

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

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**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  
(2<sup>nd</sup> & 3<sup>rd</sup> 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

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**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

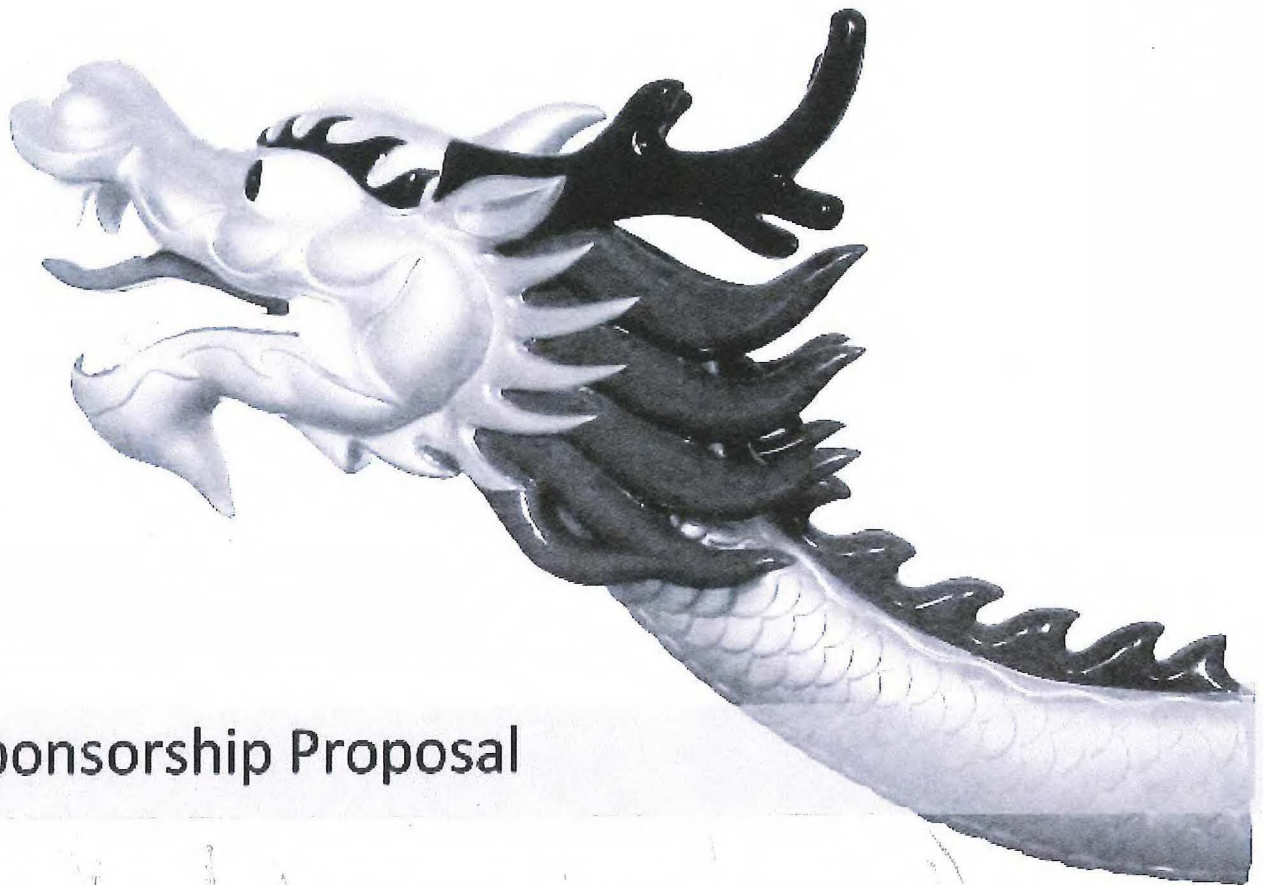
AUGUST 17 - 19, 2018

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
<b>Branding</b>								
event partner festival branding	✕							
<b>Display Space (10'x10')</b>								
tent included	✕	✕	✕	✕				
<b>Presentation of Trophy</b>	✕	✕	✕	✕				
<b>Media</b>								
logo included on newspaper, magazine and website advertisements	✕	✕	✕	✕	✕			
<b>Team Building</b>								
complimentary team entry	✕		✕	✕	✕			
<b>Onsite Banner Display</b>								
organization to provide banner	✕	✕	✕	✕	✕	✕		
<b>Announcements</b>								
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
<b>VIP Seating &amp; Parking Pass</b>	✕	✕	✕	✕	✕	✕		
<b>Special Event Signage</b>								
logo on banners at Klondike Days	✕	✕	✕	✕	✕	✕	✕	
Parade, Heritage Days								
Edmonton								
Pride Festival								
<b>Package Insert</b>								
participant and volunteer packages	✕	✕	✕	✕	✕	✕	✕	✕
<b>Signage</b>								
logo included on all sponsor signage at festival	✕	✕	✕	✕	✕	✕	✕	✕
<b>Social Media</b>								
sponsor recognition prior to and throughout the festival including website banners	✕	✕	✕	✕	✕	✕	✕	✕
<b>Logo in Festival Program</b>	prominent	prominent	large	large	medium	small	small	text only
all ads in full color								

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](mailto:president@edbfa.ca) | [www.edmontondragonboatfestival.ca](http://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](mailto: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](mailto: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

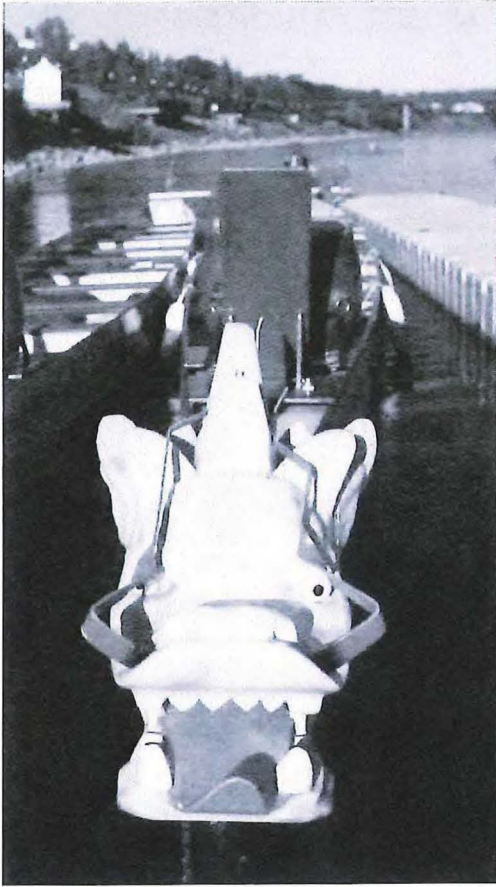
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# MEDIA REACH

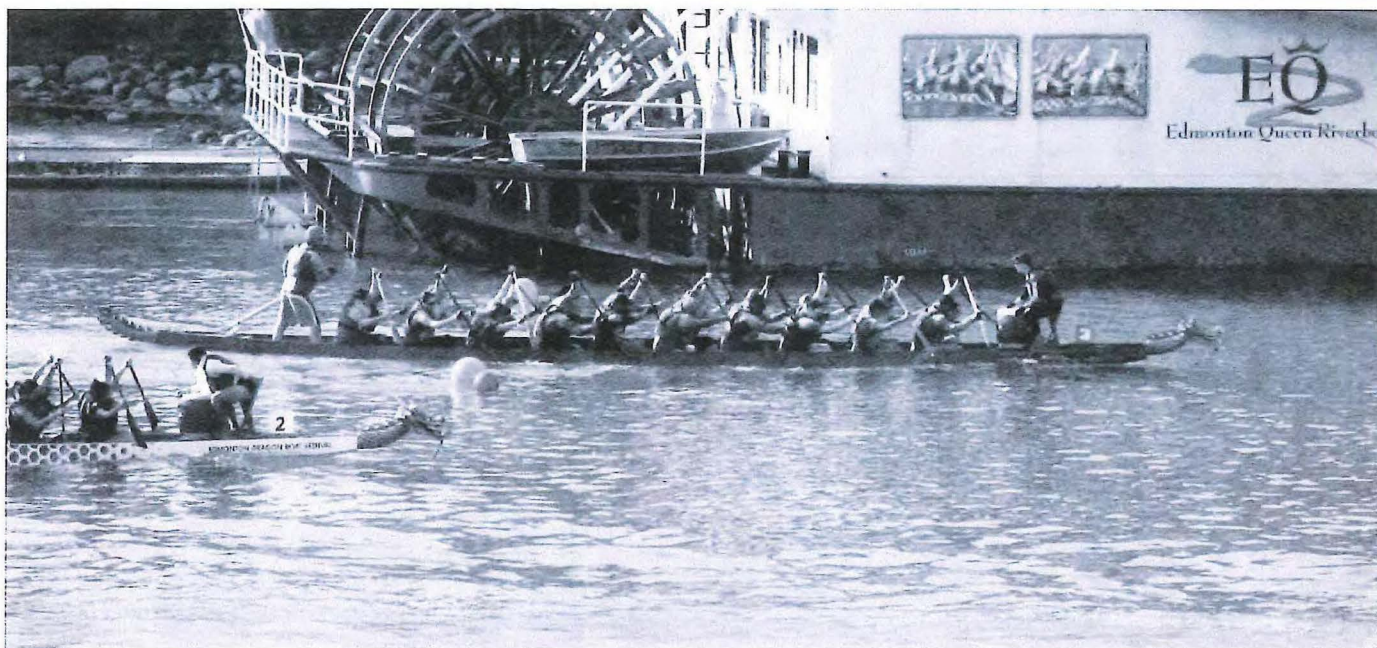
The Edmonton Dragon Boat Festival Association provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a series sponsorship.

- **Website**
  - [www.edmontondragonboatfestival.ca](http://www.edmontondragonboatfestival.ca)
- **Social Media**
  - [www.facebook.com/EDBFA](https://www.facebook.com/EDBFA) : 800+ fans
  - [www.twitter.com/edbfadragonboat](https://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](http://www.edmontondragonboatfestival.ca) | 587-936-1770 | [president@edbfa.ca](mailto: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](http://www.edmontondragonboatfestival.ca)

- \* Social Media

- \* [www.facebook.com/EDBFA](http://www.facebook.com/EDBFA) : 800+ fans
  - \* [www.twitter.com/edbfadragonboat](http://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
  - \* 5,000+ Attendees



# Sponsorship Options



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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



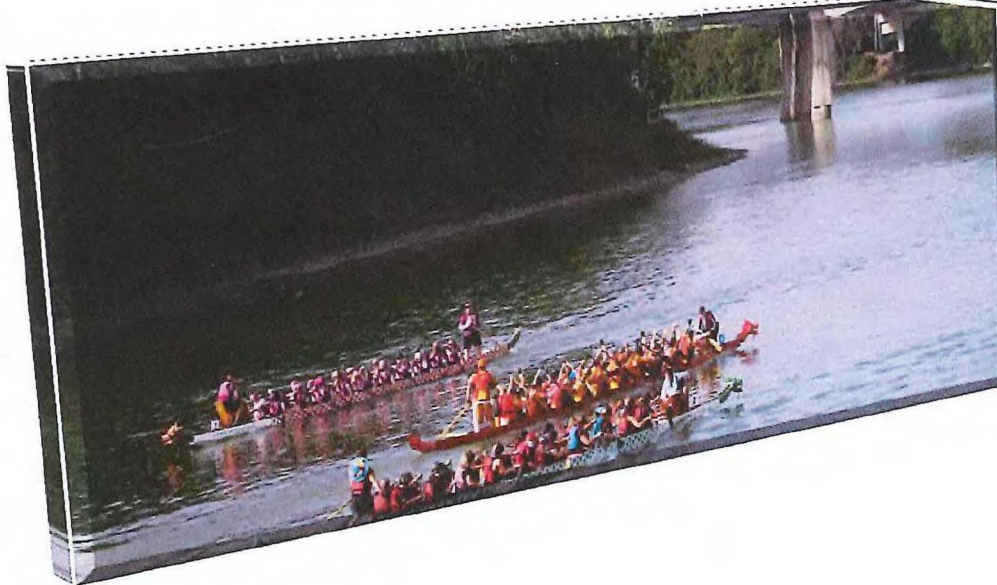
# Thank You

## 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.