

CITY OF YORKTON
REGULAR COUNCIL MEETING AGENDA

Monday, January 6, 2025 - 5:00 p.m.

Council Chambers, City Hall

1. **CALL TO ORDER**
2. **APPROVAL OF AGENDA**
3. **PUBLIC ACKNOWLEDGEMENTS**
4. **APPROVAL OF MINUTES**
 - a. Regular Council Meeting Minutes – December 16, 2024
5. **UNFINISHED BUSINESS**
6. **REPORTS OF COUNCIL COMMITTEES AND MATTERS REFERRED**
 - a. Civic Recognition Committee Meeting Minutes – September 18, 2023
 - b. Recreation and Community Services Committee Meeting Minutes – June 19, 2024
 - c. Civic Recognition Committee Meeting Minutes – October 8, 2024
 - d. Planning and Infrastructure Commission Meeting Minutes – October 9, 2024
 - e. Environmental Committee Meeting Minutes – October 10, 2024
 - f. Recreation and Community Services Committee Meeting Minutes – October 28, 2024
 - g. Mayor Kienle – 2025 Council Committee/Commission/Board Appointments
7. **HEARING OF PETITIONS, PUBLIC NOTICES AND PRESENTATIONS**
 - a. Presentation – Representing Three Parties - Formal Complaint about Truck Pro (N5 Investments) and Highway 16 Transport Semis on Block K Plan 01839798 Ext 0, Surface Parcel #153389234
 - b. Truck Pro – Request for Relaxation of Noise Bylaw
8. **BUSINESS ARISING OUT OF PETITIONS, PUBLIC NOTICES AND PRESENTATIONS**
 - a. Bylaw & Safety Supervisor
 - Response to Request for Noise Bylaw Exemption
9. **CORRESPONDENCE**
 - a. Tourism Yorkton – 2024 Annual Report
10. **BYLAWS**
11. **ADMINISTRATIVE REPORTS**
 - a. City Controller
 - Municipal Revenue Sharing – Annual Declaration of Eligibility
 - b. Director of Recreation & Community Services
 - 2025 Pest Control Officer, Weed Inspector, and Municipal Inspector Appointments
 - c. Director of Environmental Services
 - Yorkton Wastewater Treatment Plant Renewal Project Update
12. **GIVING NOTICE OF MOTION**
13. **IN CAMERA SESSION**
14. **ADJOURNMENT**

Committee Name – Civic Recognition Committee

MINUTES

DATE SEPTEMBER 18, 2023

TIME
4:00PM

LOCATION MEETING ROOM A

Present	Mayor Mitch Hipsley, Councillor Quinn Haider, Tom Seeley, Jessica Matsalla
Regrets	Tami Hall, Councillor Chris Wyatt
Recording	Cindy Gottschall – Executive Administrative Assistant
Call to order	4:01 p.m. by Jessica Matsalla
Adjourn	4:23 p.m.

Approval of the agenda

Discussion	An agenda for the meeting of September 18, 2023 was circulated.
Motion R0001-2023	Moved by Councillor Quinn Haider that the agenda of September 18, 2023 be approved as presented. CARRIED

Minutes of the November 7, 2022 Meeting

Discussion	Minutes from the November 7, 2022 meeting of the Committee were circulated electronically as part of the agenda package.
Motion R0002-2023	Moved by Mayor Hipsley that the minutes of November 7, 2022 be approved. CARRIED

Appointment of Committee Chair Elections

Discussion – Chairperson nominations	Discussion on Chair and Co-Chair positions. Jessica Matsalla opened the floor for call for nominations for Chair person. Mayor Hipsley nominates Tom Seeley. Seeley accepts the nomination. Second and third calls for nominations are made by Matsalla, and then ceased after no other nominations.
	Tom Seeley is acclaimed as the Chair for 2023. The chair is passed to Tom Seeley by Jessica Matsalla – 4:04 p.m.
Discussion – Vice Chairperson nominations	Chair Tom Seeley opened the floor for call for nominations for CRA Vice chairperson. Councillor Quinn Haider nominated Tami Hall. Second and third calls for nominations are made by Seeley, and then ceased after no other nominations. Tom Seeley confirmed that Tami Hall, although having sent her regrets, is willing to let her name stand as Vice-chair person.
	Tami Hall is acclaimed as the Vice Chair for 2023.

Recognition of 2022 and 2023 Recipients

Discussion	Discussion on whether we conduct a round of nominations for 2022 and 2023 recipients. Jessica Matsalla apologized that there was no Spring CRA Meeting as we had two (2) sessions of Queen’s Jubilee Medals. Consensus that we recognize 2023 CRA awards only.
------------	--

Review and Approval of Call for Nominations Ad

Discussion	<p>Committee reviewed the proposed list of locations to send advertising to. Mayor Hipsley offered to talk about the call for nominations on his live weekly radio spot with GX94 and monthly with The Rock. Councillor Haider volunteered to look after sharing the ad with school groups.</p> <p>Suggestion to add a box on our nomination forms to include Where did you hear about this?</p> <p>The Committee agreed to continue one (1) more year of radio advertising, and review this next year to determine our future advertising plans.</p>
------------	---

Awards Ceremony Plan

Discussion	<p>Discussion on a different location to hold the Awards Ceremony, and agreed that the cost of another facility is a consideration. Consensus to continue with the Awards Ceremony in Council Chambers prior to a Council Meeting, and to provide coffee and dainties in the lobby following the Ceremony.</p> <p>Councillor Haider suggested that we try again to present all three (3) Awards on one day prior to the Council Meeting.</p>
------------	--

Budget

Discussion	<p>The Committee discussed arranging for a more detailed award with a photo and write up and include an engraved plate. Consensus that Mayor Hipsley work on designing the template concept for an 8 x 10 award, and then we would have the awards made at Frameworks.</p>
------------	--

Next Meeting

The next Civic Recognition Awards Committee Meeting to be held on Monday, November 6, 2023 at 4:00 p.m. If advertising needs to be extended in to November, then the next CRA Meeting to be held November 27, 2023 at 4:00 p.m.

Adjournment

Motion R0004-2023	Moved by Mayor Mitch Hipsley that the meeting be adjourned at 4:23 p.m.
----------------------	---

Tom Seeley

CHAIRPERSON

Cindy Gottschall

RECORDING SECRETARY

MINUTES JUNE 19, 2024 5:00 P.M. CITY OPERATIONS CENTRE BOARD ROOM

Attendees	Chairperson: Delmar Zwirsky, Councillor Randy Goulden, Councillor Ken Chyz, Doug Wilkinson, Ryan Cox, Anne Stupak, CV Sastry, Gurjit Dhaliwal
Regrets	Jessica Resler
Staff	Taylor Morrison, Lisa Washington
Recording	Ashton Kingdon
Call to order	5:19 p.m.
Adjourn	7:01 p.m.

Agenda topics

1. CALL TO ORDER

2. ADOPTION OF AGENDA

Motion 24-007	Anne Stupak That the agenda be adopted with the small switch in order for agenda item New Business a and b. CARRIED.
----------------------	--

3. MINUTES OF PREVIOUS MEETINGS

a. Minutes of the March 19, 2024 Meeting

Minutes from the March 19, 2024 meeting of the committee were circulated.

Motion 24-008	Gurjit Dhaliwal That the minutes of the March 19, 2024 meeting of the Recreation and Community Services Committee be approved as circulated. CARRIED.
----------------------	---

4. BUSINESS ARISING

a. Community Culture Plan Report – Zoom Meeting with Prairie Wild Consulting

Prairie Wild started their presentation of the final report for the Yorkton Cultural Plan. CV arrived shortly after at 5:35 pm.

Positive response from the committee in regards to the presentation of colors and icons used throughout the report. It broke out the heavy text but all correlated to the statistics gathered from the community members in Yorkton. Was intentional and that was noticed, so compliments to Prairie Wild Consulting.

Committee members appreciated the creative content resources provided for helping bring awareness by brochures and different means of marketing.

This project began right at the start of COVID-19 so it has been a challenge in the way we gathered for community feedback over the last 4 years. Creativity really came from navigating these challenges and still getting the engagement we required to make this report come to fruition. Committee members suggested highlighting the ways the consults got engagement to develop this document. Consultants went as far as attending the local coffee shops and bars to approach and engage in one-on-one conversations with community members.

This report will be used by Administration to reference changes being brought forward to Council in the future. It will be a living document that should be reviewed annually and promoted often as a resource for community organizations and members as well.

Motion 24-009	<p>CV Sastry That the Final Community Culture Plan be approved by the Recreation and Community Services Committee, and further that it be presented to Council for adoption and implementation. CARRIED.</p>
----------------------	---

5. NEW BUSINESS

a. Columbia Park Project Update

Administration touched on the main pieces of the report explaining the timeline and process of the project. If a new park was to be chosen, the process would have to start again, right back to community engagement and consultation. Currently the project is shovel ready.

Funds are already allocated for this project. Project did not go to tender so pricing is not confirmed. There are no funding grants available.

During the Pump Bike Council Presentation, the location originally selected was Heritage Heights. There was backlash from the residents on that location. Another location discussed for Pump Bike Track was Crosswaithe Park, which is currently used by lacrosse. Basketball Courts were considered at Drake Field as there are other amenities and a parking lot.

Administration explained the drainage plan and how there are funds allocated for that project. The committee asked what priority level Columbia Park was at on the list and Administration did not know. This can be discussed further at a City Strategic Planning Meeting.

The committee questioned in length the need for the Pump Bike Track. There is high demand for basketball courts and 3 individual groups presented to Council for the need to have more. The committee would like to see the focus shifted to have basketball courts built as soon as possible. If that means a new location to build before the drainage, then they ask Administration to consider that. Then when Columbia Park drainage gets done, the option for more basketball courts can be reconsidered again for that area. That way the community gets the basketball courts that it so badly needs while further decisions are made in regards to drainage and development of Columbia Park.

The committee asked Administration to look into multi-use facilities when designing the basketball courts. Always worth accommodating as many sports as possible when constructing a new facility.

b. Saskatchewan Lotteries Community Grant Program Policy Review

The Tri-Globals for funding have recently done a policy review so Administration revised the City's policy to better align with theirs. While reviewing, Administration adjusted the language to simplify our process for how the program is currently being run digitally.

Randy left the meeting at 6:53 pm.

Motion 24-010	<p>Ryan Cox That the Recreation and Community Services Committee approve the Saskatchewan Lotteries Community Grant Program Policy as revised. CARRIED.</p>
----------------------	--

6. SASKATCHEWAN LOTTERIES COMMUNITY GRANT PROGRAM

a. Correspondence from YBID: SLGC Appeal Letter and City's Response Back

Administration let the committee know that the Sask Lotteries Community Grant Program does

not have an appeal process.

The letter from YBID referenced groups that received funding that may not have been sport, recreation or culture based. Administration clarified that those organizations received funding during the pandemic when the intentions of the committee was to support groups in a tough time using the funds to help support programs for mental health and entertainment. These programs were approved by the Sask Lotteries Trust Fund before being brought to the adjudication meeting.

Motion 24-011

CV Sastry

That the Recreation and Community Services Committee receive and file the correspondence letter from YBID and Administration's response in regards to YBID's appeal letter for the Sask Lotteries Community Grant Program April Adjudication. CARRIED.

7. NEXT MEETING

October for adjudications.

8. ADJOURNMENT

Motion 24-012

Anne Stupak

That the Recreation and Community Services Committee Meeting be adjourned at 7:01 p.m. CARRIED.

Delmar Zwirsky

Ashton Kingdon

Chairperson

Recording

Committee Name – Civic Recognition Committee

MINUTES

DATE OCTOBER 08, 2024

TIME 4:00 PM

LOCATION MEETING ROOM A

Present	Mayor Mitch Hipsley, Councillor Quinn Haider, Jessica Matsalla, Larry Off, Councillor Randy Goulden
Regrets	Tom Seeley
Recording	Amanda Krysa – Executive Administrative Assistant
Call to order	4:09 p.m. by Jessica Matsalla
Adjourn	4:36 p.m.

Approval of the agenda

Discussion	An agenda for the meeting of October 08, 2024 was circulated.
Motion R0001-2024	Moved by Mayor Hipsley that the agenda of October 08, 2024 be approved as presented. CARRIED

Appointment of Committee Chair Elections

Discussion – Co-Chair nominations	Discussion on Co-Chair positions. Jessica Matsalla opened the floor for call for nominations for Co-Chair. Haider nominates Off and Seeley to be a Co-Chairs. Off accepts. Seeley accepts nomination via email. Matsalla does second and third calls for nominations, and then ceased after no other nominations. Off and Seeley declared as co-chairs for the committee for the season.
---	--

Minutes of the November 27, 2023 Meeting

Discussion	Minutes from the November 27, 2023 meeting of the Committee were circulated electronically as part of the agenda package.
Motion R0002-2024	Moved by Mayor Hipsley that the minutes of November 27, 2023 be approved. CARRIED

Review of Advertising

Discussion	Nomination ads have been circulated to newspaper, and published on CoY social media pages. Radio advertisements are being created, and added to the Mayor's Radio Spot. Poster to be circulated to schools, and community groups. Matsalla made QR code to ad to current advertising. Suggestions of locations brought forward to post around the city.
------------	---

Awards Ceremony Plan

Discussion	Ceremony will continue with having all recipients attend in one day as previously done in 2023. Application to the Co-op for their gift certificate program has been submitted and awaiting approval. Suggestion to invite Manager of Co-op to attend event was made and a request for formal pictures to be taken for the Co-op to advertise on their social media/newsletter. Addition of banners/backdrops with the City logo for pictures.
------------	--

	Recipients to receive a photo of themselves.
--	--

Extension of Nomination Period	
Discussion	If there is categories with zero nominations, an extension period will be advertised for closing to be adjusted from October 31, to November 21, 2024.
Motion R0003-2024	Moved by Off that the nomination period be extended for categories without nominations. Carried

Next Meeting	The next Civic Recognition Awards Committee Meeting to be held on Monday, November 4, 2024 at 4:00 p.m. If advertising needs to be extended to November 21, then the next CRA Meeting to be held November 25, 2024 at 4:00 p.m.
---------------------	---

Adjournment	
Motion R0004-2023	Moved by Goulden that the meeting be adjourned at 4:36 p.m.

Larry Off
CHAIRPERSON

Amanda Krysa
RECORDING SECRETARY

Planning and Infrastructure Commission

MINUTES

OCTOBER 9TH, 2024

7:00 A.M.

**MEETING ROOM A,
CITY HALL – SECOND FLOOR**

Attendees	<p>Chairperson: Mike Popowich Councillors: Mayor Mitch Hipsley, Councillor Quinn Haider, Councillor Randy Goulden Members: Doug Forster, Jan Morrison, Patricia Zaryski</p>
Staff	<p>Michael Eger – Director of Planning, Building and Development Carleen Koroluk – Land Use Planner Trysta Liebrecht– Administrative Assistant</p>
Regrets	<p>Councillors: Members: Isabel O’Soup, David McKerchar Staff:</p>
Absent	<p>Councillors: Members: Eleanor Shumay, Eugene Fedorowich, Glen Tymiak Staff:</p>
Recording	Trysta Liebrecht
Call to order	7:02 a.m.

ADOPTION OF AGENDA

Discussion	Review of Agenda items.
Motion 19-2024	<p>Zaryski That the agenda be approved as presented. Carried Unanimously</p>

DECLARATION OF CONFLICT OF INTEREST

Discussion	None.
------------	-------

APPROVAL OF MINUTES

Discussion	Minutes of the August 28 th , 2024 Planning and Infrastructure Commission Meeting were circulated with the agenda package.
Motion 20-2024	<p>Morrison That the Minutes from the August 28th, 2024 Planning and Infrastructure Commission Meeting be approved. Carried Unanimously</p>

OLD BUSINESS

Discussion	None.
------------	-------

NEW BUSINESS

<p>1. Bylaw No. 13/2024 – Amendment to Zoning Bylaw No. 14/2003 – Parking Lots & Facilities in C-4 Neighbourhood Commercial</p>	
Discussion	<ul style="list-style-type: none"> - Koroluk presented administrative report on the amendment to Zoning Bylaw No. 14/2003 - Planning services has had a conversation with the owner of a vacant property that is zoned as C-4 Neighbourhood Commercial to make the land a parking lot, under current zoning this is not allowed. - Few C-4 properties exist. A property near the hospital was rezoned to C-4 in 2019 for a mixed-use development, which did not proceed. - Neighbouring businesses have raised concerns about non-patron vehicles occupying their parking spaces. - Despite enforcement efforts, unauthorized parking on the vacant lot continues, leading the current owner to consider developing it into a formal parking facility. - Amending the bylaw to clarify the C-4 purpose by removing the term “shopping” and add permitted use to allow Parking Lots/Facilities in the zoning district. - Discussion on how the parking lot would operate, if paid parking or not, if they plan to pave it.
Motion 21-2024	<p>Zaryski The Planning and Infrastructure Commission recommend that Council approve Bylaw No. 13/2024, a bylaw of the City of Yorkton in the Province of Saskatchewan to amend Zoning Bylaw No. 14/2003 by clarifying the use of the C-4 Neighbourhood Commercial zoning district and add Parking Lots/Facilities as Permitted Uses. Carried Unanimously</p>

BUSINESS FROM THE FLOOR

Discussion	- Eger gave updates on York Road, McDonald's progress and McBurney Street upgrades.
------------	---

NEXT MEETING

	Wednesday, November 6 th , 2024 at 7:00 a.m. at City Hall Meeting Room A
--	---

ADJOURNMENT

Motion 22-2024	Zaryski That the meeting be adjourned at 7:25 a.m. Carried
----------------	--

SIGNATURE OF MINUTES

Chairperson	<p>Mike Popowich</p> <hr/> Chairperson – Mike Popowich
Recording Secretary	<p>Trysta Liebrecht</p> <hr/> Trysta Liebrecht

Environmental Committee

MINUTES	WED, OCTOBER 10, 2024	7:30 A.M.	QUEEN ST WTP, STAFF ROOM
Members Present	Chair Shannon Erickson, Sandra Bilan, Dustin Brears, Darcy Zaharia, Kris Gendall		
Absent	Matt Poier, Stefan Bymak, Jason Signarowski, David Mckerchar		
City Staff	Aron Hershmillier, Connor Hunt, Lyndon Hicks		
Presentation			
Recording	Val Fatteicher		
Call to order	7:42 a.m.		
Adjourn	8:43 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 18-24	Sandra Bilan That the agenda be approved as presented. CARRIED		
3. Minutes of the June 19 and August 1, 2024 Meetings			
Motion 19-24	Dustin Brears That the minutes of June 19, 2024 be approved as presented. CARRIED.		
Motion 20-24	Dustin Brears That the minutes of August 1, 2024 be approved as presented. CARRIED.		
4. Curbside Organics Program			
Discussion	<ul style="list-style-type: none"> Review of proposed curbside organics program to be initiated for residents. Data from 2011 to 2023 show an increase of 54% in organic material disposal at the landfill. The 2023 pilot program received positive feedback with 89% of residents participating at least once during the pilot period. Similar organic collection programs in Saskatoon and Regina encountered challenges with their disposal locations after beginning. Ministry of Environment approval for the proposed disposal location has been confirmed. Due to regulatory requirements, food waste (meat and dairy) would not be included in the collected organics. Those particular products require additional treatment before being incorporated into the compost area at the landfill. Based on surveys during the pilot program, approximately 20% of content was identified as food waste. 		

- Sample testing of materials will be conducted annually to confirm there is no presence of pathogens or ecoli. Additional communication and education would be needed for residents should this occur. Incorporating food waste products may be considered in the future.
- Separation of organics from residential waste materials is timely. New regulations are being introduced for greenhouse gas production. Future monitoring may include smaller city centres, as larger cities are reporting this data already.
- Program collection would be proposed from the second week of April until the first week of November. Adjustments could be made to the program start date based on weather conditions. Residents would keep and store the bin during the rest of the year.
- Review of options that include frequency for collection and related cost for service. Four options were provided for review and include:
 - 1) biweekly garbage and organics during the specified program period,
 - 2) biweekly collection of garbage with weekly organics collection,
 - 3) weekly collection of garbage with biweekly organics collection, or
 - 4) weekly collection of garbage and organics.
- The City would provide for the initial purchase of the carts. Damaged carts would be replaced by the contractor as needed and would manage the cart inventory.
- Other Sask Cities program garbage and recycling collection costs were reviewed.
- Educational information needed for residents to provide for the volume savings when the organics are no longer placed in the lined landfill cell and the cost savings for developing a new lined cell.
- Collected and processed material would eventually be utilized for cover material needed for capping the old landfill cell. Cover material would otherwise need to be sourced elsewhere for an undetermined cost.
- Cart delivery will take approximately 6-8 weeks. Proposed program roll out would take place in January 2025 with organics collection commencing in April.
- Earlier survey conducted in 2021 had 64% resident support of an organics program, similar to the 2023 survey of pilot program participants having 68% in favor. Both surveys also had an additional 26 and 28 percent response 'maybe, depending on cost'.

Dustin Brears left meeting at 8:43 am
Loss of quorum

5. Strategic Plan Review

Discussion

Item carried forward to next committee meeting.

6. Next Meeting Date

Next meeting date pending results of the Doodle Poll.

7. Next Meeting Agenda Items

- Strategic Plan Review/Finalize

8. Adjournment 8:43 am

Motion 21-24

Sandra Bilan

That the Environmental Committee Meeting be adjourned. CARRIED.

These minutes have been approved by members of the Environmental Committee on December 5, 2024.

Shannon Erickson

Chair

Val Fatteicher

Recording Secretary

MINUTES OCTOBER 28, 2024 5:15 P.M. CITY OPERATIONS CENTRE BOARD ROOM

Attendees	Chairperson: Delmar Zwirsky, Councillor Randy Goulden, Anne Stupak, CV Sastry, Gurjit Dhaliwal, Doug Wilkinson, Ryan Cox
Regrets	Councillor Ken Chyz
Staff	Taylor Morrison, Lisa Washington
Recording	Lisa Washington
Call to order	5:19 p.m.
Adjourn	6:38 p.m.

Agenda topics

1. CALL TO ORDER

2. ADOPTION OF AGENDA

Motion 24-008	Doug Wilkinson That the agenda be adopted as presented. CARRIED.
----------------------	--

3. MINUTES OF PREVIOUS MEETINGS

a. Minutes of the June 19, 2024 Meeting

Minutes from the June 19, 2024 meeting of the committee were circulated.

Motion 24-009	Anne Stupak That the minutes of the June 19, 2024 meeting of the Recreation and Community Services Committee be approved as circulated. CARRIED.
----------------------	--

4. NEW BUSINESS

Nothing at this time.

5. BUSINESS ARISING

Nothing at this time.

6. SASKATCHEWAN LOTTERIES COMMUNITY GRANT PROGRAM ADJUDICATION

The Committee reviewed the applications and recommended funding for the following groups for the October 2024 intake of the Saskatchewan Lotteries Community Grant Program.

Motion 24-010	Ryan Cox That the following list of applicants to the October 2024 intake of the Saskatchewan Lotteries Community Grant Program be approved at the corresponding allocation, for a total of \$33,600.	
	Group	Approved
	Aging In Motion	\$1,000.00
	BGC Yorkton	\$4,000.00
	Big Brothers Big Sisters of Yorkton	\$750.00
	East Central Newcomer Welcome Centre	\$4,000.00
	Paper Bag Players	\$2,300.00
	Yorkton Aquabatix Artistic Swim Club	\$4,000.00
	Yorkton Debate Academy	\$3,000.00
	Yorkton Navy League	\$3,400.00

	Yorkton Park Square and Round Dance Club	\$2,100.00
	Yorkton Scouts	\$4,000.00
	Yorkton SnoRiders	\$3,000.00
	Yorkton Troyanda Dance Ensemble	\$900.00
	Yorkton United Football Club	\$4,000.00
	CARRIED.	\$ 33,600.00

7. NEXT MEETING

To be determined.

8. ADJOURNMENT

Motion 24-011

Doug Wilkinson

That the Recreation and Community Services Committee Meeting be adjourned at 6:38 p.m. CARRIED.

Delmar Zwirsky

Chairperson

Ashton Kingdon

Recording



January 6, 2025

Memorandum to: Members of Yorkton City Council

Re: 2025 Council Committee/Commission/Board Appointments

I have attached a proposed list of the '2025 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 '2025 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 Aaron Kienle

MAYOR AARON KIENLE

Enclosures (1)

Committee List

2025 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 Aaron Kienle**
2. Councillor Quinn Haider
3. Councillor Randy Goulden**
4. Tom Seeley
5. Sherry MacDonald*

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. Jerome Niezgoda
2. Kosta Stamantinos
3. Scott Sharpe
4. Sheldon Stechyshyn
5. Brinton Hall*

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 Aaron Kienle**
2. Councillor Stephanie Ortynsky**

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. Bob Knox
5. Marty Sveinbjornson
6. Gwen Machnee (Parkland College)
7. Ajay Tadi
8. Greg Haas*
9. Corey Werner*

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 Aaron Kienle**
3. Councillor Dustin Brears
4. Councillor Greg Litvanyi**
5. Councillor Randy Goulden
6. Councillor Quinn Haider
7. Councillor Stephanie Ortynsky**
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. Stefan Bymak
6. Jason Signarowski
7. Kris Gendall
8. Rick Sheichuk*
9. Rong Lu*

Gallagher Centre Management Board

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

1. Mayor Aaron Kienle**
2. Councillor Dustin Brears
3. Councillor Greg Litvanyi**
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. Gene Denischuk
3. Vacant

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 Stephanie Ortynsky**
2. Councillor Quinn Haider
3. Eugene Fedorowich
4. Doug Forster
5. Isabel O'Soup
6. Mike Popowich
7. Eleanor Shumay
8. Glen Tymiak
9. Jerry Kobylka (Christ the Teacher Catholic School Division)
10. Jan Morrison (Good Spirit School Division)
11. Corey Werner*

Property Standards Appeal Board

(Pursuant to Section 329 of The Cities Act)

1. Mayor Aaron Kienle**
2. Councillor Dustin Brears (Chair)
3. Councillor Greg Litvanyi**
4. Councillor Stephanie Ortynsky**
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 Aaron Kienle**
2. Councillor Dustin Brears
3. Michelle Goulden
4. Rasak Abdullahi (SHA)
5. Larry Pearen
6. Scott Robertson
7. Andrew Sedley
8. Larry Off*
9. Pat Taylor*
10. Tereza Vasyluk*

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 Greg Litvanyi**
2. Councillor Randy Goulden
3. Anne Stupak

4. Ryan Cox
5. Gurjit Dhaliwal
6. Delmar Zwirsky
7. Bolatito Olaoye*
8. Brian Trollope*

Yorkton Business Improvement District – still being confirmed

(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 Stephanie Ortynsky**
2. 9 additional members to be filled once provided by the YBID.

Yorkton Housing Corporation Board

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

1. Mayor Aaron Kienle**
2. Councillor Dustin Brears
3. Councillor Greg Litvanyi**
4. Councillor Randy Goulden
5. Councillor Quinn Haider
6. Councillor Stephanie Ortynsky**
7. Councillor Darcy Zaharia (Chair)

Yorkton Airport Authority

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

1. Mayor Aaron Kienle (Chair)**
2. Councillor Dustin Brears
3. Councillor Greg Litvanyi**
4. Councillor Randy Goulden
5. Councillor Quinn Haider
6. Councillor Stephanie Ortynsky**
7. Councillor Darcy Zaharia

Yorkton Public Library Board

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

1. Councillor Randy Goulden**
2. Juanita Brown
3. Bolatito Olaoye
4. Eileen Dellow
5. Taylor Jakubowski*
6. Taylor Morrison, Ex-Officio

Parkland Regional Library Board

(As per The 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 Randy Goulden (Executive)**
2. Juanita Brown (Executive)
3. Eileen Dellow
4. Bolatito Olaoye

Alternates:

1. Taylor Jakubowski*

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.

City of Yorkton Council
City of Yorkton
37 3 Avenue N
Yorkton, SK

December 23, 2024

Formal Complaint about Truck Pro (N5 Investments) and Highway 16 Transport Semis on Block K Plan 01839798 Ext 0, Surface Parcel #153389234 for the January 6, 2025 Council Meeting

To the Council of the City of Yorkton:

We are writing to make a formal complaint against Truck Pro (N5 Investments) and Highway 16 Transport. Three semis have been parking and idling on the Truck Pro lot since a power meter was installed on the north end of the Truck Pro lot some time in mid November of this year.

We first contacted the City by email on December 6, 2024 and have since been in almost daily contact with the City as these semis are only 135 feet from our back door in our residential area. The semis are not part of the Truck Pro business and are not there to be repaired. The semis are being started and idling early nearly every morning, from as early as 4:30 a.m. on. One day one of the semis sat idling for over 6.5 hours unattended.

We are being woken up every morning they are idling there, they are loud whenever they are running anytime during the day and we get noxious diesel exhaust fumes in our house and our yard to the point where it is affecting our health and we are extremely concerned about this.

There appear to be two different Bylaws being contravened at this time.

1. The Zoning Bylaw as taken from the City website – apparently there has been no permit applied for a change of use at this location.
2. The City of Yorkton Noise Bylaw as taken from the City website – Highway 16 Transport are contravening more than one section of Bylaw No. 21/1999 (Noise Bylaw). We believe these semis are “loud, unnecessary” and make “unreasonable noise” that “annoys, disturbs” us and is detracting from our “health, peace” in our own home and backyard of nearly 20 years. The following sections are being contravened:
Section 3.1, Section 3.3 and 3.4
Section 5.3
Section 7.1

Have the CSO's/Bylaw Officers even actually been in attendance here and have there been any tickets issued?

We believe the City of Yorkton should be enforcing its own bylaws and putting a stop to this. We do not believe the Bylaw Enforcement Officers are enforcing these bylaws. There are many other places these semis could be parking where they would be 500 feet or more from any residential area. Truck Pro/Highway 16 Transport have ruined our ability to enjoy our yard and this neighborhood and the harmful effects of inhaling diesel exhaust fumes are widely known - not something we would choose to do.

We understand that the Council is to respond to this complaint in writing. We look forward to a written reply and should you require any further information on this matter, we will be more than happy to respond.

Bruce and Kim Waddell

Yorkton, SK

Cell #

Kim Waddell
Bruce Waddell

City of Yorkton Council
City of Yorkton
373 Avenue N
Yorkton, SK

RECEIVED

DEC 30 2024

CITY CLERK'S OFFICE
CITY OF YORKTON

December 30, 2024

**Formal Complaint about Truck Pro (N5 Investments) and Highway 16 Transport Semis
on Block K Plan 01839798 Ext 0, Surface Parcel #153389234
for the next Council Meeting**

To the Council of the City of Yorkton:

I am writing to make a formal complaint against Truck Pro (N5 Investments) and Highway 16 Transport. Three semis have been parking and idling on the Truck Pro lot since a power meter was installed on the north end of the Truck Pro lot some time in mid-November of this year.

I have been in contact with the City as these semis are only 140 feet from my back door in this residential area. The semis are not part of the Truck Pro business and are not there to be repaired. The semis are being started and idling early nearly every morning, from as early as 4:30 a.m. on. One day one of the semis sat idling for over 6.5 hours unattended.

I am being woken up every morning they are idling there, they are loud whenever they are running anytime during the day and I get noxious diesel exhaust fumes in my residence and yard. It is affecting my health and I am very concerned about this.

There are two different Bylaws being contravened at this time.

1. The Zoning Bylaw as taken from the City website – apparently there has been no permit applied for a change of use at this location.

2. The City of Yorkton Noise Bylaw as taken from the City website – Highway 16 Transport is contravening more than one section of Bylaw No. 21/1999 (Noise Bylaw). I believe these semis are “loud, unnecessary” and make “unreasonable noise” that “annoys, disturbs” me and is detracting from my “health, peace” in my own home and backyard. Several sections of the Bylaw are being contravened:

Section 3.1, Section 3.3 and 3.4, Section 5.3 and Section 7.1

Have the CSO's/Bylaw Officers even actually been in attendance here and have there been any tickets issued?

I believe the City of Yorkton should be enforcing its own bylaws and putting a stop to this. I do not believe the Bylaw Enforcement Officers are enforcing these bylaws. There are many other places these semis could be parking where they would be away from any residential area. Truck Pro/Highway 16 Transport is ruining this neighbourhood and my ability to enjoy my yard and this neighborhood. I do not appreciate inhaling the noxious harmful diesel exhaust fumes from these semis. When will the City put a stop to this?

I understand that the Council is to respond to this complaint in writing. Please contact me if you require any further information from me regarding this matter.

Joseph Sass

Yorkton, SK

Telephone:



City of Yorkton Mayor and Council
City of Yorkton
37 3 Avenue N
Yorkton, SK

December 31, 2024

**Formal Complaint about Truck Pro (N5 Investments) and Highway 16 Transport Semis
on Block K Plan 01839798 Ext 0, Surface Parcel #153389234
for the January 6, 2025 Council Meeting**

Mayor and Council City of Yorkton:

We are writing to make a formal complaint against Truck Pro and Highway 16 Transport as shown on the semi. Three semis have been parking and idling on the Truck Pro lot since a power meter was installed on the north end of the Truck Pro lot.

To my knowledge these semis are not part of the Truck Pro service business and are not there to be repaired. They are plugged into the Power meter and hooked to trailers. The semis are being started and leave the yard nearly every morning. I have heard them as early as 4:30 a.m. .

We are being woken up in the morning. They high idle these units to warm them up. These units are loud whenever they are running especially in cold weather. Sometimes we get noxious diesel exhaust fumes in our house especially when there is a south wind.

There appears to be a Bylaw being contravened at this time.

The City of Yorkton Noise Bylaw as taken from the City website – Highway 16 Transport are contravening more than one section of Bylaw No. 21/1999 (Noise Bylaw). We believe these semis are “loud, unnecessary” and make “unreasonable noise” that “annoys, disturbs” us and is detracting from our “health, peace” in our own home and backyard. We built a new house at 68 Caldwell and moved in December of 1999. We believe the following sections are being contravened:

Section 3.1, Section 3.3 and 3.4

Section 5.3

Section 7.1

I also believe that Section 6.6.2 of the Zoning Bylaw may also apply which requires a property to have a 50 foot buffer zone between a Non residential development and a existing residential area I built my house in 1999 and I understand that Truck Pro purchased this business approximately 2015

We believe the City of Yorkton should be enforcing the bylaws and putting a stop to this. We would like to know if there has been any Bylaw Enforcement. These semis should be parking at designated truck lots and not where they would be right up a residential area I believe these trucks are idling within 175 feet of my back door I know they are within feet of the Yorkton residential city property. I have enclosed a map to show this.

The next council meeting is to be held on January 6 2025. I would like to receive a written reply to this complaint within 10 business days of this meeting.

Thankyou in advance for reviewing and responding to this important complaint.

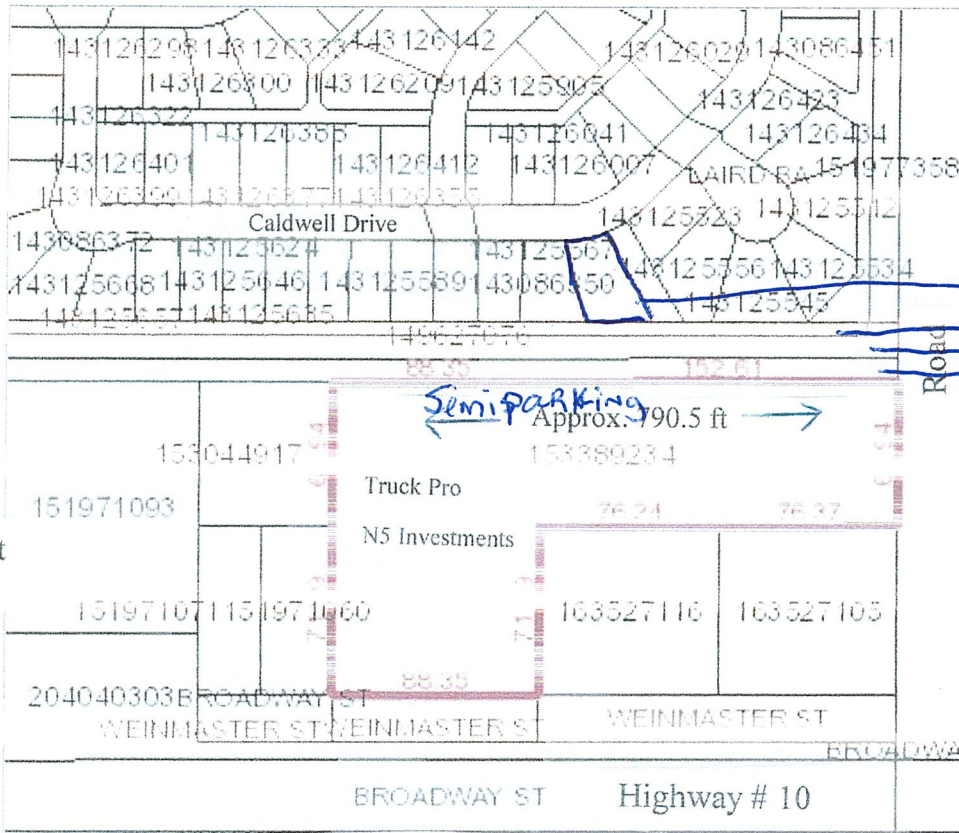
Larry and Debbie Wintonyk

██████████
Yorkton, SK ██████████

Larrys Cell ██████████ Debbies Cell ██████████



North



68 Caldwell Dr.
 Back Alley
 Ditch
 Service Road and Residential
 Property edge.

West

East

Owner Name(s) : N5 INVESTMENTS INC.

Municipality : CITY OF YORKTON

Area : 2.098 hectares (5.18 acres)

Title Number(s) : 146623619

Converted Title Number : 74Y11961 / 99Y05695A

Parcel Class : Parcel (Generic)

Ownership Share : 1:1

Land Description : Blk/Par K-Plan 101839798 Ext 0

Source Quarter Section : SE-01-26-04-2

Commodity/Unit : Not Applicable

DISCLAIMER: THIS IS NOT A PLAN OF SURVEY. It is a consolidation of plans to assist in identifying the location, size and shape of a parcel in relation to other parcels. Parcel boundaries and area may have been adjusted to fit with adjacent parcels. To determine actual boundaries, dimensions or area of any parcel, refer to the plan, or consult a surveyor.

Application for exemption of Noise Bylaw / Idling

For: 101076904 Sask Ltd / N5 Investments Inc
537 Broadway Street East
Yorkton, SK
S3N 4A4

Sound Source:

Commercial Trucks idling to warm up, keep warm due to ambient temperature or repair testing / maintenance procedures for aftertreatment.

This comparable to any tractor, combine, grader, loader or pick-up truck.

Period of time:

Trucks at North end of lot November 1st to April 30th

Random units for repair, as required, we cannot schedule this.

Reasons:

At temps over -15, 15 minutes is not enough to warm a diesel engine to start pulling, especially a loaded trailer, which these trucks normally finish the day loaded.

At -30 a unit cannot be shut down for very long and be startable. Sometimes we cannot get trucks inside as quick as we like, and they have to idle outside in cold temps till we get room inside. Sometimes customers come in at night and drivers have to sleep with units running to keep warm while sleeping. Auxillary heaters do not provide enough heat over -20.

We do diagnostic procedures on 2005 and up units that require tests to run and they take more than 15 minutes with revving and idling. On 2007 and up, require aftertreatment regens, which requires units to idle and rev as the engine requests to clean the DPF. This can be from 30 minutes to 1.5 hours, which we cannot control. That being said, it may need to be run to get hot enough before it will even start the procedure.

Other issues we encounter in winter include: Frozen Brakes, hot tires and melted down (stuck), blown snow causing trucks to be stuck, resulting in needing to be pulled out, which takes time.

Information:

We have been at this location, operating for 9 years with no prior complaints. The trucks have not changed or got any louder. The trucks are not smoking or fuming in the vicinity of the houses. The other fact is, I have had one customer parking a unit by that service road for 9 years off and on, winter and summer. The houses are also on the north side of our property with predominant North / Northwest wind, which should reduce the sound. We are a zoned commercial property, and the 500' distance is not fair in this situation. This property was commercial, long before those homes were there.

This has a great affect on my business and impacts the work we can now perform and how we serve our customer base. I have created a plan for starting/ warming trucks up and where we perform certain aspects of repair. That is all I can do because I cannot meet bylaw expectation while we are on this property.

While I am not happy, I am doing the best I can without shutting down part of my business. We will likely talk in new year regarding this further, keep in touch.

Regards,

Dean

TITLE: Response to Request for Noise Bylaw Exemption	DATE OF MEETING: January 6, 2025
	REPORT DATE: December 19, 2024
CLEARANCES: Michael Eger, Director of Planning, Building and Development Michael Eger	ATTACHMENTS:
Written by: Nicole Baptist, Bylaw & Safety Supervisor Nicole Baptist	
Reviewed by: Jessica Matsalla, City Clerk Jessica Matsalla	
Approved by: Brad Hvidston, City Manager Brad Hvidston	

PURPOSE/BACKGROUND

On December 6, 2024 the Planning Dept. received communication from a resident regarding a recent change to a commercial property at 537 Broadway St. East where a power station was installed at the North side of the property. The recent change created noise concerns as semis were using the power station to plug in their tractor units and the units remained idling for extended periods. Further contributing to the concerns was the location of the power station as it was closer in proximity to the residential houses than the business shop is.

The concern from the resident brings in both the Zoning Bylaw when considering the use of the property and the Noise Bylaw in terms of the diesel tractor units idling for extended periods. The Planning Dept. is investigating the land use concerns.

The Noise Bylaw No. 21/1999, Section 7 – Diesel Motors states:

7.1 No person shall allow the diesel motor on a tractor which pulls a trailer or on a semi-trailer truck to remain running for longer than fifteen (15) minutes while the tractor-trailer, or tractor alone, is stationary in any residential district or zone or any other location within five hundred (500) feet of any residential zone.

Looking at 537 Broadway St. East, 500 feet to a residential zone, leaves approximately 5 meters of the southernmost property where diesel tractor units could idle unrestricted.

DISCUSSION/ANALYSIS/IMPACT

As the Noise Bylaw currently reads, that could mean that semis idling in close proximity to residential areas, even on a business property that is permitted to do that current business at that location could be in contravention. There is the potential that the Zoning Bylaw and Noise Bylaw could create situations where the two Bylaws are not complimenting each other. During

the next review of the Noise Bylaw, Administration will look at addressing that inconsistency. There are other locations in the community in similar situations where business operations could be impacted by the enforcement of the above noted Noise Bylaw provision. It's unknown at the time the Bylaw was drafted if the intent was to address tractor unit idling on private commercial property or only on City streets.

We have received complaints from two residents in the vicinity of 537 Broadway St. East that have stated they are effected by the noise from the diesel engines running and have also noted the diesel fumes are causing health concerns. Understanding that the business has operated there for nine years but recently installed the power station, we suspect this change has created a larger concern for residential properties nearby.

Administration is working with the property owner as stated in the Noise Bylaw Exemption request. The Planning Dept. is also investigating the land use concerns and has initiated compliance efforts. Through the compliance efforts, this may result in consideration by Council or an appeal to the Development Appeals Board, which may take several weeks to work through those processes.

Looking at previous Noise Bylaw exemption requests, the majority of requests are for singular events such as Relay for Life or Movie in the Park. However, in 2008 a Noise Bylaw exemption was granted for a business installing stereo equipment in vehicles where that equipment would be tested occasionally outside the business. In that case, the business was adjacent to a residential area. In that instance, there were additional parameters put in place to limit the negative impacts it would have on the neighbouring residential area.

In this instance, there may be additional parameters that may be considered to mitigate the concerns such as:

- Having an expiration on the exemption of, which could coincide with the timelines required for the Planning Dept. to review and address the land use concerns.
- Restrict the number of vehicles or type of vehicles that may be parked at the power station.
- Restrict the duration that vehicles may be parked at the power station.
- Restrict the hours that diesel motors may idle at the power station (ex. Only during business hours).

FINANCIAL IMPLICATIONS

There are no financial implications beyond Administration's time for enforcement follow up, if required.

COMMUNICATION PLAN/PUBLIC NOTICE

There are no requirements for public notice as part of the Noise Bylaw exemption. Following the decision on the Noise Bylaw exemption, Administration would communicate the decision to the complainants who have reached out to Administration.

STRATEGIC PRIORITIES/OCP/COMMITTEE RECOMMENDATION(S)

Should Council desire, this matter could be considered at a Council Committee, such as the Planning and Infrastructure Committee.

OPTIONS

1. That Council approve the Noise Bylaw Exemption requested by TruckPro with the following parameters:
 - a. That the exemption expire on March 4, 2024.
 - b. A maximum of one semi tractor be parked at the power station located at the North side of the property at any given time.
 - c. That diesel motors idling at the power station located at the North side of the property run for a maximum of 15 minutes.
 - d. That diesel motors not be permitted to idle at the power station located at the North side of the property between the hours of 6:00 PM and 7:30 AM.
 - e. That diesel motors idling against the building at 537 Broadway St. East be permitted to idle for more than 15 minutes.
2. That Council deny the Noise Bylaw Exemption requested by TruckPro for reasons provided by Council.
3. That Administration be provided with alternative direction.

ADMINISTRATIVE RECOMMENDATION(S)

1. **That Council approve the Noise Bylaw Exemption requested by TruckPro with the following parameters:**
 - a. **That the exemption expire on March 4, 2024.**
 - b. **A maximum of one semi tractor be parked at the power station located at the North side of the property at any given time.**
 - c. **That diesel motors idling at the power station located at the North side of the property run for a maximum of 15 minutes.**
 - d. **That diesel motors not be permitted to idle at the power station located at the North side of the property between the hours of 6:00 PM and 7:30 AM.**
 - e. **That diesel motors idling against the building at 537 Broadway St. East be permitted to idle for more than 15 minutes.**



RECEIVED

DEC 17 2024

**CITY CLERK'S OFFICE
CITY OF YORKTON**

December 16, 2024

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.

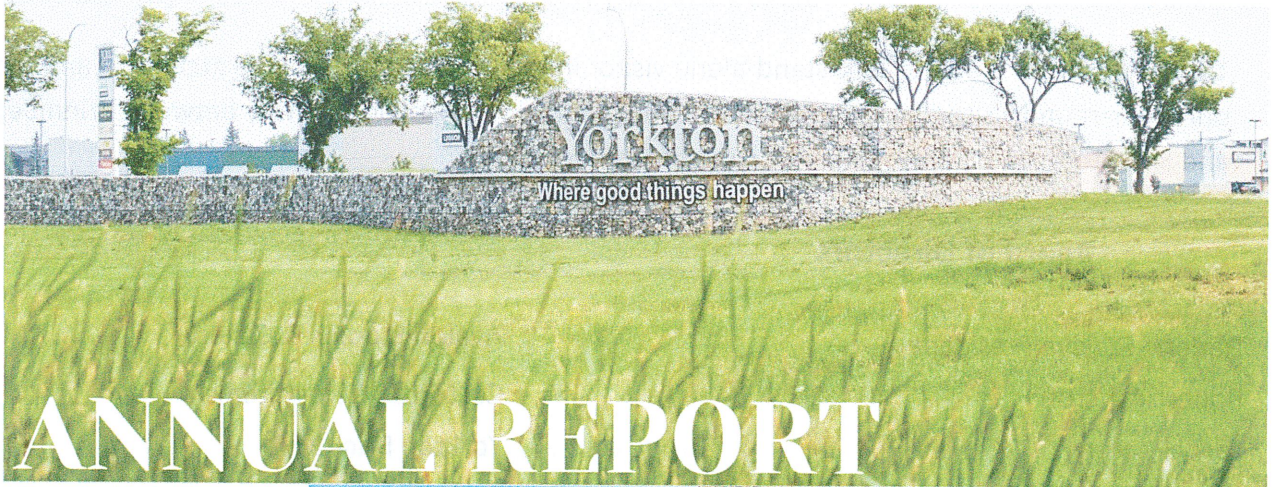
Enclosed find the required reporting, including: annual report, working plan, budget and financial statements.

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

Kind regards,
Darlene Stakiw
President

Tourism Yorkton
P O Box 460, Yorkton, Saskatchewan Canada S3N 2W4
T 306.783.8707 F 306.786.6978
tourismyorkton@sasktel.net www.tourismyorkton.com

Tourism
Yorkton



ANNUAL REPORT

2024



*Yorkton Tribal Council's tipi on the grounds of the Tourism Yorkton office on Highways 9 & 16 South.
Scan the QR code to read about Tipi 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

Robert Ashcroft

Larry Pearen

Dale Brock

Memory Delorme-Antoine

David Balysky

Carla Madsen

Janet Thomas

Randy Goulden, Executive Director

Avalon Studios & Gallery

Customs Microsystems

Yorkton Brick Mill

Gallagher Centre

Painted Hand Casino

City of Yorkton, Business Liaison

Western Development Museum

Home Inn & Suites

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 the 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 effects 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 May 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 counselling using the information series produced by our organization and Tourism Saskatchewan and Yorkton information.

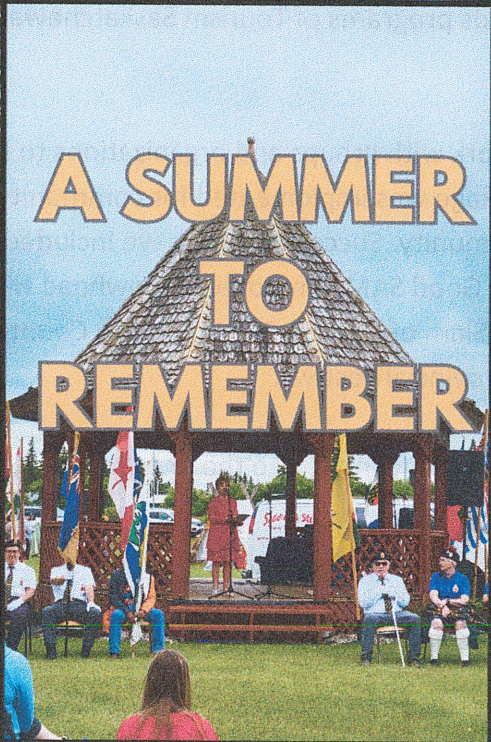
Information requests totalling 2,703 were received by telephone, email, website and mail. Information about Yorkton and its businesses and attractions was sent to potential visitors from all 10 Canadian provinces and three territories, as well as to the United States and overseas.

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 containing crayons, 'Where Good Things Happens' colouring sheets and Tourism Yorkton members' complimentary gifts are provided to visitors travelling with children.

Yorkton Where Good Things Happen 3



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 the 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 the branding process with the 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 1,500 people.

Cemetery Walking Tours: Working with the City of Yorkton Municipal Heritage Committee to develop and sell the self-guided walking tour of the historical Yorkton Cemetery.

Community Attraction Signs: Develop and implement with Recreation Community Services, 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 manuals on facilities that cater to corporate and non-profits for special events, product launches, meetings, etc.

Crops of the Parkland Walking Tour: A 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 increase in funding to Creative Saskatchewan of \$15.5 million, a partnership with the Yorkton Film Festival, the 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, sports 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.

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

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

Summer Student Program: Provides university students a unique learning and training opportunity while bringing optimism and enthusiasm. The program allows the visitor information centre to be open 7 days a week throughout the summer.

Tipi Teachings: In partnership with the Yorkton Tribal Council, a tipi has been set up beside the information centre, alongside a recorded video "Tipi Teachings" that is available to watch inside the information centre. Providing an excellent opportunity for the teaching and preservation 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 the Saskatchewan Ministry of Highways on a study to evaluate existing signage and identify other opportunities for tourism signage at the entrance to the 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.

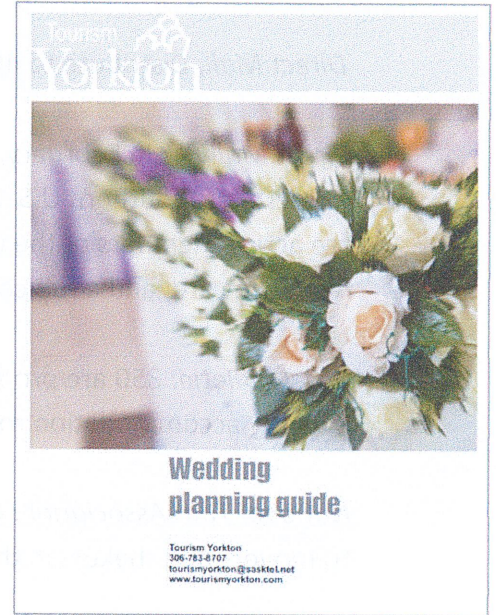
Volunteers: Tourism Yorkton utilizes volunteers to package welcome kits, conduct tours, assist with reception, deliver tourism information, deliver Canada flag posters to businesses and provide leadership to the board of directors.

Walking Tours: These showcase some of Yorkton's most stunning locales and include Downtown Walk; St. Mary's Ukrainian Catholic Church tour; Ravine Ecological Preserve walk; Promise and Potential: Yorkton in the Early 1900s; Pokemon Come & Go; Yorkton Brick Mill Tour; and the Guided Historical Tour of Yorkton Cemetary.

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 Conference Delegates: Tourism Yorkton welcomes and provides information to delegates to the City of Yorkton.



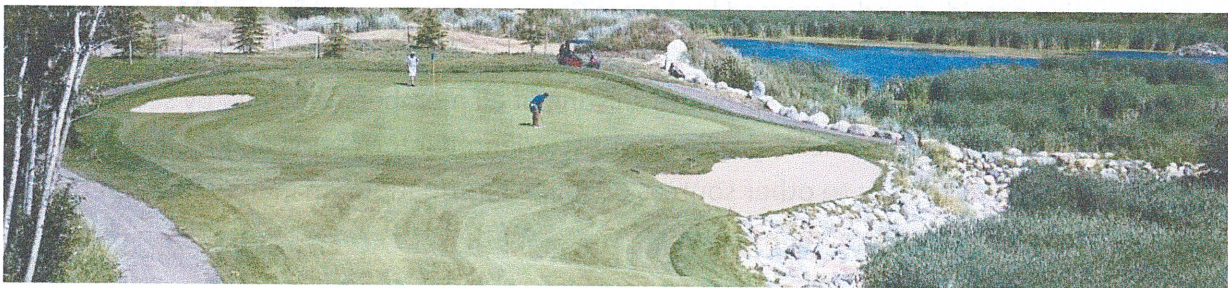
Yorkton Airport: Promote the usage of the regional airport and charter service.

100 Must See in Saskatchewan: Provide information for this book including the 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 a circulation of 100,000 and the Fall Trans Expo Edition circulation of 20,000



Deer Park Golf Course and other city recreation facilities.

Destination Saskatchewan Summer Guide: Distributed in May 2024.

Destination Saskatchewan Winter Guide: Distributed in October 2014, 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, a 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 are available at visitor reception centres.

Digital Media

Facebook, X (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 a 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 a 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, Suncrest 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 Suncrest College, the program identifies, offers and promotes customer service training.
- STEC certification exams: Tourism Yorkton continues to provide services to facilitate examinations



Fishing at

the Ravine Ecological Reserve

Visitor Statistics for June, July, and August 2024

The City of Yorkton, Saskatchewan, known for its warm hospitality and thriving community, proudly embraces the motto “Where Good Things Happen.” At **Tourism Yorkton** we wholeheartedly uphold and maintain this reputation by fostering a welcoming environment for visitors worldwide and local community members.

In June 2024 alone, the Tourism Yorkton Information Centre hosted more than 300 visitors from Canada, the United States, and five other countries: the Dominican Republic, France, Germany, Spain, and Switzerland.

From Canada, we had visitors from Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Prince Edward Island, Saskatchewan and Quebec.

Multiple visitors came from various states such as California, Connecticut, Indiana, Iowa, New Jersey, New York, Pennsylvania, Texas, Washington, and Wisconsin.

For many visitors, the Tourism Yorkton Information Centre serves as their initial introduction to Saskatchewan. Sharing information about our remarkable community brings us immense joy knowing that Yorkton is exposed to many people. Below are a handful of comments left behind by our guests.

“Great location!” - Omro, Wisconsin

“Very handy information centre” - Toronto, Ontario

“Nice city” - Winnipeg, Manitoba

“Great information, very nice people” - Laval, Quebec

“Nice place to stay” - Dominican Republic

Our unwavering commitment to the city’s motto resonates as we welcomed and informed more than 400 guests from Canada, the United States, and the United Kingdom in July.

Our information center hosted visitors from across Canada, representing provinces such as British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, and the Yukon.

Additionally, we had the pleasure of hosting guests from various American states, including Alaska, California, Colorado, Florida, Massachusetts, Michigan, Minnesota, New York State, Ohio, Texas, and Washington.

Our team takes immense pride in sharing information about Saskatchewan’s rich heritage, natural beauty, and vibrant communities. Here are a few testimonies left behind by our visitors in July:

“First visitor center open since we left home” New Brunswick

“Beautiful artwork inside” Seattle, Washington

“Love the canola fields” Muskegon, Michigan

“Beautiful fields” Denver, Colorado

“J’ai apprécié la visite au centre d’information. ta personne était très gentil” (I enjoyed my visit to the information centre. You were very kind.) Boucherville, Québec

To close out the summer season, we welcomed over 400 visitors from Canada and the United States in August. Our information center was a hub for guests from across Canada, including British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, and Prince Edward Island.

We also had the pleasure of hosting travelers from various U.S. states, such as Arizona, Alaska, Michigan, North Carolina, North Dakota, Ohio, Oregon, Kansas, and Wisconsin. Tourism Yorkton is often the first stop for those exploring the remarkable province of Saskatchewan. Our dedicated team takes great pride in sharing insights about Saskatchewan’s rich heritage, stunning natural landscapes, and vibrant communities. Here’s what some of our visitors had to say:

“Nice, restful stop” Kansas, USA

“Yorkton City Campground looks awesome” Pickering, ON

“Very friendly, lovely spot. Thank you!” Edmonton, AB

“Best info yet. Thanks so much!” Wasaga Beach, ON

“Love the area” Michigan, USA

“Thank you. Going to explore Yorkton” Mississauga, ON

“Friendly reception everywhere. Lovely center; beautiful city” Toronto, ON

“Big skies and love the endless fields” Toronto, ON

Lastly, during the month of August, Tourism Yorkton was proud to announce the winner of this year's flower pot contest. The contest occurred over July where members of the community were given the opportunity to submit a picture of their favourite flower pot across various businesses in Yorkton for a chance to win a \$25 gift certificate for YDB Scoops ice cream. This year's winner can be seen below.



The continued support of community members, the City of Yorkton, and Tourism Saskatchewan is crucial in maintaining our mission of delivering excellent service to visitors and newcomers to the City of Yorkton. This support not only helps us maintain high standards of hospitality that reflect the values of our community but also empowers us to host and participate in a wide range of community-based events. Our collective efforts with various organizations and community members guarantee that we create a welcoming environment that showcases the best of Yorkton and ensures that our community remains a vibrant and attractive destination for all.



BUSINESS & MARKETING PLAN

TABLE OF CONTENTS

1.0 Overview

2.0 Mission Statement and Vision

2.1 Mission Statement

3.0 Values

4.0 Situational Analysis - Business Environment

4.1 Membership

4.2 Benefits

5.0 Operations

5.1 Management/Directors

5.2 Roles and Responsibility - Board of Directors

5.3 Roles and Responsibility - Management/Employees

5.4 Office Location

6.0 Business Environment and Strategic Priorities

6.1 Business Environment

6.2 Strategic Priorities

6.3 Strategic Relationships

7.0 SWOC Analysis

8.0 Goals

9.0 Goals and Objectives

10.0 Marketing

10.1 Regional and Community Overview

10.2 Situational Analysis

10.2.1 Trends

10.2.2 Product Analysis

10.2.3 SWOC Analysis

10.3 Goals

10.4 Marketing Objectives

10.4.1 Marketing Activities

10.4.2 Evaluation-Success Measurement

Appendices

Appendix 1 - Board of Directors

Appendix 2 - Membership List

Appendix 3 - Market Statistics

Appendix 4 - Toll-Free Call Analysis

Appendix 5 - Tourism Yorkton Mini-Map

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 South. 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 offer a four-season destination. Winter tourism, especially in snowmobiling and events. *The city and area* host 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 boast some of the best viewings of Northern lights in the world, which could potentially become a tourist attraction product all on its own.

The city and area possess 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, the Western Development Museum in Yorkton, the Yorkton Brick Mill, and the Ravine Ecological Reserve are examples of the unique tourism attractions that the area hosts.

And the Indigenous Tipi 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 benefits 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 of the 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 high-quality sport, culture and recreation experiences.
- *We believe* we provide unique, sustainable destination experiences.
- *We believe* in a consistent quality offering of products.
- *We believe* in providing consistent quality 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, national, provincial, and 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
- The Tourism Yorkton Visitor Information Centre proudly features our information wall, displaying various information about the City of Yorkton and Saskatchewan, while serving as a great opportunity for members to display their business to curious viewers
- 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 bring the people closer to our members
- Tourism Yorkton is continually spreading awareness of the importance of this industry
- Tourism Yorkton's "Summer Student Program" provides university students with a unique learning and training opportunity while bringing optimism and enthusiasm. The program also allows the visitor information centre to be open 7 days a week throughout the summer.
- The Information Centre has a team of enthusiastic volunteers who 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, the Yorkton Chamber of Commerce, and YBID.
- Tourism Yorkton is a lead partner in a four-year project marketing the Yellowhead route across Canada and the US, with Executive Director, Randy Goulden, representing Saskatchewan on the Yellowhead Highway board of directors.

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 the 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 are 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 the 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 staff
- Monitor the 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 bylaws
- 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 the 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 the board, executive committee and member meetings including minute taking and distribution of minutes
- Responding to the 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
- The municipality is supportive of the tourism industry
- An increase in the number of rooms in the accommodation sector
- The overall business environment is expanding
- Agriculture will affect 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
- East Central Newcomer Welcome Centre Inc.
- 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 offers 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
- East Central Newcomer Welcome Centre

Challenges

- Perception of value of membership and relevance to members
- Lack of participation from members
- Lack of training for skills in small business operations
- 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, and 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 the promotion and implementation of the enhanced tourism signage program.

Strengthen Partnership – to continue to develop and strengthen key strategic partnerships 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 online marketing, members have the opportunity to enhance:
 - Communication and relationship building with the 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 remains the primary purpose for Canadians visiting 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 is home to the oldest bird sanctuary in North America
- The greatest diversity of songbirds in North America
- Quill Lakes declared part of the 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 leisuretime 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

- o Saskatchewan
 - o Manitoba
 - o Alberta
 - o United States
2. **Casino**
- The city has a casino facility, the Painted Hand Casino
 - Demographics
 - o Older baby boomers, seniors
 - Geographic markets
 - o Saskatchewan
 - o Manitoba
 - o 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
 - o Saskatchewan
 - o Manitoba
 - o Alberta
4. **Culture/History**
- Culture and heritage are a part of the broader tourism experience
 - Cultural tourism can be segmented into two main focuses:
 - o Activities linked to heritage (historic sites, museums and galleries)
 - o Activities reflecting Canadian lifestyle (customs, styles of housing, food, crafts, religions and traditions)
 - Strong appeal to the pleasure travel markets
 - Demographics
 - o Older baby boomers, seniors and families
 - Geographic Markets
 - o Saskatchewan
 - o Manitoba
 - o USA short haul
 - o International (non USA)
5. **Fishing**
- Fishing in the East Central Saskatchewan Tourism Region is primarily driven in
 - 16% of all U.S. adults have gone fishing
 - Demographics
 - o Male baby boomers, seniors and families from Saskatchewan
 - o Male baby boomers, from Alberta
 - o Older baby boomers and seniors from the USA
 - Geographic Markets
 - o Saskatchewan (60%)
 - o Alberta (15%)
 - o 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
- The 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 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

- o Alberta
- o 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
 - o All ages – trade and commerce transportation
- Geographic Markets
 - o Saskatchewan
 - o Manitoba
 - o 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
 - o Growing market as baby boomers get older
- Geographic Markets
 - o Saskatchewan
 - o Manitoba
 - o Alberta
 - o USA short haul
 - o USA long haul
 - o 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
- The USA short-haul market is interested in cultural events
- Demographics
 - o All ages – demographics will change from event to event
- Geographic Markets
 - o Saskatchewan
 - o Manitoba
 - o 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
 - o Participants – primarily under 50
 - o Spectators – baby boomers and seniors
- Geographic Markets
 - o Primarily Saskatchewan

- o Some western Manitoba

14. Visiting Friends and Relatives

- The primary reason for travelling to East Central Saskatchewan and Yorkton is VFR
- Demographics
 - o All ages
- Geographic Markets
 - o Saskatchewan
 - o Manitoba
 - o Alberta (expatriates)
 - o 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
 - o All ages, with the exception of seniors
- Geographic Markets
 - o Saskatchewan
 - o Manitoba
 - o 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
 - o National Doukhobour Heritage Village in Veregin
 - o The painted dome at St. Mary's Ukrainian Church in Yorkton
 - o Western Development Museum
 - o TeePee sites in Yorkton
 - o Yorkton Brick Mill
- Aboriginal performance events
 - o Painted Hand Pow Wow
- Deer Park Golf Course
- National rating
 - o Good Spirit Lake Golf Resort
 - o Deer Park Municipal Golf Course
- Uncrowded and unspoiled provincial parks, regional parks and municipal campgrounds
- Wynyard/Foam Lake/Wadena – strong ecotourism infrastructure in place
 - o Includes the oldest bird sanctuary in North America
 - o Only bird banding site in Saskatchewan
 - o The area includes hosts of endangered species, including whooping cranes and the piping plover
- Wide variety of festivals and events
 - o World-renowned Canada's Golden Sheaf Awards/Yorkton Film Festival

- o Kalyna Ukrainian Dance Competition
- o Thresher Man's Seniors' Festival
- o Sunflower Arts and Crafts Show
- o PowWows
- o Culture Days
- o Parkland Dance Festival
- o Minor Hockey Tournaments
- o Baseball and Softball Tournaments
- Winter-based tourism, including snowmobiling, cross-country skiing, ice fishing and winter festivals
 - o Over 2000 miles of groomed snowmobile trails
- Convention and meeting facilities
 - o Home Inn and Suites
 - o Days Inn and Suites
 - o Painted Hand Casino
 - o St. Mary's Cultural Centre
 - o Gallagher Centre
- Junior A and AAA hockey
 - o Yorkton Terriers
 - o Yorkton Maulers
- Distinctive bed and breakfast operators
 - o Windy Acres
 - o 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: 5 hotels with a total of 430 accommodations rooms and 124 campgrounds across two campgrounds located within the City of Yorkton

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 medium

- Increase in hunting/fishing constraints in other jurisdictions (e.g. Ontario/Alberta); re: spring bear
- 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 products 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 tranquillity (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 between 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.)
- An increase in the exchange rate could negatively impact 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 the shoulder/winter season

10.3 Goals

Annual visitor expenditures in the Yorkton area were \$38.1 million in 2020. Tourism Yorkton's goal is to 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 seasons of 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, 2026.

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, 2026.

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, 2026.

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, 2026.

Vertical Markets

RV Market

Tourism Yorkton is committed to generating 15 additional camping and RVing inquiries by December 31, 2025.

Seniors/Motorcoach/Trade Market

Tourism Yorkton is committed to generating 5 additional inquiries (telephone, e-mail, mail) by September 30, 2025. 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 sports dealerships in the area
- Distribute the above info to all car/RV dealerships for each vehicle sold
- Provide packaged products 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 products 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 products 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 products to Tourism Saskatchewan for all venues
- Utilize the 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 the Tourism Saskatchewan RV campaign
- Participate in Woodall's and the Yellowhead travel guide
- Develop a 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

2025 Working Plan

Tourism Yorkton will continue promoting the Yorkton area as a premier four-season destination, to realize economic benefits 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 the community to increase tourism resulting in economic benefits through the utilization of recreational, cultural, commercial and personal resources.

MISSION STATEMENT

To realize economic benefits 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 recognize the economic contribution of the tourism industry.
- Continue to position Yorkton and the area as a safe, friendly, clean and family-oriented destination.
- The increasing importance of the Internet in overall message strategy.
- The 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 ageing 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 to implement the 2025 Working Plan.

Consumer behaviour 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. The planning guide is enclosed.
3. 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.
4. East Central Newcomer Welcome Centre Inc. - collaborating with the East Central Newcomer Welcome Centre by providing welcome packages that provide information about Yorkton and Saskatchewan is essential in fostering a vibrant and welcoming community for individuals who are new to the community. Maintaining a strong relationship is crucial in ensuring an easy and seamless transition for newcomers.
5. Wedding Planner Guide: continue to implement an effective strategy to promote weddings, anniversaries, and reunions. Wedding Planner Guide is enclosed.
6. 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, the City of Yorkton, and Creative Saskatchewan to develop and market a location guide for the Yorkton area.
7. Honour the Veterans Banner Program – as an original partner with the Royal Canadian Legion Yorkton Branch, continue increasing the number of veteran banners, hosting a location map on the Tourism Yorkton website.
8. Yorkton Business Improvement District: continue to work collaboratively on business development, retention and marketing. This includes our annual Flower Pot Contest which entices community

members to explore Yorkton businesses and share their favourite flower pots on social media for a chance to win a gift card to a local business.

9. Education and Training: Tourism Yorkton will continue to work with industry partners to make 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 the self-esteem of tourism workers
 - Encourage greater relevance of existing post-secondary and technical training for tourism
10. Event Calendar/Database: Continue to implement/update the online, searchable event database.
11. 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.
12. Community Tourism Action Plan: Implement and monitor the comprehensive action plan developed by the planning committee.
13. Marketing Activities (where partnerships and funding allow): 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
 - Sunflower Art and Craft Market
 - Parkland Outdoor Show, Yorkton
 - b) Print Advertising
 - Yellowhead Literature Rack Program
 - CAA Magazine
 - 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
 - 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
14. Mini-Maps: 5,000 mini-maps are printed annually to develop, promote and distribute mini-maps to visitors that promote member businesses, services, sports facilities and attractions.
15. Other Initiatives: Proactively working with all orders of government, partners and stakeholders to grow the tourism industry.
16. 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 with 200 winter images.
17. Promotional Pieces: Tourism Yorkton will cost out developing a promotional piece that will promote the attractions, services, events, and operators in the Yorkton area.

18. Unpaid Media: Continue to develop working relationships with media to realize unpaid marketing opportunities.
19. Visitor Guide: Develop and distribute spring/summer and fall/winter guides to promote Yorkton and area services, attractions, events, facilities, and businesses. 50,00 copies are printed each season
20. 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 counselling 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.
21. Year 2025 Activities: Tourism Yorkton will promote and support the many sporting events, reunions, festivals, shows, etc. occurring in 2025.
22. Relocation Package: Continue to promote and enhance the new electronic relocation package along with the fulfillment of hard copy.
23. Prairie North and Refine Magazines: Provide weekly events.
24. Hotel Bulletins: Develop and distribute monthly event calendar for placement in all accommodation rooms and campgrounds, 860 distributed monthly.
25. Electronic/Internet Marketing: Provide timely information on Wiki Travel, Facebook, Instagram, Twitter and the Tourism Yorkton website.
26. Postcards: Developed two new images for sale to promote the activities, outdoors and canola.
27. Electronic Sign Board: Continue to showcase the monthly event calendar on the electronic sign board located at the Tourism Yorkton Visitor Centre.

Tourism Yorkton
Randy Goulden (Ms), Executive Director
306-783-8707

tourismyorkton@sasktel.net
www.tourismyorkton.com

**Tourism Yorkton
Budget 2025**

REVENUE

Sale of goods (net)	1,500.00
Memberships	26,000.00
Special events	3,000.00
Marketing	11,500.00
Services contract	62,000.00
Interest	1,100.00
Employment support	11,000.00
Other income	3,000.00
TOTAL REVENUE	<u>119,100.00</u>

EXPENSE

Marketing expenses

Printing	1,100.00
Advertising	1,400.00
Special events	2,450.00
Total marketing expense	<u>4,950.00</u>

Payroll expenses

Wages and salaries - fulltime	70,000.00
Wages - parttime	12,000.00
El expense	2,000.00
CPP expense	3,000.00
WCB expense	175.00
Employee health benefits	1,700.00
Total payroll expense	<u>88,875.00</u>

Administration

Accounting and legal	6,500.00
Bank charges	300.00
Rent	3,300.00
Depreciation - furniture & fixtures	350.00
Depreciation - computers	350.00
Courier and postage	400.00
Telephone and internet	3,000.00
Photocopies	400.00
Meetings/conferences	400.00
Memberships and subscriptions	200.00
Vehicle allowance	1,600.00
Contracted services	3,500.00
Website and social media	1,000.00
Equipment leases	1,200.00
Training and education	500.00
Insurance	500.00
Office supplies	1,200.00
Repair & maintenance	100.00
Interest and penalties	200.00
Total admin expense	<u>25,000.00</u>

TOTAL EXPENSE	<u>118,825.00</u>
----------------------	-------------------

NET INCOME	<u>275.00</u>
-------------------	---------------

TITLE: Municipal Revenue Sharing – Annual Declaration of Eligibility	DATE OF MEETING: January 6, 2025
	REPORT DATE: December 30, 2024
CLEARANCES: Ashley Stradeski Ashley Stradeski, Director of Finance	ATTACHMENTS:
Written by: Amber Matechuk – City Controller Amber Matechuk	
Reviewed by: Jessica Matsalla - City Clerk Jessica Matsalla	
Approved by: Brad Hvidston - City Manager Brad Hvidston	

PURPOSE/BACKGROUND

Annually, the Ministry of Government Relations provides funding to the City in the form of a revenue sharing grant. This grant is a portion of the PST collected by the Province and is distributed to cities based on population. In order to attain this funding and ensure effective local governance, the City must file the annual eligibility declaration.

DISCUSSION/ANALYSIS/IMPACT

This declaration, due January 31st, requires council resolution and confirmation that the requirements below have been met:

- Submission of the 2023 Audited Financial Statements to the Ministry of Government Relations;
- Submission of the 2023 Public Reporting on Municipal Waterworks to the Ministry of Government Relations;
- In Good Standing with respect to the reporting and remittance of Education Property Taxes;
- Adoption of a Council Procedures Bylaw;
- Adoption of an Employee Code of Conduct; and
- All members of council have filed and annually updated their Public Disclosure Statements, as required

Administration confirms as of the date of this report, all items have been completed.

FINANCIAL IMPLICATIONS

Failure to submit the annual declaration by the deadline could result in the municipal revenue sharing grant being withheld. For the 2025 budget, this revenue is estimated to be \$4,000,000.

OPTIONS

1. That the Council of the City of Yorkton confirms the municipality meets the following eligibility requirements to receive the Municipal Revenue Sharing Grant:
 - Submission of the 2023 Audited Financial Statements to the Ministry of Government Relations;
 - Submission of the 2023 Public Reporting on Municipal Waterworks to the Ministry of Government Relations;
 - In Good Standing with respect to the reporting and remittance of Education Property Taxes;
 - Adoption of a Council Procedures Bylaw;
 - Adoption of an Employee Code of Conduct; and
 - All members of council have filed and annually updated their Public Disclosure Statements, as required; and

that it is understood that if any requirements are not met, the Municipal Revenue Sharing Grant may be withheld until all requirements are met; and further that the City Clerk be authorized to sign the Declaration of Eligibility and submit it to the Ministry of Government Relations.

2. Other direction as provided by Council.

ADMINISTRATIVE RECOMMENDATION(S)

That the Council of the City of Yorkton confirms the municipality meets the following eligibility requirements to receive the Municipal Revenue Sharing Grant:

- **Submission of the 2023 Audited Financial Statements to the Ministry of Government Relations;**
- **Submission of the 2023 Public Reporting on Municipal Waterworks to the Ministry of Government Relations;**
- **In Good Standing with respect to the reporting and remittance of Education Property Taxes;**
- **Adoption of a Council Procedures Bylaw;**
- **Adoption of an Employee Code of Conduct; and**
- **All members of council have filed and annually updated their Public Disclosure Statements, as required; and**

that it is understood if any requirements are not met, the Municipal Revenue Sharing Grant may be withheld until all requirements are met; and further that the City Clerk be authorized to sign the Declaration of Eligibility and submit it to the Ministry of Government Relations.

TITLE: 2025 Pest Control Officer, Weed Inspector, and Municipal Inspector Appointments	DATE OF MEETING: January 6, 2025
	REPORT DATE: December 20, 2024
CLEARANCES:	ATTACHMENTS:
Written by: Taylor Morrison, Director of Recreation & Community Services <p style="text-align: center; color: red;">Taylor Morrison</p>	
Reviewed by: Jessica Matsalla, City Clerk <p style="text-align: center; color: red;">Jessica Matsalla</p>	
Approved by: Brad Hvidston, City Manager <p style="text-align: center; color: red;">Brad Hvidston</p>	

BACKGROUND

Through various provincial legislation, Council has the authority to annually appoint a Pest Control Officer, Weed Inspector, and a Municipal Inspector to enforce and ensure compliance of those Acts within the boundaries of the City of Yorkton.

Pest Control Officer

In June of 2024 *The Pest Control Act* was repealed and replaced with *The Plant Health Act*. In accordance with Part 4 of the Act, a municipality may now appoint a Pest Control Officer as an administrative function. However, as resolutions are still required for the Weed Inspector and Municipal Inspector appointments, Administration will continue to bring forward the Pest Control Officer appointment as part of this annual report. The role of the Pest Control Officer remains unchanged within the new act, and may still act within the boundaries of the city to control pests as designated by *The Plant Health Regulations*.

Weed Inspector

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

Municipal Inspector

In accordance with Section 8(2) of *The Forest Resources Management Act*, a municipality may appoint a Municipal Inspector. 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*, with intent is to limit the spread of Dutch Elm Disease within our community and to further preserve the American Elm population for as long as possible.

In the past, Council has appointed the City’s Parks Manager to these designations.

Recommendation

That for the 2025 year, Council appoint Matt Charney, Parks Manager as the Pest Control Officer under *The Plant Health Act*, as the Weed Inspector under *The Weed Control Act*, and as the Municipal Inspector under *The Forest Resources Management Act*.

TITLE: Yorkton Wastewater Treatment Plant Renewal Project Update	DATE OF MEETING: January 6, 2024
	REPORT DATE: December 27, 2024
CLEARANCES:	ATTACHMENTS:
Written by: Connor Hunt – Director of Environmental Services Connor Hunt	
Reviewed by: Jessica Matsalla – City Clerk Jessica Matsalla	
Approved by: Brad Hvidston – City Manager Brad Hvidston	

PURPOSE

The Environmental Services Department, in collaboration with representatives from KGS and Jacobs, have continued advancing the Wastewater Treatment Plant Renewal Project. The purpose of this report is to provide Council with an update on the progress achieved to date, outline the stakeholder engagement efforts that have been completed and are planned, highlight recent regulatory challenges, and seek the necessary resolutions to support select grant applications.

BACKGROUND

The Water Pollution Control Plant (WPCP) Renewal Project, launched in 2019, has been a collaborative effort involving consultants from KGS Group, Jacobs, and representatives from the City of Yorkton. The project focus is the planning, design, and revitalization of the existing treatment plant, originally constructed in the 1950’s and last expanded 34 years ago. This initiative was driven due to an escalation of equipment failures stemming from numerous components of the treatment process exceeding their intended operational lifespans, with several systems now classified in a failure state. Key achievements to date include completing the Downstream Use Impact Study (DUIS) and conducting initial condition assessments of the treatment plant in 2020. These steps provided a solid foundation for funding applications and project evaluations. By 2021, funding approval of \$150,200.00 for 50% of the business case was secured through two contribution phases provided by the Federation of Canadian Municipalities (FCM).

Throughout 2022 and 2023, the project progressed to the 1% design stage, supported by an additional funding application and the completion of a project business case. Continuing on; the renewal has now entered the Preliminary Design Phase, with the project at approximately 10% design. Current efforts are focused on regulatory analysis, stakeholder consultations, and advancing the design to the 30% milestone. This phase will refine capital cost estimates and lay the groundwork to begin the detailed design stage.

Recently several significant developments have occurred. The Water Security Agency issued a new operating permit for the WPCP, effective from 2025 through 2030, which includes a new limit on E. coli concentrations. It is important to state that the existing facility was not designed to address; and cannot be modified to address total coliforms, including E. coli without significant capital investment. This to say; the plant is expected to enter into, and remain in a continuous state of contravention until the renewal project is completed. This regulatory change emphasizes the urgency of advancing through the pre-design and detailed design phases irrespective of receiving

necessary funds. Additionally this change further highlights the necessity of progressing communication between municipal, provincial, and federal orders of government, which will become critical toward securing the necessary funding for project execution beyond the design stages.

Additionally, discussions with the Water Security Agency have highlighted the importance of aquifer modeling to support regulatory approval with regards to the aquifer recharge proposal being researched as a component of preliminary design. A proposal for this modeling, led by Beckie Hydrogeology and supported by leading experts in the field, has been submitted to the City for consideration. To support this undertaking, a funding application was made under the Local Leadership for Climate Adaptation (LLCA) grant through FCM's Climate-Ready Plans and Processes funding stream. Approval of this grant application requires a motion of support from City Council, which is being recommended by administration.

Since advertising the project on Shape Your City, significant progress has been achieved through ongoing meetings, site visits, and technical investigations. These efforts, combined with this update, demonstrate the project's continued advancement and reinforce its importance in meeting regulatory requirements and securing sustainable solutions for Yorkton's water infrastructure in the face of risks, and impacts stemming from climate change.

COMMUNICATION PLAN/PUBLIC NOTICE

The Wastewater Treatment Plant Renewal Project was officially announced in September 2024 through the Shape Your City platform. Thus far, there has been no public feedback or interaction. However, communications with regulators, key industries, and other stakeholder groups have taken place or are scheduled for early 2025.

As the next phase of public engagement, Administration plans to host an open house at the Gallagher Centre on January 15, 2025. This event will be announced and advertised to encourage public participation. Members of the project team will be present at the open house to provide in-depth information about the project and address any questions from attendees.

STRATEGIC PRIORITIES/OCP/COMMITTEE RECOMMENDATION(S)

Building on the previous mention of project support and the stakeholder engagement strategy, the Environmental Committee received a project update presentation on August 1, 2024. During this briefing, the committee formally endorsed both the project and the stakeholder engagement strategy. Subsequently, the same update and a request for support regarding the stakeholder engagement approach were presented to City Council on August 29, 2024, where they also received the support of Council.

This report aims to provide Council with an overview of the project's history, update all members on the progress achieved to date, the emergence of new challenges, and transparently outline the planned work for continuation into 2025.

OPTIONS

1. That Council :
 - a. Progress public engagement by announcing and advertising the Public Open-House event scheduled for January 15th, 2025.
 - b. Receive and file the Wastewater Treatment Plant Renewal Project Update, dated January 6th, 2024, as presented by the Director of Environmental Services.
 - c. Formally support the aquifer modelling project, and LLCM Grant Application by adopting the following resolution:
 - i. Be it resolved that Council directs staff to apply for a funding opportunity from the Federation of Canadian Municipalities' Local Leadership for Climate Adaptation initiative for the Vulnerability Assessment of the Logan East Valley Aquifer in Yorkton, SK initiative.
2. Other Direction at the Discretion of Council

ADMINISTRATIVE RECOMMENDATION(S)

1. That Council:

- a. Progress public engagement by announcing and advertising the Public Open-House event scheduled for January 15th, 2025.**
- b. Receive and file the Wastewater Treatment Plant Renewal Project Update, dated January 6th, 2024, as presented by the Director of Environmental Services.**
- c. Formally support the aquifer modelling project, and LLCM Grant Application by adopting the following resolution:**
 - i. Be it resolved that Council directs staff to apply for a funding opportunity from the Federation of Canadian Municipalities' Local Leadership for Climate Adaptation initiative for the Vulnerability Assessment of the Logan East Valley Aquifer in Yorkton, SK initiative.**