total SIGN CONTRACT		30,000.00	30,143.10	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00
Total ABILITIES EXPENSES		30,000.00	30,143.10	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00
CITY TRANSIT EXPENSES									
TRANSIT OPERATING EXPENSES									
9-25-505-310	TRANSIT CONTRACTED SERVICES	369,657.57	380,331.65	367,363.41	474,718.79	326,741.68	358,000.00	358,000.00	233,000.00
9-25-505-311	TRANSIT MANAGEMENT FEE	0.00	0.00	0.00	0.00	55,000.00	0.00	0.00	60,000.00
9-25-505-325	TRANSIT INSURANCE	0.00	0.00	2,951.04	2,933.02	1,434.18	0.00	3,000.00	3,020.00
9-25-505-501	TRANSIT PARTS & SUPPLIES	0.00	0.00	0.00	0.00	22,027.97	0.00	0.00	30,000.00
9-25-505-509	TRANSIT FUEL	0.00	0.00	0.00	0.00	39,031.54	0.00	0.00	35,000.00
Total TRANSIT OPERATING EXPENSES		369,657.57	380,331.65	370,314.45	477,651.81	444,235.37	358,000.00	361,000.00	361,020.00
SHELTER MAINTENANCE									
9-25-510-101	SHELTER MAINTENANCE SALARIES & WA	50.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00
9-25-510-310	SHELTER MAINTENANCE CONTRACTED S	1,691.15	4,164.74	9,500.04	15,392.34	15,923.92	10,000.00	21,000.00	21,000.00
9-25-510-501	SHELTER MAINTENANCE MATERIALS & SI	7,702.30	11,802.05	1,563.19	1,707.96	8,191.93	5,000.00	5,000.00	5,000.00
9-25-510-980	SHELTER MAINTENANCE OWN EQUIPMEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total SHELTER MAINTENANCE		9,443.55	15,966.79	11,063.23	17,100.30	24,115.85	15,000.00	26,000.00	26,000.00
BUS CAPITAL/TSF TO/FROM RESERV									
9-25-580-916	TRANSIT CAPITAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
9-25-590-800	TRANSIT RESERVES	0.00	0.00	0.00	-67,032.00	0.00	0.00	0.00	0.00
9-25-590-916	BUS LEASE PYMTS/TSF TO RESERVES	-92,537.12	12,550.00	10,000.00	10,000.00	0.00	10,000.00	10,000.00	10,000.00
9-25-590-999	TRANSIT CAPITAL GRANTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total BUS CAPITAL/TSF TO/FROM RESERVES		-92,537.12	12,550.00	10,000.00	-57,032.00	0.00	10,000.00	10,000.00	10,000.00
Total CITY TRANSIT EXPENSES		286,564.00	408,848.44	391,377.68	437,720.11	468,351.22	383,000.00	397,000.00	397,020.00
ABILITIES EXPENSES									
ABILITIES CAPITAL / TSF TO RES									

TRANSIT

Date : Jan 04, 2023

Time : 4:43 pm



For Period Ending 31-Dec-2022

	2018 ACTUAL	2019 ACTUAL	2020 ACTUAL	2021 ACTUAL	2022 ACTUAL	2020 BUDGET	2021 BUDGET	2022 BUDGET
GENERAL REVENUE FUND								
9-22-580-715 ABILITIES BUS CAPITAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
9-22-590-810 H & W- ABILITIES BUS	5,000.00	5,000.00	5,000.00	6,000.00	0.00	5,000.00	6,000.00	7,000.00
9-22-590-999 TRANSIT - CAPITAL GRANTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total ABILITIES CAPITAL / TSF TO RESER	5,000.00	5,000.00	5,000.00	6,000.00	0.00	5,000.00	6,000.00	7,000.00
Total ABILITIES EXPENSES	5,000.00	5,000.00	5,000.00	6,000.00	0.00	5,000.00	6,000.00	7,000.00
Total GENERAL REVENUE FUND	233,565.50	360,012.54	357,861.68	387,104.77	340,075.83	329,000.00	344,000.00	349,020.00

Loss 2019-2021

1,104,977

TITLE: Discretionary Use DU01-2023 – Auto Wrecking/Junk Yard at 85 York Road West (MI-1 Light Industrial) Public Notice Authorization	DATE OF MEETING: January 9, 2024
CLEARANCES: Michael Eger Michael Eger – Director of Planning, Building & Development	REPORT DATE: January 5, 2023 ATTACHMENTS: 1. Key Plan 2. Zoning Map 3. Aerial View 4. Summary of Discretionary Use Process 5. Site Plan 6. Street Views & Fencing 7. Public Notice
Written by: Carleen Koroluk Carleen Koroluk	
Reviewed by: Jessica Matsalla - City Clerk Jessica Matsalla	
Approved by: Lonnie Kaal - City Manager Lonnie Kaal	

Summary of History/Discussion:

This report is in response to a Development Permit application for a Salvage Yard use at 85 York Road West, (see Attachment 1). While Zoning Bylaw No. 14/2003 does not include Salvage Yard as a defined land use, the definition of Auto Wrecking/Junk Yard most closely resembles the proposed use:

“A development in which vehicles or materials are stored, parted out, crushed, compacted, or where parts from vehicles or materials are re-sold.

The subject property is zoned MI-1 Light Industrial and is located on York Road West, along one of the main entrances to the City (see Attachment 2 & 3). Auto Wrecking/Junk Yard uses are listed as Discretionary Uses in this zone. Under *The Planning and Development Act, 2007*, discretionary use applications require Council authorization to proceed (see Attachment 4).

Administrative Review:

The applicant purchased the property in November 2021 and was issued a temporary Development Permit for a Light Industrial use in January 2022, specifically for the purchasing and processing of metals such as copper wire. At the time it was indicated that ferrous metal, like vehicles, would not be stored on site.

Much has changed from the applicant's initial proposed use and the business has subsequently grown from 5 employees to 17 employees working both on and off-site. Currently, the business has changed by incorporating the following additional components:

- i. **Metal Recycling** – purchase/processing/shipping of scrap metals
 - customers deliver metal products to the site where they are weighed, sorted and unloaded before being processed with a scrap shear and subsequently shipped out to steel mills;
 - the business has recently obtained their Government of Canada Controlled Goods Program Certification which allows them to recycle demilitarized vehicles and equipment from Canadian Forces Bases. The applicant notes that the company is the only recycling facility in western Canada that has obtained this certification.
- ii. **Off-Site Scrap/Demolition** – crews attend specific site locations for scrap metal cleanup which is processed on site, then brought back to the yard on York Road for further preparation and processing prior to being shipped out to steel mills;
- iii. **Equipment/Inventory Storage** – mobile equipment used for off-site processing is stored at the location when it is not being used, in addition stock piles of scrap metal inventory are stored on-site until they are shipped;
- iv. **Sale of Shipping Containers** – new and used containers are stored on-site until they are sold and delivered to customers.

The applicant did not initially apply to the City to undertake the revised development, and therefore was no longer in compliance with the issued Development Permit. Planning Services was forced to initiate enforcement, resulting in the subject application.

Day to day business activities are currently being carried out from a portable trailer located at the rear of the site while the applicant works with an engineer in regards to the status of the existing building. Currently, a portion of the building is being leased to the original owner (Morris Equipment Parts & Sales) as shown on the attached Site Plan (see Attachment 5) while the balance of the building is being reviewed to identify upgrades needed to meet current building code requirements.

Depending on the financial viability of required code upgrades, future plans for the building include the following uses that are permitted in the Light Industrial zoning district:

- office space;
- Mobile Cabin Manufacturing – small, portable cabins to be used on job sites and/or for retail sale would be assembled inside the building;
- Industrial Pallet Racking – raw pallet racking materials would be assembled, organized and shipped out to large distribution centres;
- Shipping Container Modification – modifications would be made to shipping containers such as overhead door installation, installation of racks, etc;
- Attachments Assembly – hydraulic pallet forks, firewood processors, mowers and other skid steer and tractor attachments;

- New Steel Sales; and
- a potential warehouse/retail store area.

With regards to the specific salvage use, Section 4.16.5 requires that “In all industrial districts, the outdoor storage of raw materials, finished or partially finished products, fuel, salvage materials, junk or waste on a site shall be concealed from sight from adjacent sites, streets or lands by a fence or wall of appropriate design, and sufficient dimension and position such that such materials are not visible from any point 1.5 metres or less above grade on any adjacent site, street or land.”

Furthermore, Section 4.17 of the Zoning Bylaw requires that “All salvage, junk, or scrap yards shall be enclosed by an opaque or solid perimeter fence at least 2.0 metres in height, and not more than 4.0 metres in height, with no material piled higher than the height of the perimeter fence, and furthermore that the perimeter fence shall not be located in the required front yard.

In addition to the specific bylaw requirements, Discretionary Use applications are typically more favourably considered where it can be demonstrated that their location is appropriate to the site and that it will have a minimal impact on the surrounding adjacent areas, including, but not limited to:

- the anticipated levels of noise and odours created by the use;
- the anticipated increased level or types of vehicle traffic, unsafe conditions or situations for vehicles, cyclists or pedestrians;
- the use will have a minimal impact on the amenity of the surrounding zoning district and adjacent areas and that these areas will not be reasonably compromised;
- the character of adjacent residential uses, if applicable, shall be protected and maintained through the provision of buffer areas, separation distances and screening.

In response, the applicant has provided the following comments:

- a 12' (~3.7m) steel siding fence has been installed along the west and north sides of the site to visually screen the salvage piles and provide additional security (see Attachments 5 & 6);
- business hours are 8:00am – 5:00pm, Monday through Friday, closed on weekends and holidays;
- processing of salvage materials/scrap iron involves typical industrial equipment including forklifts, skid steers, excavators, semi trucks and personal vehicles and creates minimal noise;
- odours are not produced by the processing of metals;
- during summer months, traffic is typical of industrial uses with less traffic through the winter months;
- the majority of the salvage operation is significantly screened from York Road traffic and the neighbouring residential uses on the south side of York Road by the existing building.

The applicant acknowledges that the current salvage metal inventory piles are approximately 20'

– 25’ high and significantly exceed both the allowable and current fence height (see Attachment 6). As a result, the salvage piles are visible to traffic on York Road, Industrial Avenue and Ball Road. He further notes that the accumulation of scrap inventory is due to a downturn in the economy over the last year and that materials will be shipped out once prices rebound. Having said that, prices do fluctuate and the potential for large accumulations of salvage metal have been demonstrated.

It is also important to note that if the Discretionary Use is approved by Council, the applicant has indicated that he may appeal the fence height restriction to the Development Appeals Board and request approval of an increase to meet the current pile height of 20’ – 25’ (~6 – 8 metres). That process is also subject to public notification, but would be focused specifically on the fence height with strict criteria guiding the Board’s decision to grant or deny a variance.

Conclusion:

Notwithstanding any appeal regarding fence height, it can be reasonably assumed that the proposed development can be carried out in accordance with Zoning Bylaw requirements. As such, Administration would like to initiate the public notice process including advertisement in the local newspaper, at City Hall and on the City website, as well as circulation to property owners within 75 metres of the subject property.

If authorization for Public Notice is granted, the application will also be referred to the Planning and Infrastructure Commission for their input. The Commission’s recommendations will be brought back to Council, for their review and decision, in conjunction with the Public Hearing.

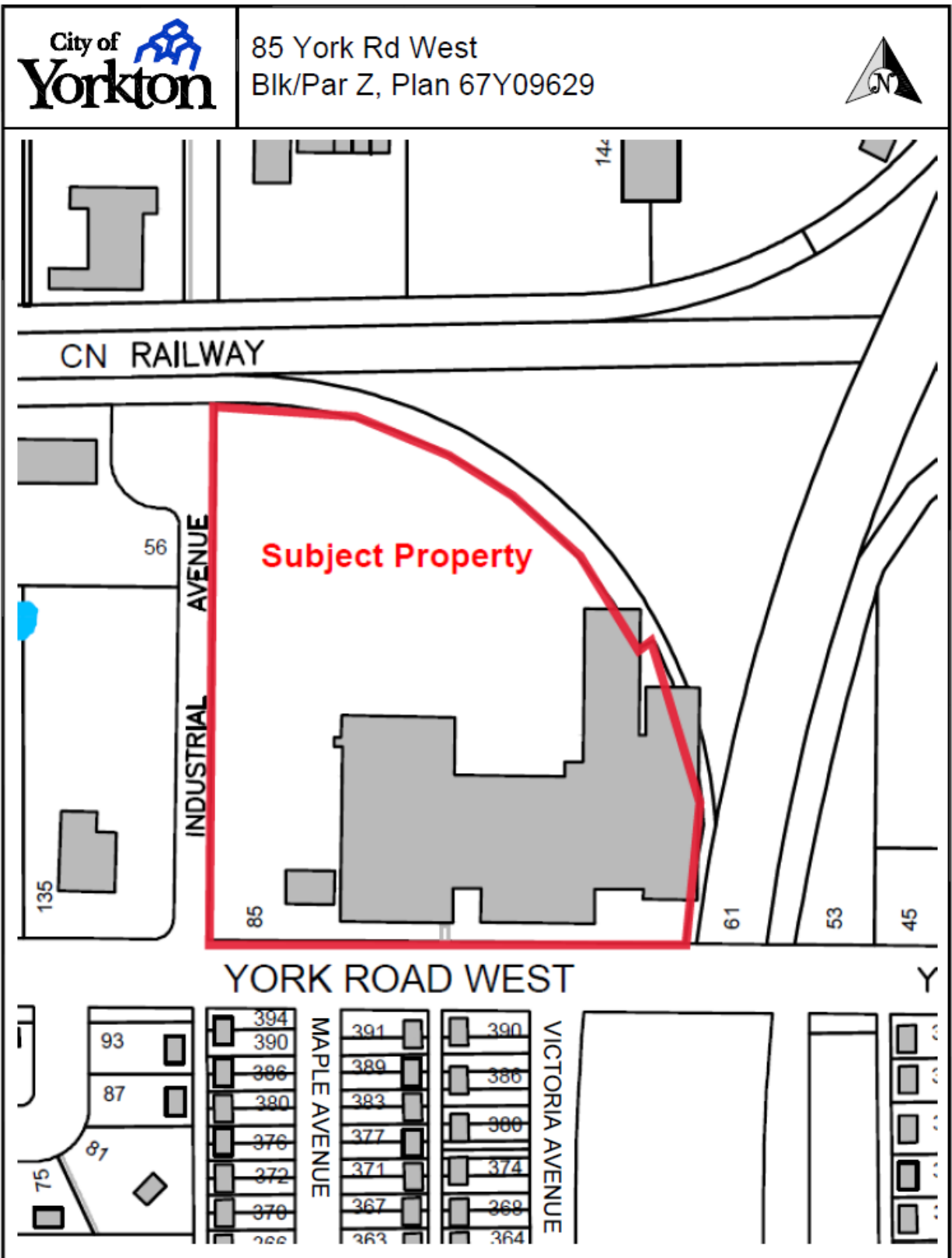
Council Options:

1. That Administration be authorized to proceed with Public Notification for Discretionary Use application DU01-2023 which proposes an Auto Wrecking/Junk Yard use as defined in City of Yorkton Zoning Bylaw No. 14/2003, at 85 York Road West, and that the application be brought back to Council for its review and decision;
2. That Public Notification for Discretionary Use application DU01-2023, which proposes an Auto Wrecking/Junk Yard use as defined in City of Yorkton Zoning Bylaw No. 14/2003 at 85 York Road West, be denied for reasons as listed by Council;
3. That Administration be provided with alternative direction.

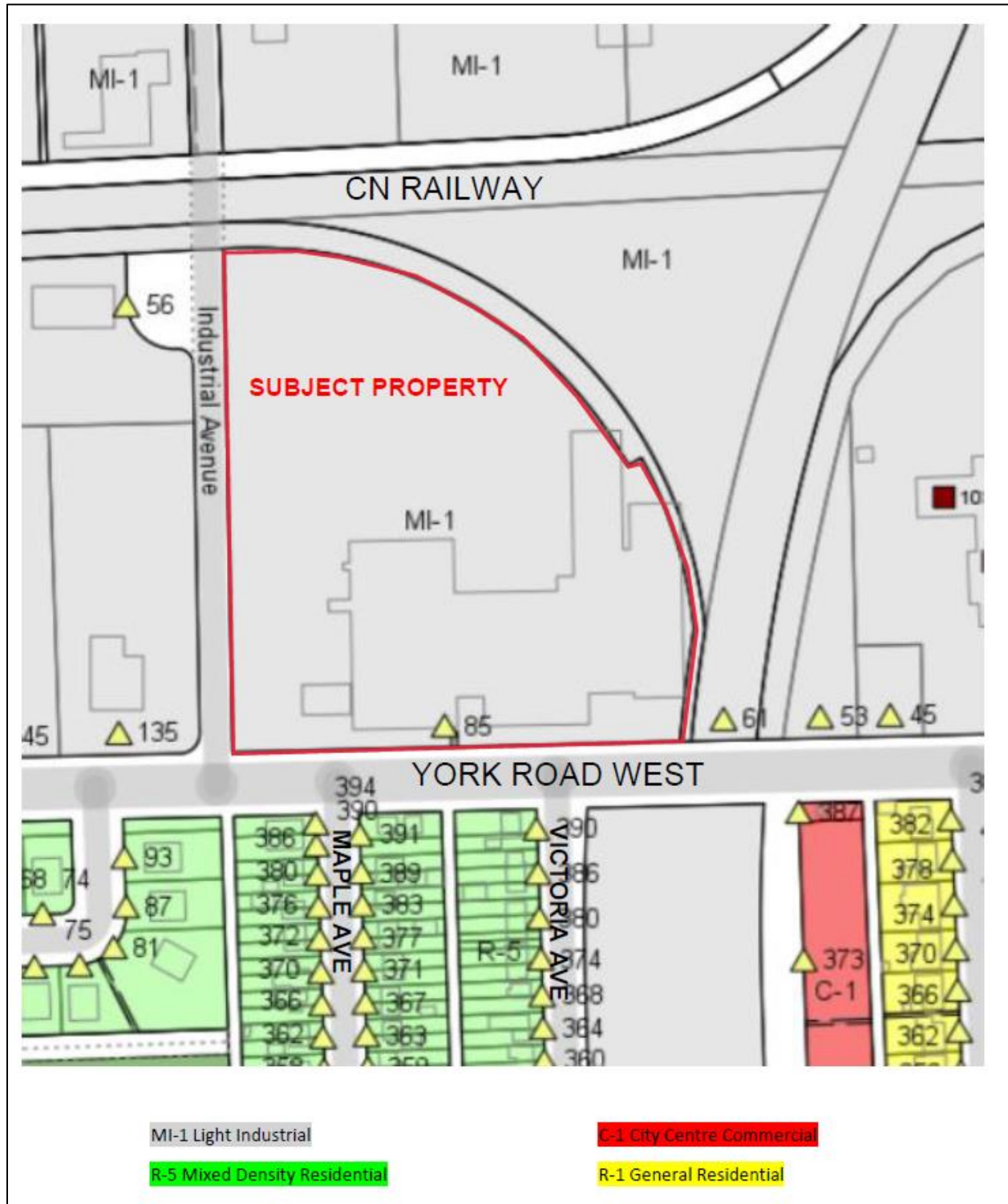
Administrative Recommendation:

1. That Administration be authorized to proceed with Public Notification for Discretionary Use application DU01-2023 which proposes an Auto Wrecking/Junk Yard use as defined in City of Yorkton Zoning Bylaw No. 14/2003 at 85 York Road West, legally described as Blk/Par Z; Plan 67Y09629, and that the application be brought back to Council for its review and decision.

Attachment 1 – Key Plan



Attachment 2 – Zoning Map



Attachment 3 – Aerial View



Attachment 4 - Summary of Discretionary Use Process

Summary of Discretionary Use Application Process:

The Planning and Development Act, 2007 ('The Act') allows a zoning bylaw to contain provisions for "Permitted Uses" and "Discretionary Uses" within specified land use zones. Any use that is not listed as "Permitted" or "Discretionary" is considered prohibited. *The Act* allows "Permitted Uses" to be approved by Administration, however, "Discretionary Use" applications require the approval of a council and must follow *The Act's* prescribed process. The process includes the requirement of giving Public Notice to property owners within 75 metres (250 feet) of the subject property, as well as the provision of a Public Hearing.

Pursuant to *The Act*, a council shall exercise its discretion respecting a Discretionary Use application to:

- (a) Reject the application;
- (b) Approve the discretionary use in accordance with the provisions of the zoning bylaw;
- (c) Approve the discretionary use subject to development standards or conditions in accordance with the zoning bylaw; or
- (d) Approve the discretionary use for a limited time, if a time limit is authorized in the bylaw.

A council may approve a discretionary use if the facts presented establish that the proposed discretionary use will:

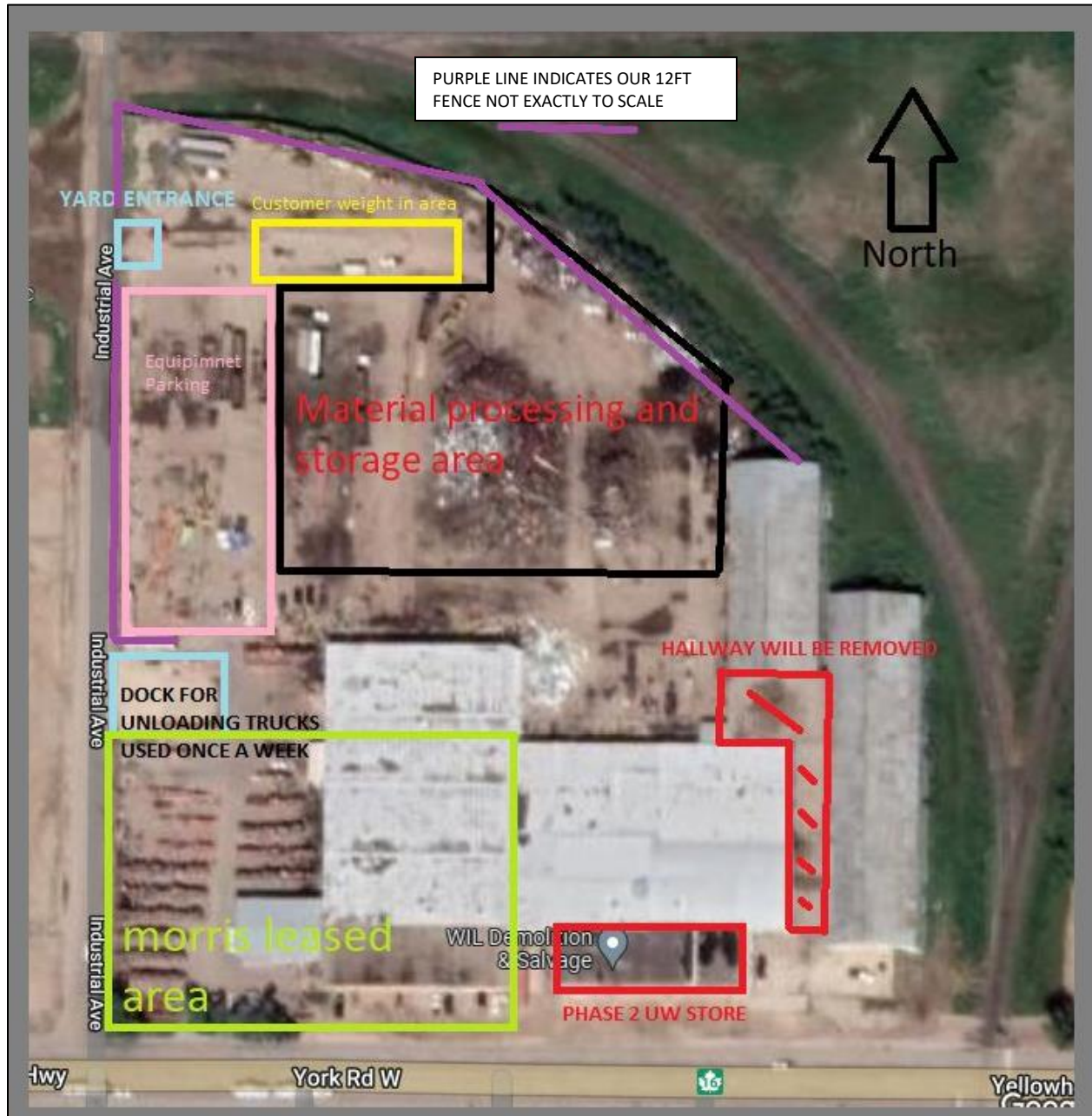
- (a) Comply with provisions of the zoning bylaw respecting the use and intensity of use of land for the discretionary use;
- (b) Be consistent with the criteria in the zoning bylaw respecting the use and intensity of use of land for the discretionary use;
- (c) In the opinion of the council, be compatible with development in the district in the immediate area of the proposal; and
- (d) Be consistent with provincial land use policies and statements of provincial interest.

In approving a discretionary use, a council may prescribe specific development standards or conditions with respect to that use, but only if those standards or conditions:

- (a) Are based on and are consistent with general development standards or conditions made applicable to discretionary uses by the zoning bylaw; and
- (b) Are, in the opinion of the council, necessary to secure the objectives of the zoning bylaw with respect to:
 - (i) The nature of the proposed site, including its size and shape and the proposed size, shape and arrangement of buildings;
 - (ii) The accessibility and traffic patterns for persons and vehicles, the type and volume of that traffic and the adequacy of proposed off-street parking and loading;
 - (iii) The safeguards afforded to minimize noxious or offensive emissions including noise, glare, dust and odour; or
 - (iv) Any treatment given, as determined by the council, to aspects including landscaping, screening, open spaces, parking and loading areas, lighting and signs, but not including the colour, texture or type of materials and architectural detail.

If an application for a discretionary use has been approved by a council with prescribed standards or conditions, the applicant may appeal to the Development Appeals Board, however a Discretionary Use application that is denied by a council may not be appealed.

Attachment 5 - Site Plan



Attachment 6 – Street Views & Fencing

View from Industrial Avenue



View from Ball Road



View from York Road Travelling East



Attachment 6 – Street Views & Fencing Continued

From York Road Travelling West



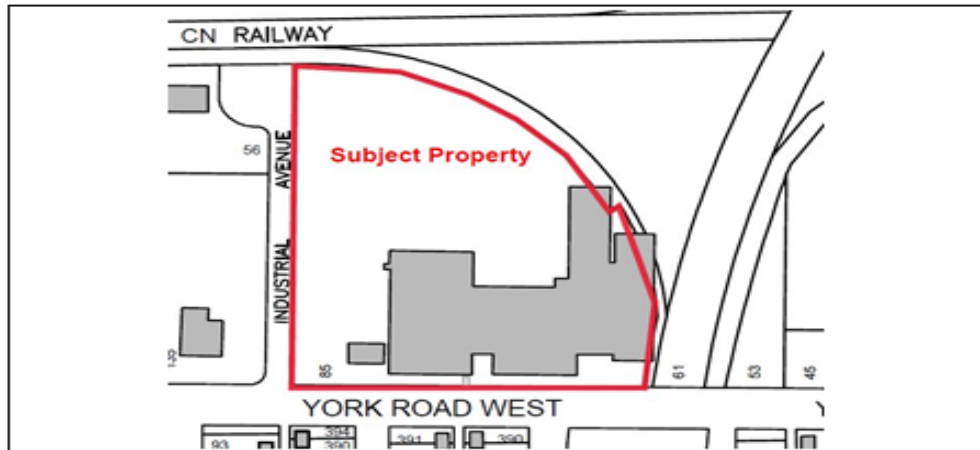
Fence details



Attachment 7 – Public Notice

Public Notice

**Discretionary Use Application for Auto Wrecking/Junk Yard use
in MI-1 Light Industrial Zoning District
85 York Road West**



Legal Description: Blk/Par Z, Plan 67Y09629

Civic Address: 85 York Road West

Proposed Use: Auto Wrecking/Junk Yard

Details: The applicant proposes a Salvage Yard use which most closely resembles an Auto Wrecking/Junk Yard use as defined in Zoning Bylaw No. 14/2003 as follows:

"A development in which vehicles or materials are stored, parted out, crushed, compacted, or where parts from vehicles or materials are re-sold."

Auto Wrecking/Junk Yard uses are Discretionary Uses in the MI-1 Light Industrial Zoning District and require City Council authorization under *The Planning & Development Act, 2007* to proceed.

Public Hearing: City Council will hear all persons who are present and wish to speak to the application and all written submissions will be read verbatim unless the submitter is in attendance to speak on the submission, on **Monday, January 30, 2023 at 5:00 pm in City Hall Council Chambers, Yorkton, SK.**

If you wish to provide written comments for Council's consideration, **they must be submitted by 9:00 a.m. on Wednesday, January 25, 2023.** Written submissions must be directed to:

Jessica Matsalla, Director of Legislation & Procedures
In Person: 37 Third Avenue North, Yorkton, SK
Via Mail: Box 400, Yorkton, SK S3N 2W3
Via Email: jmatsalla@yorkton.ca

Information: Questions regarding the application may be directed to:

Carleen Koroluk, Land Use Planner
Phone: (306) 786-1727
Email: ckoroluk@yorkton.ca