

Present: Mayor B. Young, Councillors B. Beckett, G. Finstad, B. Hamilton, L. Hansen and L. Tillack

Also Present P. Benedetto, City Manager, and S. Davis, City Clerk

Absent: Councillor T. Lazowski

Mayor B. Young called the meeting to order at 7:30 pm.

I. ADOPTION OF AGENDA

MOVED by Councillor L. Tillack that the agenda be adopted with the following addition:

VIII. BUSINESS

A. Tax Roll #010289

Motion Carried Unanimously

II. ITEMS FOR DISCUSSION AND RELATED BUSINESS

A. Selected Items for Debate

The following items were selected for debate:

VII. PRESENTATIONS

A. Edmonton Dragon Boat Festival Association

VIII. BUSINESS

A. Tax Roll #010289

XI. IN-CAMERA ITEMS

A. Edmonton International Airport Accord Update
FOIP s. 21, 24 & 25

B. Performance Review Feedback
FOIP s. 19

B. Vote on Items not Selected for Debate

Votes recorded under item headings.

III. ADOPTION OF PREVIOUS MINUTES

A. Approval of Minutes of the Regular Council Meeting held Monday, July 9, 2018

MOVED by Councillor B. Beckett that the minutes of the Regular Council Meeting held Monday, July 9, 2018, be approved as presented.

Motion Carried Unanimously

IV. RECOGNITION ITEMS

There were no recognition items.

V. PUBLIC COMMENTARY

There was no public commentary.

VI. PUBLIC HEARING

There were no public hearings.

VII. PRESENTATIONS**A. Edmonton Dragon Boat Festival Association (“Association”)**

V. Letourneau, President, Edmonton Dragon Boat Festival Association, thanked the City of Leduc for hosting the Festival. It is expected that there will be 32 teams made up of approximately 500 athletes. V. Letourneau provided Council with a folder of information (Attached) and made a PowerPoint presentation (Attached). An overview of dragon boating was provided and Council was advised that there are mixed, ladies, men’s, youth and Breast Cancer Survivor teams participating.

V. Letourneau advised that the Association is interested in running a winter Festival on Telford Lake and is working closely with Administration.

V. Letourneau answered Council’s questions.

VIII. BUSINESS**A. Tax Roll #010289**

Council discussed the matter of Tax Roll #010289.

MOVED by Councillor G. Finstad that Council, considering it equitable to do so, cancel the tax arrears on the taxable property assessed as Tax Roll #010289.

Motion Carried Unanimously

IX. BYLAWS**A. Bylaw No. 993-2018 – Protective Services Building Expansion Debenture Bylaw
(2nd & 3rd Readings)**

Administration recommends that Bylaw No. 993-2018 received second and third readings.

MOVED by Councillor B. Beckett that Council give Bylaw No. 993-2018 Second Reading.

Motion Carried Unanimously

MOVED by Councillor B. Beckett that Council give Bylaw No. 993-2018 Third Reading.

Motion Carried Unanimously

B. Bylaw No. 973-2018 – Redistricting Southfork Stage 7B (3rd Reading)

Administration recommends that Bylaw No. 973-2018 receive third reading.

MOVED by Councillor B. Beckett that Council give Bylaw No. 973-2018 Third Reading.

Motion Carried Unanimously

C. Bylaw No. 990-2018 – Redistricting Robinson Stage 9 (1st Reading)

Administration recommends that Bylaw No. 990-2018 receive first reading.

MOVED by Councillor B. Beckett that Council give Bylaw No. 990-2018 First Reading.

Motion Carried Unanimously

X. PUBLIC COMMENTARY

There was no public commentary.

XI. IN-CAMERA ITEMS

MOVED by Councillor B. Beckett that Council move In-Camera at 7:51 pm to discuss:

- A. Edmonton International Airport Accord Update
FOIP s. 21, 24 & 25
- B. Performance Review Feedback
FOIP s. 19

Motion Carried Unanimously

MOVED by Councillor L. Hansen that the Council move In-Public at 8:55 p.m.

Motion Carried Unanimously

XII. RISE AND REPORT FROM IN-CAMERA ITEMS

- A. Edmonton International Airport Accord Update
FOIP s. 21, 24 & 25

Others In Attendance: M. Pieters, General Manager, Infrastructure and Planning
Chief G. Clancy, Leduc Fire Services
P. Benedetto, City Manager
B. Loewen, City Solicitor
S. Davis, City Clerk

M. Pieters, P. Benedetto and Chief G. Clancy made a verbal presentation and provided Council with a handout (Attached).

M. Pieters, P. Benedetto, Chief G. Clancy and Mayor B. Young answered Council's questions.

B. Performance Review Feedback
FOIP s. 19

No others in attendance.

Council discussed feedback provided by each member relative to the performance review.

XIII. INFORMATION REPORTS

A. Mayor's Report

B. Building Inspector's Report

There was no discussion.

XIV. ADJOURNMENT

The Council meeting adjourned at 8:57 pm.

"Original Signed"

B. YOUNG
Mayor

"Original Signed"

S. DAVIS
City Clerk



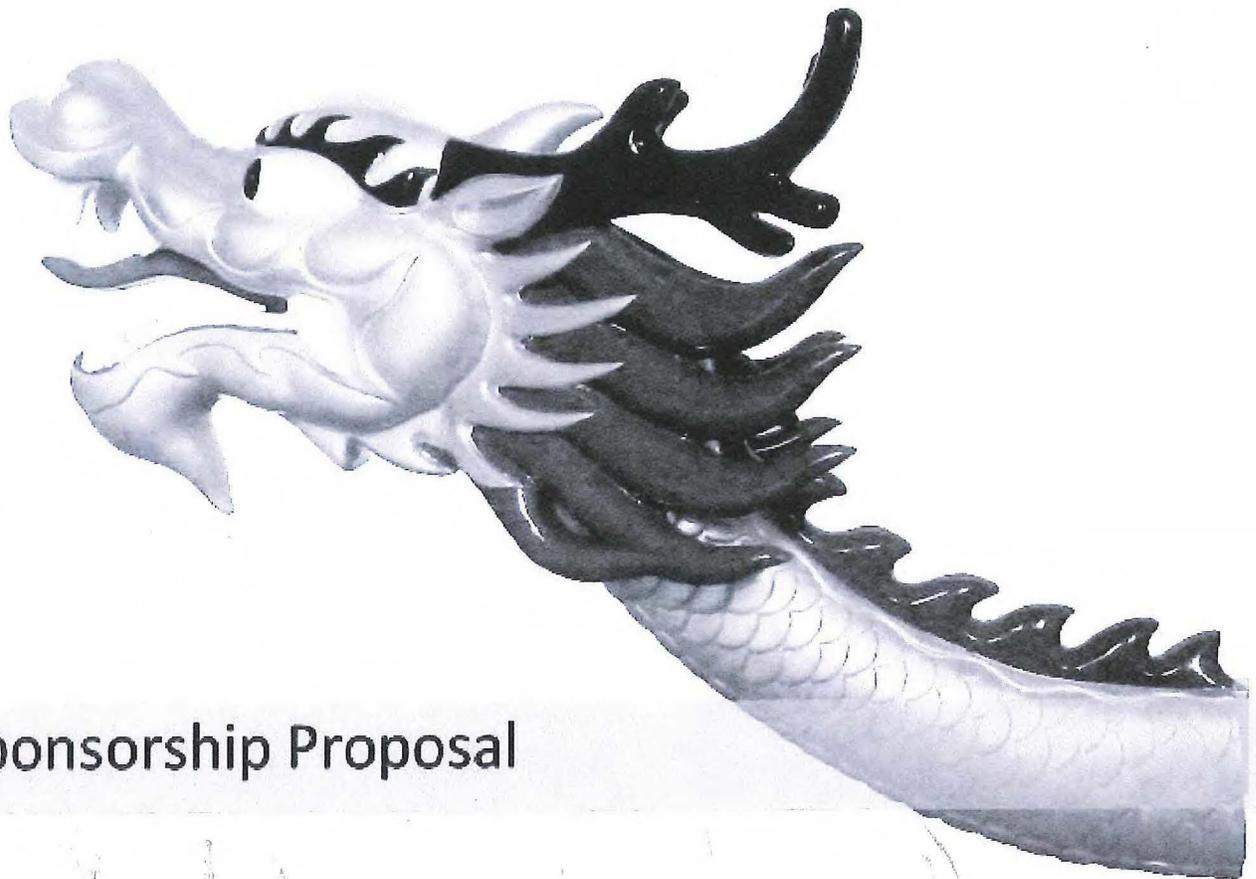
Edmonton Dragon Boat Festival

AUGUST 17 - 19, 2013 TELFORD LAKE, LEDUC ALBERTA



2018

Edmonton Dragon Boat Festival Association



Sponsorship Proposal

Let the Edmonton Dragon Boat Festival help you:

- position your image/product and increase exposure
- build brand loyalty
- develop new business
- strengthen community ties and commitment

| Sponsorship Level | Event Partner \$10,000 | Media Partner | Rip Up The River \$7,500 | Dragon Boat \$5,000 | Drummer \$3,000 | Paddle \$1,500 | PFD \$500 | Friend of the Festival \$250 |
|--|---------------------------|---------------|-----------------------------|------------------------|--------------------|-------------------|--------------|---------------------------------|
| Branding | | | | | | | | |
| event partner festival branding | X | | | | | | | |
| Display Space (10'x10') | | | | | | | | |
| tent included | X | X | X | X | | | | |
| Presentation of Trophy | X | X | X | X | | | | |
| Media | | | | | | | | |
| logo included on newspaper, magazine and website advertisements | X | X | X | X | X | | | |
| Team Building | | | | | | | | |
| complimentary team entry | X | | X | X | X | | | |
| Onsite Banner Display | | | | | | | | |
| organization to provide banner | X | X | X | X | X | X | | |
| Announcements | | | | | | | | |
| verbal recognition at festival | 15 per day | 15 per day | 10 per day | 8 per day | 5 per day | 3 per day | 2 per day | 1 per day |
| VIP Seating & Parking Pass | X | X | X | X | X | X | | |
| Special Event Signage | | | | | | | | |
| logo on banners at Klondike Days Parade, Heritage Days Edmonton Pride Festival | X | X | X | X | X | X | X | |
| Package Insert | | | | | | | | |
| participant and volunteer packages | X | X | X | X | X | X | X | X |
| Signage | | | | | | | | |
| logo included on all sponsor signage at festival | X | X | X | X | X | X | X | X |
| Social Media | | | | | | | | |
| sponsor recognition prior to and throughout the festival including website banners | X | X | X | X | X | X | X | X |
| Logo in Festival Program | | | | | | | | |
| all ads in full color | prominent | prominent | large | large | medium | small | small | text only |

We understand that each organization has different reasons for supporting non-profit organizations and community events such as ours. The chart above is a generic starting point which reflects the areas of activation that we have available. A custom sponsorship package can be designed to meet the goals and objectives of your organization.

**For all sponsorship related inquiries, please contact
Vicci Letourneau | president@edbfa.ca | www.edmontondragonboatfestival.ca**

SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Vicci Letourneau, President at president@edbfa.ca. Please don't hesitate to contact Vicci with any questions at 587-936-1770.

CONTACT INFORMATION:

| | | |
|--|---------------------------------|---------|
| _____ Company Name <i>(as you wish to be acknowledged)</i> | _____ Person's Name | Contact |
| _____ Company Email Address | _____ Phone Number | Contact |
| _____ Address | _____ City/Province/Postal Code | |

SPONSORSHIP OPPORTUNITIES:

- \$10,000 Event Sponsor
- \$7,500 Rip Up the River Sponsor
- \$5,000 Dragon Boat Sponsor
- \$3,500 Drummer Sponsor
- \$1,500 Paddle Sponsor
- \$500 PDF Sponsor
- \$250 Friend of the Festival Sponsor

THANK YOU FOR SUPPORTING ARTS,
CULTURE, WELLNESS AND OUR
COMMUNITY!

Once we receive your completed sponsorship form, EDBFA staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to president@edbfa.ca

All materials will be sent for your approval before going to print.

PAYMENT INFORMATION:

- Please send me an invoice
- I have enclosed a check made payable to the Edmonton Dragon Boat Festival Association
- Please charge my credit card

Card Type: Visa / MC

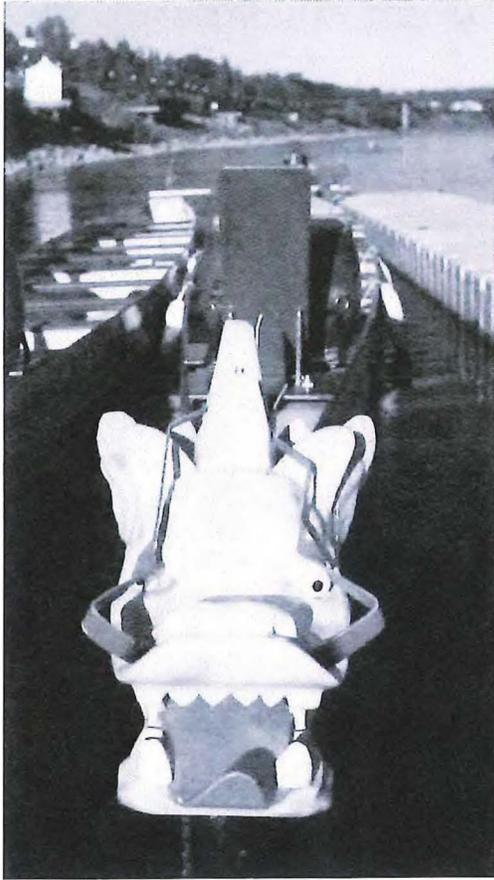
_____ Card Number _____ Expiration Date _____ Security Code

MEDIA REACH

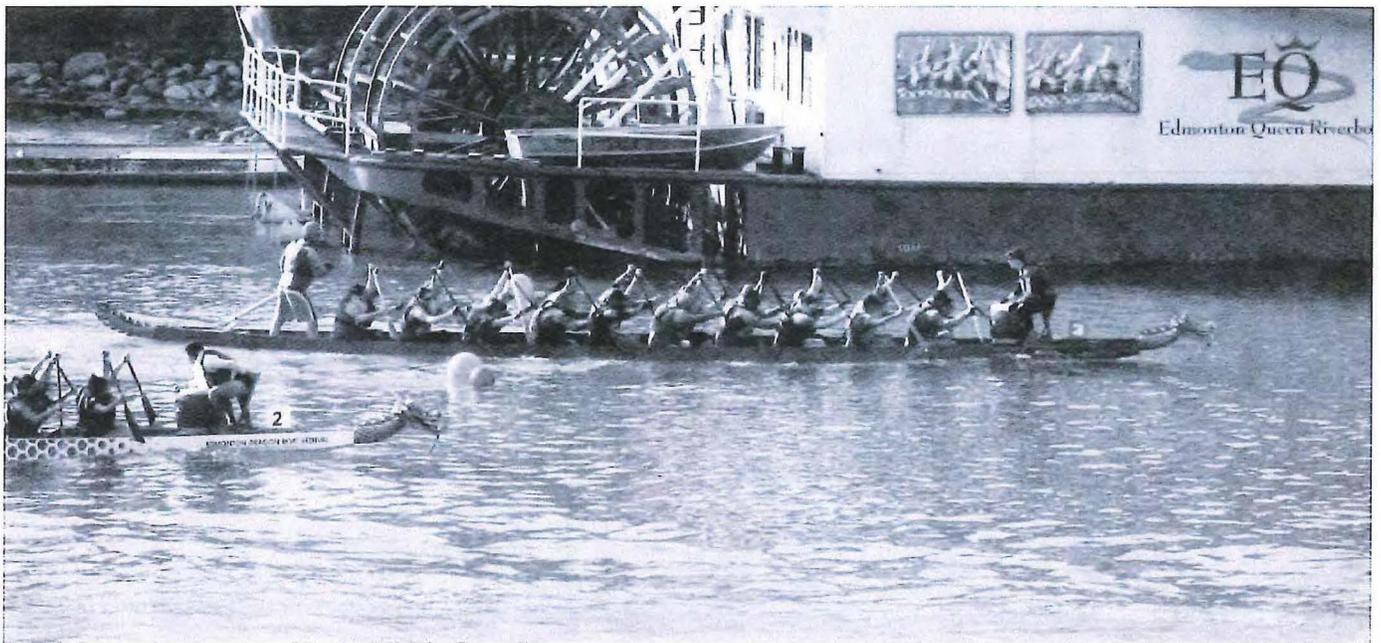
The Edmonton Dragon Boat Festival Association provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a series sponsorship.

- **Website**
 - www.edmontondragonboatfestival.ca
- **Social Media**
 - www.facebook.com/EDBFA : 800+ fans
 - www.twitter.com/edbfadragonboat : 450+ followers
- **Special Event Advertising**
 - Blackgold Rodeo, Leduc - Float
 - Klondike Days Parade - float
 - Heritage Days - display
 - Sourdough Raft Race - Float
 - Local newspapers and media tools
- **Posters**
 - 200 distributed locally and throughout Alberta
- **Flyers**
 - 1,000 distributed locally and throughout Alberta
- **Event Signage -Throughout the City of Edmonton and Leduc**
- **Event Attendance**
 - 1000+ Participants
 - 5,000+ Attendees

 *Edmonton*
DRAGON BOAT FESTIVAL



Thank You



The Edmonton Dragon Boat Festival Association is committed to fostering appreciation of the arts, culture, wellness, health and community for paddlers of all ages and ability in Edmonton, Alberta.

www.edmontondragonboatfestival.ca | 587-936-1770 | president@edbfa.ca



Edmonton Dragon Boat Festival Association
Telford Lake, August 17-19, 2018 ✕

✕ Festival Details

The Edmonton Dragon Boat Festival Association provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a series sponsorship.

Special Event Advertising – Promotional Activities

Leduc Canada Day Parade - Float

Klondike Days Parade - Float

Heritage Days – Display Booth

Sourdough Raft Race - Float

Epcor River- Float

Foam Fest Display Booth

Local newspapers and media tools, bus terminals

✘ Website and Social Media

- * Website

- * www.edmontondragonboatfestival.ca

- * Social Media

- * www.facebook.com/EDBFA : 800+ fans

- * www.twitter.com/edbfadragonboat : 450+ followers

- * Posters

- * 200 distributed locally and throughout Alberta

- * Flyers

- * 1,000 distributed locally and throughout Alberta

- * Event Signage -Throughout the City of Edmonton and Leduc

- * Event Attendance

- * 1000+ Participants

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Sponsorship Options

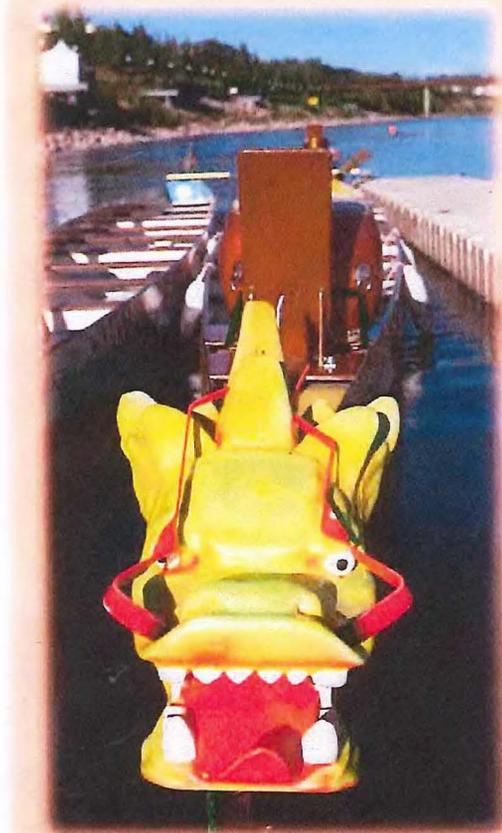


Let the Edmonton Dragon Boat Festival help you:

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- strengthen community ties and commitment

| Sponsorship Level | Event Partner \$10,000 | Media Partner | Rip Up The River \$7,500 | Dragon Boat \$5,000 | Drummer \$3,000 | Paddle \$1,500 | PFD \$500 | Friend of the Festival \$250 |
|--|---------------------------|---------------|-----------------------------|------------------------|--------------------|-------------------|--------------|---------------------------------|
| Branding | ✓ | | | | | | | |
| event partner festival branding | ✓ | | | | | | | |
| Display Space (10'x10') tent included | ✓ | ✓ | ✓ | ✓ | | | | |
| Presentation of Trophy | ✓ | ✓ | ✓ | ✓ | | | | |
| Media | | | | | | | | |
| logo included on newspaper, magazine and website advertisements | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Team Building complimentary team entry | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Onsite Banner Display organization to provide banner | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Announcements verbal recognition at festival | 15 per day | 15 per day | 10 per day | 8 per day | 5 per day | 3 per day | 2 per day | 1 per day |
| VIP Seating & Parking Pass | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Special Event Signage | | | | | | | | |
| logo on banners at Klondike Days Parade, Heritage Days Edmonton Pride Festival | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Package Insert participant and volunteer packages | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Signage | | | | | | | | |
| logo included on all sponsor signage at festival | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Media | | | | | | | | |
| sponsor recognition prior to and throughout the festival including website banners | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo in Festival Program all ads in full color | prominent | prominent | large | large | medium | small | small | text only |

Images of Past Festivals



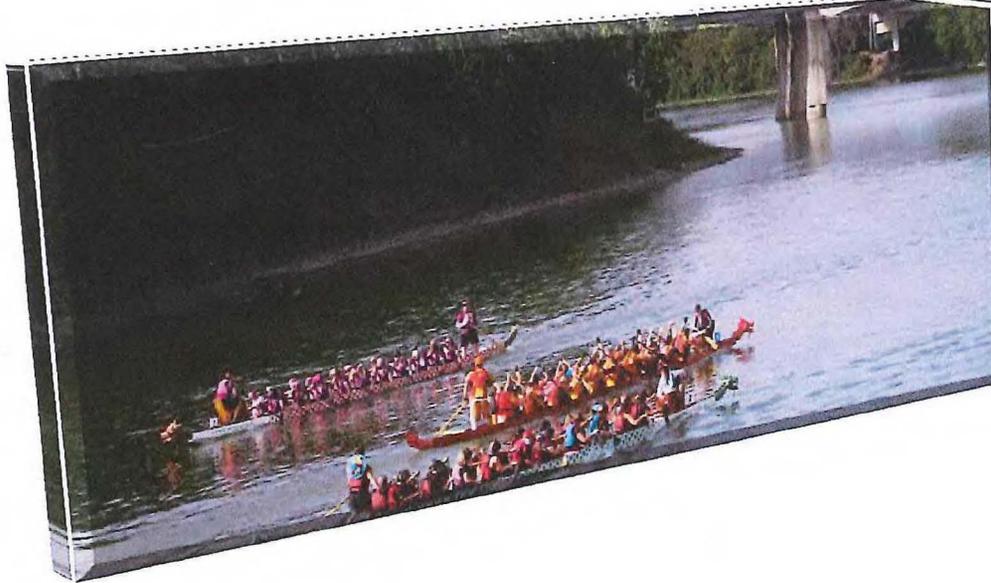
Thank You

Major Leduc Sponsors

The City of Leduc

Kozmos

The Canadian Brewhouse



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ADOPTION OF PREVIOUS MINUTES

Minutes of the Special City of Leduc Council Meeting
- July 25, 2018

* XII.A. Edmonton International Airport Accord
Update

Attachment Removed Pursuant to Sections 21, 24 & 25 of the FOIP
Act.