

PADBID Board Meeting

January 30th, 2023

- Call to Order
- Approval of Agenda
- Adoption of Minutes
- Welcome to New Members
- Resignation of Board Member
- Vacancy
- Mini Façade Grant Addition of Cameras
- Downtown Beautification
- Financial General Ledger 2022 COPA
- Budget of Street Fair Discussion
- Renewal of Capstone Community Marketing
- Strategic Plan Review 2023 2026
- Annual Meeting Date
- Executive Director Report



Addition of Exterior Cameras to Mini-Façade Grant January 30th, 2023

It is my recommendation to add to the criteria of the Mini – Façade Grant application the ability for businesses to purchase interior and/or exterior cameras for safety and security.

There will be an inspection of said camera(s) to ensure that the application process is being followed and that appropriate signage is visible and following the criteria of public videoing.

Rhonda Trusty

Executive Director



Beautification Project

January 30th, 2023

It is my intention to work with the City of Prince Albert's Community Resource Department to help beautify our Downtown with flowers and vegetables.

I have reached out to the St. Mary High School horticulture teacher, Deanna Barrett, to partner on starting seeds of flowers & vegetables for our downtown planters.

Initially I had contacted the businesses along Central Avenue asking for their support in ensuring that if planters were placed in front of their business that they would water/weed the planters.

Unfortunately, at this point, the City of Prince Albert does not have enough of the planters that we were hoping for. When canvassing the business community, the "Adopt -A - Planter" response was positive, but I will need to scale my immediate expectations and work with what the City will be providing.

A "Maintenance Agreement" will need to be signed regarding the responsibilities of maintenance but I am excited and encouraged by the response of our business community. If the project proves to be successful and is supported by the business community the city is willing to consider purchasing future additional planters for the Downtown.

The students of the horticulture program will assist with planting and I may put out a community call out for volunteers – either to help with planting and/or supply seeds for direct grow. Any vegetables that are grown will be donated to Moose Lodge, Food Bank, Salvation Army, PAGC. I feel this is important as food security is an important issue in our City.

It is my hope to encourage a partnership with PAGC regarding this beautification program and that is in early stages of development.

Kind regards,

Rhonda Trusty, Executive Director

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City of Prince Albert General Ledger

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Daily Cash December 5, 2022 D9

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2022 City of Prince Albert General Ledger

Subtotal By: Sorted By:

To: 12/31/2022 1-2-45500-896

From: 1/1/2022 1-2-45500-111

Ranges: Date: Account:

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1,314,17 Purchases Purchases 2202601 CTV Television Inc. \$350.00 1,381,418 Purchases Purchases 25915 Folio Jumpline Publishing Inc. Folio Jumpline Publishing Inc. \$25916 1,381,419 Purrosoco 19077 Purchases Purchases 447908-1 Folio Jumpline Publishing Inc. Folio Jumpline Publishing Inc. \$350.00 1,381,771 PMTRX00019023 Purchases Purchases 447908-1 Pattison Media Ltd \$350.00 1,384,236 PMTRX00019026 Purchases Purchases CCIMP000000000628188 Indeed Ireland Operations Ltd \$7.07 1,384,237 PMTRX00019056 Purchases Purchases CCIMP0000000000630534 Facebook Inc. \$7.07	70/31/2022	1,3/4,010		Purchases	CCIMP0000000000053109			\$167.02	
1,381,418 PMTRX00019017 Purchases Purchases Folio Jumpline Publishing Inc. Folio Jumpline Publishing Inc. \$238.10 1,381,419 PMTRX00019017 Purchases Purchases 25915 Folio Jumpline Publishing Inc. Folio Jumpline Publishing Inc. \$142.86 1,381,419 PMTRX00019027 Purchases 447908-1 Pattison Media Ltd \$350.00 1,384,236 PMTRX00019026 Purchases CCIMP000000000628186 Facebook Inc. \$7.07 1,384,237 PMTRX00019026 Purchases CCIMP000000000630534 Facebook Inc. \$7.07 1,384,237 PMTRX00019056 Purchases CCIMP000000000630534 Facebook Inc. \$7.07	11/24/2022	1 381 417		Purchases	22102601	_		\$350.00	
1,381,419 PMTRX00019017 Purchases 25915 Folio Jumpline Publishing Inc. Folio Jumpline Publishing Inc. \$142.86 1,381,419 PMTRX00019017 Purchases 25915 Folio Jumpline Publishing Inc. \$350.00 1,381,71 PMTRX00019026 Purchases QCIMP000000000628186 Facebook Inc. \$350.00 1,384,237 PMTRX00019026 Purchases CCIMP0000000000638188 Indeed Ireland Operations Ltd \$7.07 1,389,214 PMTRX00019055 Purchases CCIMP00000000000000000000000000000000000	11/24/2022	1.381.418		Purchases	25835	Folio Jumpline Publishing Inc.		\$238,10	
1,381,419 PMTRX00019017 Purchases 25915 Folio Jumpline Publishing Inc. \$350.00 1,382,171 PMTRX00019023 Purchases 447908-1 Pattison Media Ltd \$350.00 1,384,236 PMTRX00019026 Purchases CCIMP00000000628188 Indeed Ireland Operations Ltd \$7.07 1,384,237 PMTRX00019056 Purchases CCIMP00000000630534 Facebook Inc. \$7.07 1,389,214 PMTRX00019055 Purchases CCIMP000000000303534 Facebook Inc. \$26.77	11/24/2022	1.381.419		Purchases	25915	Folio Jumpline Publishing Inc.		\$142.86	
1,382,171 PMTRX00019023 Purchases 447908-1 Pattison Media Ltd 447908-1 1,384,236 PMTRX00019026 Purchases CCIMP0000000000628186 Indeed Ireland Operations Ltd 1,384,237 PMTRX00019026 Purchases CCIMP0000000000630534 Facebook Inc. 1,389,214 PMTRX00019055 Purchases CCIMP00000000000000000000000000000000000	11/24/2022	1.381,419		Purchases	25915	Folio Jumpline Publishing Inc.			\$20.00
1,384,236 PMTRX00019026 Purchases CCIMP000000000628186 Facebook Inc. 1,384,237 PMTRX00019026 Purchases CCIMP0000000000628188 Indeed Ireland Operations Ltd 1,389,214 PMTRX00019055 Purchases CCIMP0000000000630534 Facebook Inc.	11/30/2022	1,382,171		Purchases	447908-1			\$350.00	
1,384,237 PMTRX00019026 Purchases CCIMP0000000000628188 Indeed Ireland Operations Ltd 1,389,214 PMTRX00019055 Purchases CCIMP0000000000003534 Facebook Inc.	11/30/2022	1,384,236		Purchases	CCIMP0000000000628186	Ξ.		\$82,70	
1,389,214 PMTRX00019055 Purchases CCIMP000000000630534 Facebook Inc.	11/30/2022	1,384,237		Purchases	CCIMP000000000628188	_		\$7.07	
	12/30/2022	1,389,214		Purchases	CCIMP000000000630534			\$26.77	

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Account:	: 1-2-45500-221	00-221		Totals:	Net Change \$3,399.12	Ending Balance \$3,399.12	19.12	\$50.00
Account: 1	1-2-45500-222	-222		Description: PA Bus. Imp. Distr	PA Bus. Imp. District-Publications & Subscriptions	Beginning Balance:		\$0.00
Trx Date	Jrnl No.	Orig. Audit Trail	Distribution Reference	Orig. Master Number	Orig. Master Name	0	Debit	Credit
4/30/2022 1	1,319,842	PMTRX00018777 PMTRX00018777	Purchases Purchases	CCIMP00000000598796 CCIMP000000000598798	Microsoffstore, Com Wondershare Technology	6\$ 8\$	\$83,74 \$93,80	
4/30/2022	1,319,844	PMTRX00018777	Purchases	CCIMP00000000598800	Adobe Systems	\$25	\$254,28 \$5.63	
	1,327,660	PMTRX00018820	Purchases	CCIMP0000000000603128	Wondershare Technology	\$2	\$24.10	
12/30/2022	1,389,215	PMTRX00019055	Purchases	CCIMP000000000630536	Microsoft 365	\$13	\$139.92	
Account	Account: 1-2-45500-222	00-222		Totals:	Net Change \$601.47	Ending Balance \$601.47 \$60	\$601.47	\$0.00
Account: ,	1-2-45500-238	1-238		Description: PA Bus. Imp. Distr	PA Bus. Imp. District-Computer Services	Beginning Balance:		\$0.00
Trx Date	Jrnl No.	Orig. Audit Trail	Distribution Reference	Orig. Master Number	Orig. Master Name		Debit	Credit
	1,300,200	PMTRX00018680	Purchases	0000072533	Image Computer Services	3.6	\$90,10	
1/31/2022	1,300,301	PMTRX00018682 PMTRX00018765	Purchases Purchases	REFUND 2022 INV-223	Capstone Community Marketing Media Made Simple	\$ZC \$16	\$206.65 \$198.75	
	1,327,662	PMTRX00018820	Purchases	CCIMP000000000603132	Varial Technologies Inc.	\$12	\$129.30	
					Net Change	Ending Balance		
Account:	t: 1-2-45500-238	500-238		Totals:	\$624.80	\$624.80 \$62	\$624.80	\$0.00
Account:	1-2-45500-239)-239		Description: PA Bus. Imp. Dist	PA Bus. Imp. District-Consulting Services	Beginning Balance:		\$0.00
Trx Date	Jrnl No.	Orig. Audit Trail	Distribution Reference	Orig. Master Number	Orig. Master Name	1	Debit	Credit
1/31/2022	1,300,300	PMTRX00018682	Purchases Reallocated to 1-2-45500-295	002-2022	Capstone Community Marketing	\$3,26	\$3,263,74	\$3,263.74
					Net Change	Ending Balance		
Account:		1-2-45500-239		Totals:	\$0.00	\$0.00	\$3,263.74	\$3,263.74
Account:	1-2-45500-263	0-263		Description: PA Bus, Imp. District-Rentals-Build	rict-Rentals-Build	Beginning Balance:		\$0.00
Trx Date	Jrnl No.	Orig. Audit Trail	Distribution Reference	Orig. Master Number	Orig. Master Name		Debit	Credit
1/4/2022	1,291,613	ı	Purchases	JANUARY 2022	Dove Holdings Inc	\$1,0	\$1,000.00	
2/1/2022	1,296,026		Purchases	FEBRUARY 2022	Dove Holdings Inc	0.10	\$1,000.00	
3/3/2022	1,303,578	PMTRX00018708	Purchases	MARCH 2022 ABBII 2022	Dove Holdings Inc	D	\$1,000.00	
4/4/2022	1,316,543		Purchases	MAY 2022	Dove Holdings Inc	61.0	\$1,000.00	
6/1/2022	1,324,114		Purchases	JUNE 2022	Dove Holdings Inc	\$1,0	\$1,000.00	
7/1/2022	1,330,482		Purchases	JULY 2022	Dove Holdings Inc	0,14	\$1,000.00	
8/2/2022	1,341,153	PMTRX00018885	Purchases	AUGUSI 2022 SEDTEMBER 2022	Dove Holdings Inc	0.1.9	\$1,000,00	
10/1/2022	1,355,178		Purchases	OCTOBER 2022	Dove Holdings Inc		\$1,000.00	
11/1/2022	1,373,497		Purchases	NOVEMBER 2022	Avison Young ITF 1540709 Ontario Limite		\$1,145,26 \$1,145,26	
12/1/2022	1,381,297	PM1RX00019016	rurchases	DECEMBER 2022	Avison Toung III 1340/09 Ongalio Lin	Ending Balance	0	
Account:		1-2-45500-263		Totals:	\$12,290.52	\$12,290.52 \$12,2	\$12,290.52	\$0.00
Account:	1-2-45500-267	10-267		Description: PA Bus. Imp. Dis	PA Bus. Imp, District-Rentals-Specialized Equipmen	Beginning Balance:		\$0.00
Trx Date	Jrnl No.	Orig. Audit Trail	Distribution Reference	Orig. Master Number	Orig. Master Name		Debit	Credit
2/28/2022	1,307,371	ı	Purchases	85170	UniTech Office Solutions, Ltd.	67 (\$51.87	
3/31/2022	1,311,955		Purchases	83391	UniTech Office Solutions, Ltd.	,	\$38.45 \$187.56	
3/31/2022	1,311,950	PMTRX00018744	Purchases	84011	UniTech Office Solutions, Ltd.	•	\$37,10	

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3/31/2022	1,311,958	PMTRX00018744	Purchases	84380	UniTech Office Solutions, Ltd.		\$37.10	
3/31/2022	1,311,959	PMTRX00018744	Purchases	84504	UniTech Office Solutions, Ltd.		\$39,09	
3/31/2022	1,311,960	PMTRX00018744	Purchases	84770			\$53.32	
4/30/2022	1,321,818	PMTRX00018791	Purchases	85929			\$39.90	
4/30/2022	918,125,1	PM KX00018/91	Purchases	83/38	United Office Solutions, Lid.		930,72	
5/31/2022	1,320,018	PINIT KAUUU 100 14	Pulchases	99320 87063	UniTech Office Solutions, Lid.		448.45 877.80	
8/20/2022	1,347,425	PMIRX0001890/	Purchases	8/061 87542			54134	
10/25/2022	1.371.734	PMTRX00018976	Purchases	87865			\$46.27	
11/15/2022	1.379.916	PMTRX00019010	Purchases	88142	UniTech Office Solutions. Ltd.		\$37.29	
11/30/2022	1,382,194	PMTRX00019023	Purchases	88457	UniTech Office Solutions 11d		\$38.55	
12/30/2022	1,392,091	PMTRX00019064	Purchases	88881			\$43.08	
						Ending Balance		
Account:	unt: 1-2-45500-267	300-267		Totals:		\$876.90	\$876.90	\$0.00
Account:	1-2-45500-295)-295		Description: PA Bus. Imp. Distri	PA Bus. Imp. District-Self-Employed Contractors	Beginning Balance		\$0.00
Trx Date	Jrnl No.	Orig. Audit Trail	Distribution Reference	Orig. Master Number	Orig. Master Name		Debit	Credit
3/31/2022	1 314 450	PMTRX00018752	Pirchases	003	Capstone Community Marketing		\$4.973.63	
4/30/2022	1.321.789	PMTRX00018791	Purchases	900	Capstone Community Marketing		\$4,973.63	
5/18/2022	1,321,977	PMTRX00018797	Purchases	MAY 21/22	Lorne Oliver		\$150.00	
5/20/2022	1,322,922	PMTRX00018801	Purchases	MAY 21/2022	Vicki Gauthier		\$100.00	
5/31/2022	1,326,537	PMTRX00018812	Purchases	005	Capstone Community Marketing		\$4,973.63	
6/23/2022	1,332,700	PM1RX00018837	Purchases	20	102139847 Sask Ltd o/a Prince Albert Sei		\$212.00 \$424.00	
6/30/2022	1,332,701	DMTDX00018853	Purchage	900	Capstone Community Marketing		\$4 973.63	
7/21/2022	1,339,087	PMTRX00018873	Purchases) (0)	102139847 Sask Ltd o/a Prince Albert Ser		\$6,020.80	
7/31/2022	1,344,238	PMTRX00018890	Purchases	700	Capstone Community Marketing		\$4,973.63	
7/31/2022	1,344,257	PMTRX00018890	Purchases	86	102139847 Sask Ltd o/a Prince Albert Sei		\$212.00	
7/31/2022	1,344,258	PMTRX00018890	Purchases	108	102139847 Sask Ltd o/a Prince Albert Ser		\$4,833.60	
7/31/2022	1,345,655	PMTRX00018897	Purchases	597171	Special Event Tents		\$304.75	
7/31/2022	1,347,134	GLTRX00175585	Executive Director Contract	:			\$3,263,74	
8/31/2022	1,348,976	PMTRX00018915	Purchases	129	102139847 Sask Ltd o/a Prince Albert Ser		\$4,833,60	
8/31/2022	1,349,042	PMTRX00018915	Purchases	CCIMP000000000615912	The Backvard		\$977.06	
9/15/2022	1,352,838	PMTRX00018934	Purchases	140	102139847 Sask Ltd o/a Prince Albert Se		\$4,833.60	
9/30/2022	1,357,445	PMTRX00018961	Purchases	474	Bandet Holdings Ltd.		\$4,000.00	
9/30/2022	1,357,447		Purchases	600	Capstone Community Marketing		\$4,973.63	
9/30/2022	1,366,994		Purchases	151	102139847 Sask Ltd o/a Prince Albert Ser		\$4,833.60	
10/6/2022	1,370,125		Purchases	165	102139847 Sask Ltd 0/a Prince Albert Sel		27.026,14 00.000#	
10/25/2022	1,3/1,/29	PMIRKOUO18976	Purchases	23043	Special Event Tents		\$129.85	
10/27/2022			Pirchases	010	Capstone Community Marketing		\$4,973,63	
11/24/2022	_		Purchases	011	Capstone Community Marketing		\$4,973.63	
11/24/2022	_	PMTRX00019017	Purchases	100	Dove Holdings Inc		\$212.00	
11/30/2022	1,384,639		Purchases	110	JamFam Apparel and Designs		\$371.00	
12/16/2022	1,387,350	PMTRX00019047	Purchases	012	ting		\$4,973.63	
					Net Change E	Ending Balance		
Acc	Account: 1-2-45	1-2-45500-295		Totals:	\$87,668.62	\$87,668.62	\$87,668.62	\$0.00
Account:	1-2-45500-299	10-299		Description: PA Bus. Imp. Dist	PA Bus. Imp. District-Other General Services	Beginning Balance	:es	\$0.00
Trx Date	Jrnl No.	Orig. Audit Trail	Distribution Reference	Orig. Master Number	Orig. Master Name		Debit	Credit
214.010000	1 221 020	1	Guerra	2000 10 VAM	Don Bendio		\$150.00	
5/12/2022	1,321,921		Purchases	MAY 21, 2022	Wanda Scissons		\$150.00	
5/12/2022	1,321,922		Purchases	MAY 21, 2022	Alyssa Vandevord		\$150.00	
5/27/2022	1,324,219		Purchases	JUNE 2022	Prince Albert Dance Company		\$250.00	
5/27/2022	1,324,220) PMTRX00018808	Purchases	JUNE 2022	Relan Meeks Off The Cuff Improv & Interactive		\$150.00	
5/2//2022	1,324,227		Purchases	JUNE SUZZ	Ben Myo		\$300.00	
5/2/12022	1,324,222		רוכיומטמט					

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Account:	1-2-45500-541	-541	0	Description: PA Bus. Imp. Distric	PA Bus. Imp. District-Operating Supplies	Beginning Balance	lance:	\$0.00
Trx Date	Jrnl No.	Oriq. Audit Trail	Distribution Reference	Orig. Master Number	Orig. Master Name		Debit	Credit
00001100	4 244 600	CI TEVOOR 72054	described by the described				\$1 751 00	
4/1/2022	1.311.698	GLREV00172354	MasterCard Accrual - March				2	\$1,751,99
4/23/2022	1,317,688	GLTRX00172969	MasterCard Accrual - April				\$168.68	
4/30/2022	1,319,847	PMTRX00018777	Purchases	CCIMP000000000598806	The Backyard		\$1,000.00	
5/1/2022	1,317,688	GLREV00172969	MasterCard Accrual - April					\$168,68
6/23/2022	1,332,688	PMTRX00018837	Purchases	0000297930	Greenland Waste Disposal Ltd.		\$1,482.72	
6/23/2022	1,332,706	PMTRX00018837	Purchases	30352	Scentiments Floral Ltd.		\$460.64	
6/30/2022	1,333,151	GLTRX00174415	MasterCard Accrual - June				\$540.82	
6/30/2022	1,335,507	PMTRX00018858	Purchases	REIMBURSE	Rhonda Trusty		\$488,18	
6/30/2022	1,335,508	PMTRX00018858	Purchases	REIMBURSE 2022	Rhonda Trusty		\$190.80	
7/1/2022	1,333,151	GLREV00174415	MasterCard Accrual - June					\$540.82
7/8/2022	1,335,413	PMTRX00018857	Purchases	JULY 23/22	Don Bendig		\$300.00	
7/8/2022	1,335,414	PMTRX00018857	Purchases	JULY 23/22	Wanda Scissons		\$150.00	
7/31/2022	1,341,502	GLTRX00175149	MasterCard Accrual - July					\$8.02
7/31/2022	1,341,502	GLTRX00175149	MasterCard Accrual - July				\$1,400.17	
7/31/2022	1,342,212	PMTRX00018886	Purchases	CCIMP000000000610329	Wholesale Club		\$111.10	
7/31/2022	1,342,213	PMTRX00018886	Purchases	CCIMP000000000610331	Dollarama		\$54.06	
7/31/2022	1,342,215	PMTRX00018886	Purchases	CCIMP0000000000610335	Canadian Tire		\$50.01	
8/1/2022	1,341,502	GLREV00175149	MasterCard Accrual - July				\$8.02	
8/1/2022	1,341,502	GLREV00175149	MasterCard Accrual - July					\$1,400.17
8/31/2022	1,349,576	GLTRX00175883	MasterCard Accrual - August				\$244.37	
8/31/2022	1,351,762	PMTRX00018925	Purchases	CCIMP000000000615906	Canadian Tire		\$36.32	
8/31/2022	1,351,763	PMTRX00018925	Purchases	CCIMP000000000615908	Dollarama		\$9.54	
8/31/2022	1,351,767	PMTRX00018925	Purchases	CCIMP000000000615916	Dollarama		\$76.06	
8/31/2022	1,351,768	PMTRX00018925	Purchases	CCIMP0000000000615918	Michael's Store		\$70.48	
8/31/2022	1,351,769	PMTRX00018925	Purchases	CCIMP000000000615920	Wal-Mart Canada Corp.		\$63.30	
9/1/2022	1,349,576	GLREV00175883	MasterCard Accrual - August					\$244.37
9/15/2022	1,353,728	PMTRX00018941	Purchases	SEPTEMBER 24/22	Dennis Adams		\$700.00	
9/15/2022	1,353,729	PMTRX00018941	Purchases	SEPTEMBER 24/22	Dave Arsenault		\$150,00	
9/15/2022	1,353,730	PMTRX00018941	Purchases	SEPTEMBER 24/22	Leanne Bear		\$100.00	
9/15/2022	1,353,731	PMTRX00018941	Purchases	SEPTEMBER 24/22	Melissa Cournoyer		\$150.00	
9/15/2022	1,353,732	PMTRX00018941	Purchases	SEPTEMBER 24/22	Lauren Lohneis		\$75.00	
9/15/2022	1,353,733	PMTRX00018941	Purchases	SEPTEMBER 24/22	Mike Zaparaniuk		\$200.00	
9/29/2022	1,355,457	PMTRX00018951	Purchases	SEPTEMBER 24/2022	Don Bendig		\$150.00	
9/30/2022	1,355,780	GLTRX00176522	MasterCard Accrual - September				\$463.94	
9/30/2022	1,368,019	PMTRX00018967	Purchases	CCIMP000000000618982	Party City		\$71.79	
9/30/2022	1,368,020		Purchases	CCIMP000000000618984	Wal-Mart Canada Corp.		\$90.61	
10/1/2022	1,355,780	GLREV00176522	MasterCard Accrual - September		×			\$463,94
10/31/2022	1,374,913	_	MasterCard Accrual - October				\$94.26	
11/1/2022	1,374,913	_	MasterCard Accrual - October				60 414	\$94.26
11/30/2022	1,382,256		MasterCard Accrual - November				41/4.05	£174.63
12/1/2022	1,382,256						2744 07	9
12/19/2022	1,387,153	PMTRX00019045	Purchases	REIMBURSE 2022	Capstone Community Marketing		8/41.8/	
					Net Change	Ending Balance		
Acco	Account: 1-2-45	1-2-45500-541		Totals:	\$6,972.58	\$6,972.58	\$11,819.46	\$4,846.88
Account	1-2-45500-544	0.544		Description: PA Bus. Imp. Dist	PA Bus. Imp. District-Office Supplies	Beginning Balance:	salance:	\$0.00
3000	2001-7-1	1)		

Accou	Account: 1-2-45500-541	00-541		Totals:	\$6,972.58	\$6,972.58	\$4,846.88
Account:	Account: 1-2-45500-544	1-544		Description: PA Bus. Imp. District-Office Supplies	rict-Office Supplies	Beginning Balance:	\$0.00
Trx Date	Jrni No.	Orig. Audit Trail	Jrnl No. Orig, Audit Trail Distribution Reference	Orig. Master Number Orig. Master Name	Orig. Master Name	Debit	Credit
1/31/2022	1 300 302	PMTRX00018682	Purchases	0001070388	Capstone Community Marketing	\$30.74	
1/31/2022	1 300 303	PMTRX00018682	Purchases	REFUND-2022	Capstone Community Marketing	\$85.80	
1/31/2022	1 300 304		Purchases	REFUND/2022	Capstone Community Marketing	\$63.80	
4/30/2022	1319845	PMTRX00018777	Purchases	CCIMP000000000598802	_	\$40.98	
6/30/2022	1,340,356	PMTRX00018880	Purchases	CCIMP0000000000608083		\$37.10	
8/31/2022	1.351.247		Purchases	CCIMP00000000014876 Microsoft 365	Microsoft 365		\$7.66
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7 rfauchoux		\$0.00	<u>Credit</u> \$8,980.28
Page: 7 User ID: rfa	\$1.50 \$1.50 \$1.50 \$1.50	\$18.00	<u>Debit</u> \$148,505.45
		Ending Balance \$18.00	Ending Balance \$139,525.17
+		Net Change \$18.00	Net Change \$139,525.17
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January 10, 2023

Brent MacDonald, Chairperson
Prince Albert Downtown Business Improvement District (PADBID)

We, Capstone Community Marketing, are proposing the following with respect to the position of Executive Director with the Prince Albert Business Improvement District:

- A one-year contract, reviewed yearly, at the agreed upon amount of \$50,000.00 a year plus applicable taxes.
- Capstone Community Marketing will invoice monthly (prorated).
- The Board can terminate with one month's notice and Capstone Community Marketing may end the contract with one month's notice.
- Start date of January 01, 2023 and proposing four (4) weeks vacation with mutually agreed dates.
- Agreed upon hours are Monday to Friday 9:00 4:00pm with the exception of statutory holidays and lunch breaks.
- Capstone Community Marketing recognizes that flexible hours are required during certain time periods. When working evenings and weekend events, time-in-lieu will be considered at straight time.
- Capstone will ensure they have a City business license, WCB and Liability Insurance of \$2m.
- Capstone Community Marketing's partner, Rhonda Trusty, is the primary contact representing the PABID.

Perry & Rhonda Trusty
Capstone Community Marketing

Brent MacDonald, Chairperson PADBID



Executive Director

Year End Report, January 30, 2023

I want to thank the Board for your support over the past year. I believe we have achieved many successful events and added some new components to downtown that will benefit business owners.

In synopsis, here are some highlights:

Street Fair

Estimates of as high as 18,000 people attended. The weather cooperated to help make it a success. We were able to attract vendors from across the province and the entertainment was well supported by the public. Many downtown businesses took part in the event and some off Central Avenue business took part as well.

Street Fair marketing was focused on the artists and vendors combined with general promotion. The marketing was on social media and with local downtown partners such as radio and newspaper. Over \$7,000 in sponsorship was found through downtown business support plus a \$5000.00 NLCDC grant using the City of Prince Albert's non-profit number. In-kind came from the Exhibition Association and the City of Prince Albert.

Santa Clause Parade

Estimate of attendance is between 6,000 - 8,000 people attend and 40 float entrants. Promotion was on social media and through radio, newspaper, and television.

Sidewalk Sales

Minimal participation from the business community. The highlight was the Downtown Bike Derby and it will be repeated this July.

Security Pilot Project

The project was a success from feedback from the business community. PADBID requested \$80,000 support from City Council for 6 months service. We were not successful in our bid for funding consideration so dollars will come out of PADBID'S reserves. Contract for security services will be for the period of mid-April until mid-October. Long term funding for this program must come from City General Revenue Fund as current format of using PADBID Reserves is not sustainable.

Business Incentives

Council referred this initiative to Craig Guidinger, Director of Planning and Development for review but no report has gone to Council with Administration's recommended changes. If City Council approves this Business Incentive program for the Downtown, I will be proactive with marketing. This incentive is important for the growth of the Downtown and to encourage entrepreneurs to consider our reasonable prices when looking at location for their start up.

Advertising/Social Media

Our advertising dollars for events this year has been broken down into:

Daily Herald - \$850.00 (Street Fair & Santa Parade)

paNOW - \$867.50 (Street Fair & Santa Parade)

Bell Media - \$367.50 (Santa Parade)

Facebook - \$760.00 Boosted ads

Total: \$2845.00

Our marketing of the Downtown has garnered a total of **772** new likes/followers in Facebook and **178** new followers for Instagram.

Our Santa Parade Map ad on Facebook generated a reach of **31,274** people without boosting. Instagram numbers are **370**.

The Grinch Christmas marketing campaign reached **84,408** people with the last Grinch post generating over **10, 209** people.

Facebook is clearly the more effective method of promoting our businesses and our events.

I put together 6 Shop Talk videos and 438 posts. Shop talk ads were a positive way to re-introduce our business owners to the public. Our focus has been on the businesses and we will continue to promote the Downtown in this manner.

I recommend that we continue with the current format of boosting during event times and special marketing events.

Thank you, Rhonda Trusty Executive Director