



Municipal District of  
**GREENVIEW**

# Manager's Report

**Department:** Planning and Economic Development

**Submitted by:** Martino V. Director of Planning and Economic Development

**Date:** 6/25/2025

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## **DIRECTOR OF PLANNING AND ECONOMIC DEVELOPMENT, MARTINO VERHAEGHE**

In alignment with the 2022-2026 Strategic Plan, some of the key activities this month include:

- Economic Development Business Plan Task Force facilitated meetings
- Upper Smoky Draft Plan Review and Engagement meeting with Regional Municipal Partners and Government of Alberta.
- Completing the Grovedale Area Structure Plan and Land Use Bylaw Second Reading Reports.
- Planning Software development and issues meeting.
- Public Information Session on Renewable Energy Projects
- Participated in Greenview University of Council Presentations
- Assist a resident in modifying Enforcement Compliance measures to improve compliance with unsafe property.
- Work on the Little Smoky 1 and Little Smoky 3 project background and Statement of Intent to Participate in Alberta Utilities Commission proceedings.
- Reports and attendance for two Councils, one Committee, one Municipal Planning Commission, and one Policy Review Committee.
- Meetings with the Developer in Grande Cache to address highway-related concerns.
- Departmental and Organizational Managers Meetings
- Staffing Interviews
- Discussion on emergency response in Hamlets and Addressing Bylaw.
- Attendance at two Ratepayer BBQs
- Discussions on closing out historical grant applications in Economic Development.

## MANAGER PLANNING AND DEVELOPMENT, RENAE DEMOLITOR

Of the ten (10) Development Permit applications received in June, five (5) had an estimated project cost exceeding \$500,000.00:

D25-098 / SW-16-64-21-W5M / COMPRESSOR 400 HP AND OIL AND GAS FACILITIES / \$1,250,000.00 / WARD2

D25-099 / NE-7-69-3-W6M / COMPRESSOR 1550 HP AND MCC BUILDING / \$8,200,000.00 / WARD 7

D25-102 / N-9-63-18-W5M / COMPRESSOR 400 HP / \$1,250,000.00 / WARD 2

D25-103 / NE-34-69-22-W5M / DWELLING UNIT, MODULAR / \$550,000.00 / WARD 3

D25-108 / NE-26-65-6-W6M / COMPRESSOR 810 HP / \$2,200,000.00 / WARD 8

### Applications received for June include:

Type	Applications Received	Applications Approved
<b>Business Licenses:</b>	<b>2</b>	<b>2</b>
<b>Development Permits:</b>	<b>10</b>	<b>6</b>
<b>Land Use Amendments:</b>	<b>1</b>	
<b>Subdivisions:</b>	<b>2</b>	
<b>Approaches:</b>	<b>0</b>	

Development Permits	Number of Applications	Value of Permits
<b>Residential</b>	<b>5</b>	<b>\$655,000.00</b>
<b>Industrial</b>	<b>6</b>	<b>\$13,100,000.00</b>
<b>Commercial</b>	<b>1</b>	<b>\$1,459,348.00</b>
<b>Institutional</b>	<b>0</b>	
<b>Crown Land Areas</b>	<b>6</b>	<b>\$13,100,000.00</b>

In June, Administration presented the Enforcement Policy and the RAL Policy to Council on June 10, 2025. Administration presented four (4) files to Municipal Planning Commission, for Development Permit files including, S25-006 regarding MDP requirements for ASP, D25-064 for a Home Occupation, Major use, D25-066 for a Kennel, Commercial use & D25-071 for a Dwelling Unit, Manufactured for presentation to MPC on June 11, 2025. Administration presented Land Use Bylaw 25-1000 and the GASP Bylaw 25-992 to Council on June 24, 2025, for Public Hearings, second and third readings. Bylaw 25-992 & Bylaw 25-1000 were given second readings, and both directed to return for a third reading at a future Council date including amendments. Administration drafted the RFD and

Bylaw changes for 25-1000, to meet the report deadline to return to the July 8, 2025 Council Hearing. RFDs were drafted for D25-094, a deck variance permit, for D25-097, an oversized greenhouse, for D25-066, a commercial kennel, and for S25-006 to return to MPC in July, and an RFD was drafted for Bylaw No. 25-994, which pertains to a land use bylaw amendment for NE-23-69-22-W5M. Staff drafted the RFD and Bylaw for Road Closure related to S25-002 (Debolt Landfill Subdivision application). RAL Policy 6008 was requested by Council to return to PRC in July, and the Policy Draft was rewritten and edited for draft completion, with the RFD uploaded into eScribe. Administration began work on the RFD to Committee of the Whole to bring forward an Addressing Bylaw proposal outline in July, to address ongoing 911/EMS hamlet addressing and response issues. Staff are working internally with Fire on this project and externally with EMS/911.

Planning Staff submitted an approved Road Closure application on RPATH, sent out two endorsement packages for subdivision, conducted Land Sales Policy Research to assist Legislative Services in reviewing the draft policy, and conducted MDP research in conjunction with future policy projects.

GIS staff added 2025 updated traffic count data to Catalis, printed Valleyview Airport Hanger Issue maps, sent a request to Catalis to do an AMDSP update for roads and addresses, and continued research and discussions on hamlet addressing in anticipation of a Hamlet Addressing Bylaw project to bring an addressing standard forward to assist EMS/Fire/RCMP with locating parcels in the case of emergency. Concept addressing maps and road naming conventions were drafted. Staff printed copies of the Civic Addresses Map for the Town of Valleyview and provided Eleven (11) copies of M.D. Map book 2024 to DeBolt Fire Chief, created Development Permit maps for RFDs, exported the first initial drafts of Hamlet Addressing Project maps, created a Grovedale Arena Map and Grovedale Historic Aerial map, and set up a Catalis account for a new employee.

Sign Inspections were conducted at Grovedale, Landry Heights, DeBolt, Ridgevalley, and Little Smokey by GIS staff in conjunction with the Addressing project and regular sign inspection protocols. Sign Inspections were conducted at Sandy Bay regarding address signage and the addition of a hangar parcel to the Valleyview Airport. GIS staff held meetings to discuss data issues with AHS in Eleven (11) Centres, and ongoing discussions to update data. Emergency fire maps were created for Kakwa Crossing GWF040 and the active fire map & evacuation map.

- **Governance – Provide good governance. Ensure our policies address changing and growing community needs:**

### **Land Use Bylaw (LUB) Update**

Following a six-month process that included hours of staff collaboration, public engagement, input, and direction from the Land Use Bylaw Steering Committee, Planning & Development completed the final detailed review and editing of the Land Use Bylaw draft and associated mapping, in preparation for second and third reading to Council. Land Use Bylaw 25-1000 draft was presented to Council for first reading at Council on May 27, 2025, and for second reading on June 24, 2025. The Public Hearing was held June 24, 2025.

## **Area Structure Plans**

The MD of Greenview underwent a review, update, and amendment to the GASP (Grovedale Area Structure Plan), including public input and feedback to develop a revised GASP. The goal of the proposed review of GASP is to reduce red tape and barriers to development while updating information to ensure alignment with other relevant statutory documents and policies for regulatory consistency. Mail drops, posters, and communications materials were prepared by Greenview staff in Communications and Planning. Bylaw 25-992 draft was presented to Council for first reading at Council on May 27, 2025, and for second reading on June 24, 2025. The Public Hearing was held June 24, 2025.

- **Governance – Improve intermunicipal government relations. Build relationships with industry focused organizations:**

Administration attended group meeting with the ABO Energy team for presentation on possible Wind Energy Development within the MD. Staff reviewed, researched, and responded to question requests for LS1 & LS3 project and provided findings to SLT for response to the AUC. Administration attended meetings with Beirsto & Associates Engineering and separately with Helix Surveys, to discuss the course of action for ongoing and upcoming subdivision projects.

- **Governance – Improve intermunicipal government relations. Provide open dialogue between municipalities within the region:**

Administration reviewed and responded to a subdivision circulation request for comment within the boundaries of the Town of Fox Creek and held planning policy discussions with staff from the Municipal District of Smoky River No.130. and began review of the Grande Prairie MDP as requested for comment by mid-July.

- **Governance - Increase staff success. Provide current staff growth opportunities when appropriate & Incorporate staff succession planning:**

Planning and Development staff attended the Greenview Ratepayers BBQ in Valleyview, a three-day course through ALUP, Greenview U and RFD Review Committee Meetings. Staff completed JHSC safety inspections, FSO in Valleyview, and the Regional Landfill, reviewed e-compliance requirements and provided team cross coverage for vacation to cover the Planning general line and email inboxes. Training of the junior Development Officer continued throughout June. Interviews were held for the Development technician position.

## **MANAGER OF COMMUNICATIONS AND MARKETING, STACEY SEVILLA**

The Communications Department continues to produce regular external communications for ratepayers and the general public. It also works closely with all other departments to create, launch, and promote new services and programs.

Please note that the list below highlights Communications department activities but is not exhaustive.

### **Projects completed or underway:**

#### **Governance - Increase staff success. *Provide current staff growth opportunities when appropriate:***

- Assisted with advertising and moderation of June Greenview U – Council Presentation Training
- Created July Greenview U advertising materials
- Updated June Wellness Committee posters
- Preparing Greenview U Communications Presentation for July
- On location filming and video production for September Greenview U – Touch a Truck

#### **Governance – Improve intermunicipal government relations**

- Assisted with advertising the Pre-Election workshop and shared with the Town of Valleyview

#### **Economy – Create a diverse economy. *Increase tourism attractions:***

- Attended Greenview-Valleyview & Area Tourist Information Centre grand opening event, took photos, assisted with speeches, and created a video to share with the public on digital mediums
- Finalized and scheduled installation of highway signs for the Greenview-Valleyview & Area Tourist Information Centre to enhance visitor visibility
- Prepared Ads for Pattison Outdoor large-scale billboards in four key locations in the Edmonton area
- Created similar digital ad and video for a high-visibility location at Gate 53 at the Edmonton International Airport and eight screens in the Arrivals Luggage carousel area
- Rogers Media digital advertising creative is currently running (includes video and digital media for June campaign with expanded reach and targeted geographic locations)
- Greenview Maps created and installed at the Greenview-Valleyview & Area Tourist Information Centre
- 2025 Post Media (National Post) print and digital Tourism advertising campaign in collaboration with Economic Development/Tourism is underway digitally and in printed national newspapers. This campaign includes several tactical advertising strategies from May to July. YouTube video ads and Google are live and running
- The robust YouTube and Google Search ad campaign will enhance visibility and extend target audience reach to promote Greenview and Grande Cache as a tourism destination

- Filming and Production of Greenview digital commercials wrapped up in Grande Cache, and the commercial is in production
- Versions of the commercial will run as paid advertising on YouTube, National Post digital newspapers, etc.
- Monthly Newspaper advertising, collaborating with Economic Development to promote Grande Cache Tourism to locals and aiming to gather feedback with a survey running all of 2025 as a half-page advertisement in the Valleyview Glitz'd newspaper.
- Awaiting finalized layout of Quick Tourist Kiosk design for approval
- Trademark application in progress for the 'Expand Your Vision' wordmark and name, which will enable Greenview to fully own and use a form of the Expand Your Vision logo without the original "G"

### Culture, Social & Emergency Services – Enhance communication to our public.

- Worked with Director of Emergency Management, Incident Commander, and key administrative personnel to provide public messaging, notifications, updates, AEA evacuation orders, alerts, and other related assistance related to Wildfire GWF-040 on the Forestry Trunk Road
- Shared presentation resources from the Information Session on Renewable Energy on private land on the Engage Greenview public engagement site, and social media
- Created Communications Plan for Planning on Hamlet Addressing
- Created posters, social media, and radio advertising for the upcoming MD of Greenview Ratepayers BBQs
- Created draft Government Roles & Responsibilities Chart
- Assisted Agricultural Services with advertising and promotion of workshops and events
- Newspaper advertising, full page advertising in the Grande Cache Community Mountain Voice and the Valleyview Glitz'd newspapers
- Assist Construction & Engineering with project notification plans and scheduling for the upcoming construction season
- Drafted and implemented the Communications plan for the Grovedale Area Structure Plan Review and public consultation engagements in collaboration with Planning and Development
- Updated and sent the Grande Cache Street Map for print as tear-off sheets used for visitors at the Grande Cache Tourism & Interpretive Centre
- Prepared Staff Business Cards for new staff and replenished for current staff
- Assisted and approved Municipal District of Greenview sponsored content article #3 - July 1, highlighting water sports in the Grande Cache area
- 2025 Election – As part of the communications plan for the 2025 Election advertising:
- A series "The First 8 weeks as an Elected Official" videos is being produced and scheduled on digital media in July and August
- Created the Council Orientation Calendar overview PDF for candidate resources on the website
- The Strategic Plan Video Series was produced and ran through June on social media

- Assisted CAO Services with advertising the Pre-Election Workshop for MD of Greenview and Town of Valleyview Candidates
- The 2024 Annual Report has been received, and distribution to all public service buildings has been finalized
- Drafted Summer 2025 Meadows to Mountains Newsletter
- In-kind donations:
  - \$200.00 Cranberry Lake Rodeo, DeBolt
  - \$200.00 Valleyview Fire Department Event

**Culture, Social & Emergency Services – Improve public perception of Greenview.** *Actively participate in community events:*

- Created Certificate to Valleyview & District Sun Valley Pioneers Association 50th Anniversary, and Donald & Faye Cousins for 50th Wedding Anniversary
- Collaborated with the Events committee to source and provide door prizes, including items from local businesses, Greenview promotional products, and displays.
- Attended Grovedale Ratepayers BBQ to take photos and assist Reeve with stage preparation for ratepayer address, etc.

**Culture, Social & Emergency Services – Support and maintain recreational opportunities.** *Recognize opportunities to increase recreation development:*

- Assisted GRM and GCRC with monthly programming calendars, aquatic schedules, and advertising.
- Grande Cache Outdoor Digital Sign advertising
  - Whispering Pines Canada Day Pancake Breakfast ad
  - Grande Cache B.E.S.T. Sponsored Swim ads pre-scheduled for July 7 & August 18

**Digital presence statistics**

**Culture, Social & Emergency Services – Enhance communication to our public.** *Continually improve our social media and digital platforms.*

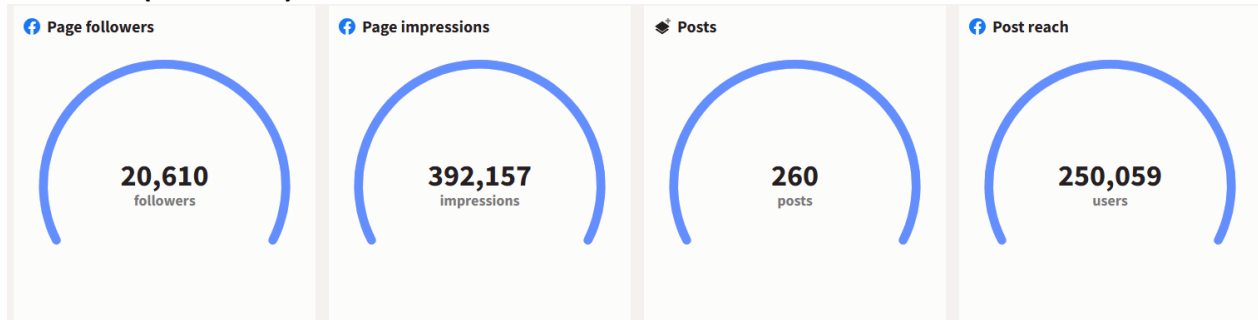
**Website (June 2025)**

Greenview's website has seen 63,448 **pageviews** on the website through the month of June. The Greenview website has seen approximately 21,801 new users during this period. Website access from mobile devices remains on par with the national average, with approximately 73% of website users from a mobile device in June. **\*NEW:** Visits to the Careers page of posted jobs totalled 2,164 at the time of this report, accounting for approximately 2.7% percent of all website visits through June. Visits to the Council meeting streaming page totalled 816 at the time of this report, accounting for 1.2% of website traffic this month at the time of this report.



- Users: 40,176
- New Users: 21,801
- Pageviews: 63,448
- Sessions: 39,473
- Sessions per user: 2.7

### Facebook (June 2025)



Efforts to grow our X (Twitter), LinkedIn, and Instagram presence continue. 'X' followers as of June 23, 2025 = 1872, LinkedIn followers = 1961, Instagram followers = 1163

### MANAGER OF ECONOMIC DEVELOPMENT, LARRY GIBSON

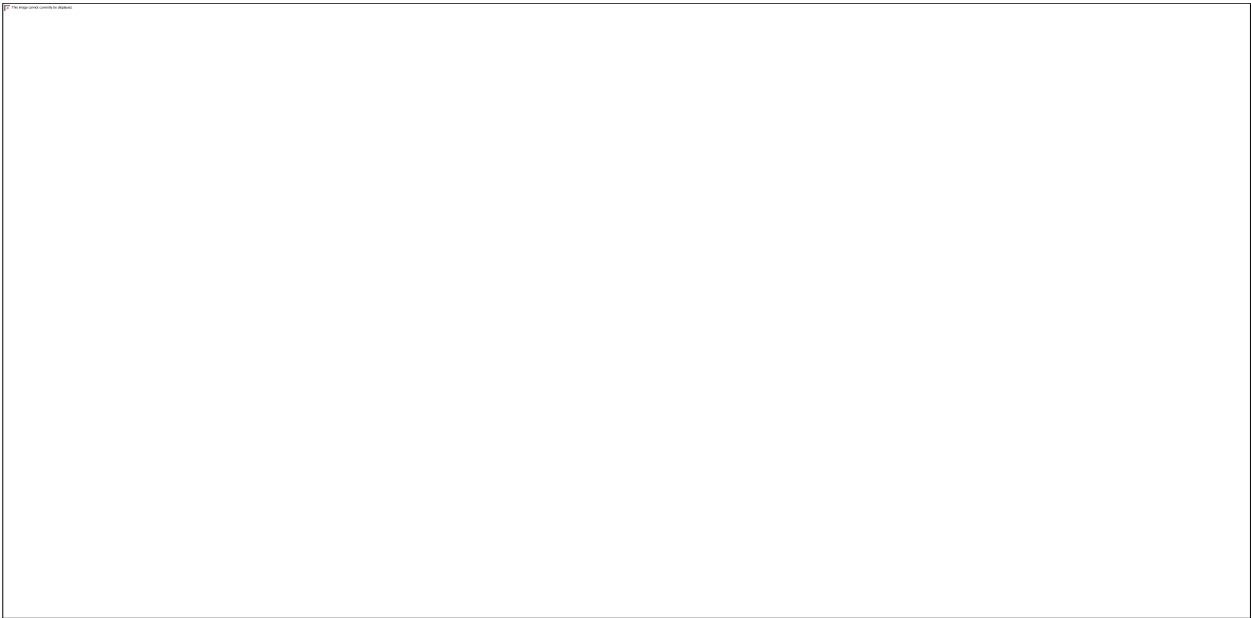
- [Governance – Improve inter-municipal government relations. Provide open dialogue between municipalities within the region:](#)

In June, the Economic Development team continued its active involvement with the Work NW Alberta committee, a collaborative initiative addressing workforce attraction and retention across the region. This month, an Industry Event Luncheon was held on June 5, 2025, at Centre 2000 in Grande Prairie. Nearly 100 individuals attended from industry, education, and local and provincial governments. The event was successful in bringing further awareness of Work NW, its goals, tools, and marketing materials that are available for employers to use in their recruitment efforts.

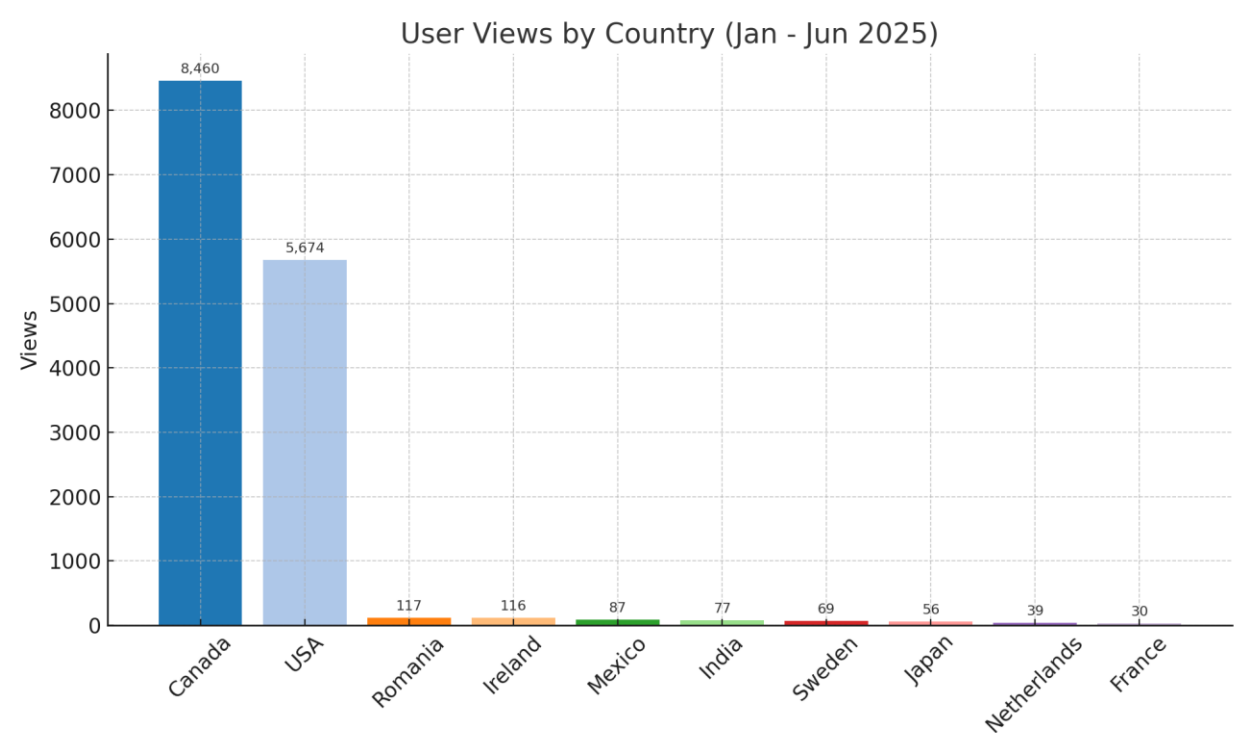
Marketing to promote Work NW and raise awareness continues, both to prospective employees and to employers in the region looking to hire. In June, a marketing initiative utilizing Rogers Communications was implemented as an additional marketing strategy to reach a larger audience. Monthly analytics will be monitored for effectiveness.



Website views and analytics 2024 year to date:



Website Views and analytics 2025 year to date:



**Social Media stats:**

Social media campaigns continue utilizing LinkedIn, Facebook, and Instagram. Varying posts and campaigns are utilized every week to promote events, showcase testimonials, and promote employment assistance programs when they become available. Total followers are 1,387, and followers per channel are LinkedIn (787), Facebook (488), and Instagram (112). Aggressive campaigns are planned for the next six months to grow the brand and increase followers.

- **Governance – Improve inter-municipal government relations. Build relationships with industry focused organizations:**

As part of the Invest NW Alberta collaborative initiative, our Economic Development team attended the Global Energy Show Canada 2025, held June 10–12 at the BMO Centre in Calgary, to promote the region and attract new investment. The event, North America’s largest B2B energy conference and exhibition, welcomed over 30,000 delegates from 100 countries and featured nearly 500 exhibitors across 11 international pavilions, with the show floor expanding by 20 percent over the previous year. Under the theme “Canada’s Energy Mandate to 2030,” the conference addressed key topics such as energy security, affordability, infrastructure development, emissions reduction, and market diversification. High-level plenaries moderated by Peter Mansbridge, along with new streams like “Energy Influencers” and specialized areas such as the Emissions Reduction Theatre and NextGen Zone, provided valuable insights across oil and gas, renewables, hydrogen, nuclear, and emerging technologies. The event reinforced Calgary’s position as a global energy hub and offered an important platform to showcase Northwest Alberta’s assets to prospective investors and partners.

- **Governance – Improve inter-municipal government relations. Build relationships with industry focused organizations:**

The Regional Economic Development Strategy and Growth Plan initiative, with partners from the County of Grande Prairie and the Towns of Sexsmith, Wembley, and Beaverlodge, funded through the Alberta Community Partnership Grant program, has received proposals back for the completion of the project. Evaluations of proposals began the week of June 23rd, with an estimated start date of mid-July.

## **Grande Cache Tourism & Interpretive Centre**

### **Culture, Social & Emergency Services – Improve public perception of Greenview.**

Significant progress was made on two key projects at Birds Eye Park to enhance visitors' experience and infrastructure. A contractor has been awarded the contract for the Outdoor Lighting Project, which is currently well underway and scheduled for completion within the next two weeks. This initiative includes installing trail lights and lighting posts in underlit areas of the park, focusing on improving safety and enhancing the evening ambiance while maintaining the park's natural aesthetic.

In addition, a company has been contracted to complete the Tourism Centre Window Project. This upgrade involves replacing 60 existing window units with energy-efficient dual-pane glass featuring Solarban® 60 UV-reflective coating and internal white grilles to complement the building's architectural style. The project also includes repairing and restoring all window operating hardware to ensure long-term functionality. These improvements will increase energy efficiency, enhance visual appeal, and protect the center's taxidermy displays, ultimately improving overall comfort and experience for visitors.

#### **Visitor Statistics:**

June visitor statistics: **1346** (June 1-19, 2025)

#### **YTD Total Visitors (Jan 1 – Dec 31)**

<b>2020</b>	8,774
<b>2021</b>	15,177
<b>2022</b>	17,820
<b>2023</b>	20,306
<b>2024</b>	18,640 (December 23)
<b>2025</b>	5, 477 (as of June 19, 2025)

#### **Number of Programs: 2 unique programs**

- Little Cache Cubs (3x): June 9: 8 participants, June 16: 8 participants, June 23: TBT
- Wise Owls program (1x): June 25: TBT

**Other Interpretative Programming:**

- June 10: Grade 10 school field trip to the Centre/interpretive programming (22 participants)
- June 18: Kindergarten school field trip to the Centre/Interpretive programming (74 participants)
- June 19: Grade 1 school field trip to the Centre/Interpretive programming (66 participants)

**Total number of Events: 2**

- (June 12: Summer Program Kick Off Event) 102 participants
- (June 15: Father's Day Event) 75 participants

**Grande Cache Summer Program Kick-Off**

The Summer Kick-Off event provided families with an excellent opportunity to register children and youth (ages 0–17) for various engaging summer programs offered throughout July and August in Grande Cache. Attendees received a comprehensive summer program calendar, developed in collaboration with local community organizations, highlighting the diverse recreational and educational opportunities available in the region.

The Program Interpreter played an active role at the event, engaging 102 visitors at her booth to promote the offerings of the Grande Cache Tourism Centre. This summer, the Centre delivers six distinct programs tailored to various age groups, including interpretive family hikes, outdoor cooking workshops, and nature-based programs for children under 10. These initiatives foster community engagement while encouraging exploration of Grande Cache's natural environment and rich cultural history.

**Father's Day Event**

On Sunday, June 15, 2025, the Grande Cache Tourism Centre hosted a Father's Day event featuring a Touch-a-Truck experience, a car wash, and storytelling sessions. The event offered families hands-on activities and meaningful moments to honor fathers and father figures in a welcoming community setting. A total of 75 participants attended the Father's Day Event.

## **Greenview-Valleyview & Area Tourist Information Centre**

### **Visitor Statistics:**

June visitor statistics: **2806** (as of June 23)

Total Canada Visitors (as of June 22, not updated): **2493**

Total US Visitors (as of June 22, not updated): **192**

Total Visitors from Other Countries: **16**

YTD Total Visitors **5141** (May 5 – Dec 31) 2025 (as of June 23)

### **Culture, Social & Emergency Services – Improve public perception of Greenview.**

The Municipal District of Greenview proudly celebrated the official grand opening of the newly revitalized Greenview Valleyview and Area Visitor Information Centre on June 4, 2025. Held from 2:00 p.m. to 4:00 p.m., the event welcomed municipal leaders, Councilors, community members, and travelers to commemorate the facility's relaunch and renewed role in promoting regional tourism.

A ribbon-cutting ceremony at 3:00 p.m. marked the formal unveiling of the Centre under its new identity, following extensive upgrades completed earlier in the year. Enhancements include modernized building signage, roof repairs, refreshed picnic areas, and improvements to amenities that support year-round access for all types of travelers.