



MEETING MINUTES – April 7, 2025

Meeting: Fox Creek Administration Office

Present: Cindy Brooks – Executive Director – Whitecourt Trailblazers Club
 Don Kelm – Executive Director - Swan Hills Snow Goers Club
 Alan Deane – Councilor - Woodlands County
 Candyce Jones - Executive Assistant – The Golden Triangle
 Sheila Bellwood - President – Fox Creek Northland Sno-Goers Club
 Jim Hailes – Councilor - Town of Fox Creek
 Dave Berry – Councilor - MD of Greenview

Absent: Bert Roach – Economic Development Officer – Woodlands County
 Brent Cmoc – President – Swan Hills Snow-Goers
 Craig Wilson – Mayor – Town of Swan Hills
 Paul Chauvet – Councilor – Town of Whitecourt
 Garrett Zahacy – Councilor – Big Lakes County

Minutes: Candyce Jones – The Golden Triangle Executive Assistant

ITEM	DISCUSSION	ACTION/DECISION
1.Meeting called to order	COUNCILOR DEANE chaired in WILSON and BELLWOOD's absence (Sheila Bellwood is unable to stay the entire meeting). DEANE called the meeting to order at 10:01 am.	
2. Introductions	Greetings and introductions were made	
3. Approval of Agenda	BELLWOOD, Shiela made a motion to accept the April 7, 2025 agenda as presented. <u>GT-15-10-25</u> <i>MOTION – BELLWOOD, Shiela moved to adopt the April 7, 2025 agenda. All in favor. Carried.</i>	<u>GT-15-10-25</u> <i>MOTION – BELLWOOD, Shiela moved to adopt the April 7, 2025 agenda. All in favor. Carried.</i>
4. Approval of Minutes	COUNCILOR BERRY made a motion to approve the meeting minutes from January 30, 2025 as presented. <u>GT-15-11-25</u> <i>MOTION – COUNCILOR BERRY moved to approve the Minutes of January 30, 2025. All in Favor. Carried.</i>	<u>GT-15-11-25</u> <i>MOTION – COUNCILOR BERRY moved to approve the Minutes of January 30, 2025. All in Favor. Carried.</i>
5. OLD BUSINESS <u>5.1</u> <u>REVENUE/EXPENSE – 2024/2025 (Budget, Statement of Operations, Invoice A/P)</u>	5.1.1 - JONES – Candyce presented the updated April 2025 budget as of our most recent transaction report from March 31, 2025. 5.1.2 - JONES reviewed the invoices that have been submitted and paid since our last meeting; as well as all invoices currently outstanding on the budget still:	

GOLDEN TRIANGLE CONSORTIA MEETING – April 7, 2025

Discussion held on the two Bare Contractors invoices that came in at the exact same amount & hours.

- a. Bare Contractors – Fox Creek Grooming - \$3,071.25
- b. Bare Contractors – Swan Hills Trail Grooming - \$3,071.25
- c. Irving K Excavating – Swan Hills Trail Grooming - \$1,558.20
- d. Whitecourt Trailblazers – Trail Grooming - \$15,613.75

(Candyce added a note to this Trailblazers invoice should have been put through as their capital reserve – further research after the meeting indicated that this invoice was in fact Trail Grooming, not their capital reserve project)

Discussion held about trail mulching and how capital reserve funds are used.

- e. Whitecourt Trailblazers – Facebook Advertising - \$55.42
- f. C. Jones – Admin Wages (4 invoices) – \$2,112.50
- g. Whitecourt Stationery – Posters & Stamps (2 invoices) - \$27.99
- h. Whitecourt Trailblazers – Rally Cash Draw - \$250.00
- i. Swan Hills Snow Goers – Rally Cash Draw - \$250.00
- j. Fox Creek Northland Sno Goers – Rally Cash Draw - \$250.00
- k. B&B Wilson Oilfield Services – Swan Hills CAPITAL RESERVE - \$36,729.00
- l. B&B Wilson Oilfield Services – Swan Hills CAPITAL RESERVE - \$14,183.40
- m. Google Ads – Iron Sledder Advertising Campaign – \$411.07
- n. Meta Ads – Iron Sledder Facebook Boosted Ad - \$25.20
- o. B&B Wilson Oilfield Services – Swan Hills Grooming - \$3,095.40
- p. Topline Promotions – 2025 Medal Plates - \$259.88

Invoices Approved and submitted for payment:

- q. Google Ads – Iron Sledder Advertising Campaign (County Credit Card) - \$119.22
- r. Pattison Media – Radio Advertising Campaign - \$588.00
- s. Iron Sledder Cheque Requests - \$1,000 Sean Schulte (IRON) \$250 Dale Tonsi (GOLD)

Cindy Brooks indicated that the Whitecourt Trailblazers have completed their 2nd grooming and capital reserve projects, but the 2nd grooming has not been invoiced yet. (further research after the meeting has indicated that the 2nd grooming has been submitted – it is their capital reserve project that was not submitted yet causing some invoicing confusion)

Candyce added that her and Bert went as purchased the \$250 VISA gift card for the QR Code winner; so that will be another expense on the budget we should expect to see come September.

GT-15-12-25

MOTION – BROOKS, Cindy made a motion to accept the Statement of Operations, Budget and previously approved invoices presented as information. All in favour. Carried.

GT-15-12-25

MOTION – BROOKS, Cindy made a motion to accept the Statement of Operations, Budget and previously approved invoices presented as information. All in favour. Carried

GOLDEN TRIANGLE CONSORTIA MEETING – April 7, 2025

5.2 TRAIL SIGNAGE & MAINTENANCE, GROOMING & CLUB UPDATES – 2024/2025 SEASON

5.2.1 SIGNAGE:

Candyece opened up the conversation for any sign requirements for the up-and-coming 2025/2026 season.

Cindy Brooks started the discussion of our trail system being a part of the TransCanada trail system – Now called The Great Canadian Snowmobile Trail. And the requirements we have to start putting new signs up across the trail system.

Discussion Held. Swan Hills has received sign from the ASA already. Each club will reach out to the ASA for any required sign updates. Motion to be added at the end of 5.2 discussion.

5.2.2 CLUB UPDATES:

Fox Creek:

BELLWOOD – SHEILA

Shiela shared that Fox Creek had a good successful rally; although it was minus 30 there were still 158 riders; more than ½ were not from Fox Creek. Most Fox Creek locals didn't ride in the rally due to the temperature. Overall, it was a great event hosting the Alberta Day of Snowmobiling.

They focused on getting their new Trappers Cabin put out in time for their rally. They will be focusing on their staging area over the next few months.

Lots of partnerships gave a helping hand to make this event a success. The pictures this year were phenomenal; having someone specifically there to take photos was great.

Pretty much everything but their dinner was sponsored.

Discussion held on how this event came about and how it was made to be hosted by Fox Creek and partnerships.

Whitecourt:

BROOKS – CINDY

Cindy opened with some important changes with ASA memberships for next season. They will be entirely online next season. Clubs will be able to pre-purchase paper memberships in bulk, but the cost will be higher.

Cindy indicated that the Whitecourt Trailblazers will not be buying any paper passes this year; but they will offer support for people who maybe don't own a credit card or struggle with online purchases. They might consider pre-selling passes and then ordering for people who request paper.

- The Capital Reserve was given to the Whitecourt Trailblazers this season in the amount of \$30,000 and they only spent \$15,000.

- Their rally was somewhat successful with 240 riders; the lowest they've ever had though. It was minus 30 at 8:00am and the first event hosted after covid. There were so many new things this year to navigate around as well. Whitecourt went to a one-day rally this season to be able to host a social. Their dance was unfortunately unsuccessful; they will not be hosting a dance next year. The hall was great to work with and was a great location. Approximately 1/3 of their attendees were from out of town. Whitecourt also changed up how they pull poker hands due to previous years of cheating. They drew all the cards at once before the ride and it was high hands counting, not actual poker hands. Seemed to be well received.

GOLDEN TRIANGLE CONSORTIA MEETING – April 7, 2025

Cindy stated that the Trailblazers would like to try and host a GT rally event on the Sunday after their regular rally next season. It would be from the Eagle River Casino; they have a building on site for them to use that holds approx. 90 people. This would be around a 9-12 hour ride; therefore it would be for experienced riders only and there will be a bit of vetting to allow people to ride the triangle; ie kids and old machines. The Trailblazers would just like to see if the Fox Creek and Swan Hills clubs would be interested in hosting a checkpoint at one of their cabins along the triangle; this gives them an opportunity to visit with riders and get some exposure. If this doesn't work for the other clubs the trailblazers would just designate people to ride ahead and start fires. The registration would all be done via Eventbrite, so there is no registration to manage. And a supper might be hosted as well. Which can be registered and paid for online as well.

The Trailblazers want to bring overall more exposure to the golden triangle trail system. This is potentially an option for each club to rotate this rally event every season if they'd like.

Cindy says that Whitecourt would just ask that the clubs have their trails groomed in time for this event.

The Golden Triangle is on a lot of peoples bucket lists, but they perhaps don't quite know where to go, how to get started etc. The Trailblazers want to make it less daunting for people by providing this ride. There will be a leader and a follower, but if people choose to stay at a cabin longer; they are on their own.

Discussion held on the ins and outs of this type of ride, the fee the Trailblazers would ask, the possibility of fee sharing between clubs and if this is something that the ASA might be interested in promoting.

Comparison discussed on the Golden Triangle and The Iron Horse Trail, the GT would have to become its own entity to be recognised on its own as part of the ASA.

Cindy shared that Whitecourt completed approximately 100 kms of Inventory Surveying on their south side trail. They'd like to get their entire trail system completed; this will be leading up to having conversations with and sharing ideas with other multi use clubs like fat bikes, snow showing, horseback riding ect. Discussion Held. Whitecourt will share their report when it is received.

Swan Hills:

KELM – DON

Don shared that the Swan Hills club hosted the ASA Jamboree as a last-minute decision due to no other club having stepped up. Swan Hills really feels that it is important to continue the ASA Jamboree event. Perhaps clubs just don' know enough about it or feel that it is too much work. The ASA needs to provide more insight to the clubs overall, advertise it more and give better information on what exactly is expected of a Jamboree hosting club.

Swan Hills had around 300 people at their rally and some incredible sponsor this year as well. They incorporated the checklist that Whitecourt had at their rally and it seemed to work very well. BROOKS agreed that having a checklist and paying once at the end worked very well.

GOLDEN TRIANGLE CONSORTIA MEETING – April 7, 2025

<u>5.3 GOLDEN TRIANGLE RIDER STATS/PROMOTIONS AND ADVERTISING</u>	KELM mentioned that they did receive some push back from people on the process of pulling all their cards at one time, but it is what it is and we need to eliminate cheating. Overall great checkpoints; trails were in great shape and the ASA supplied hot dogs. Swan Hills trail system is still showing as orange – open but ungroomed. Still have some good snow in their area. Don was just out riding on the weekend. KELM shared that Swan Hills would like to use the remaining budget amount they have unused in their Trail Grooming/Maintenance on mulching some problem areas. <u>GT-15-13-25</u> <i>MOTION – COUNCILOR BERRY motions to accept all the updates on club reports, grooming, maintenance, Capital Reserve and Emergency Funds and any other concerns presented as information. All in favor. Carried.</i> <u>GT-15-14-25</u> <i>MOTION - COUNCILOR BERRY motions to direct all of the individual clubs to consult with the ASA relative to new signs for the Great Canadian Snowmobile Trail. All in favour. Carried.</i> <u>5.3 PROMOTIONS AND ADVERTISING:</u> JONES reviewed the QR Check-In Contest. 120 entries total. The draw was completed at the Woodlands County office just this passed Friday. The winner of the draw was Karlie Flynn; a youth who attended the Whitecourt Guided Fun Ride. Candyce opened the discussion on the creation of google doc or a way to send an entry online. Possibly a new QR to take them right to a form to fill out. The numbers coming in seem very low. It needs to be simplified where they're not being brought to our website where they then have to send an email. The goal is to provide us with numbers of some sort. We do have trail counters currently. Discussion held on our current trail counters and how they rely on a buried grid that is technically designed for vehicles. KELM shared again that Brent had seen better ones when he was in BC. Don and Brent can do some more investigating into these better trail counters and present this information at our next meeting for a decision to be made. COUNCILOR BERRY says having numbers is very important, especially when presenting reports to council groups.	<u>GT-15-13-25</u> <i>MOTION – COUNCILOR BERRY motions to accept all the updates on club reports, grooming, maintenance, Capital Reserve and Emergency Funds and any other concerns presented as information. All in favor. Carried.</i> <u>GT-15-14-25</u> <i>MOTION - COUNCILOR BERRY motions to direct all of the individual clubs to consult with the ASA relative to new signs for the Great Canadian Snowmobile Trail. All in favour. Carried.</i> <i>The Swan Hills Snow-Goers (Don Kelm and Brent Cmoc) have been asked to investigate better trail counters and present this information at our September meeting.</i>
--	---	--

GOLDEN TRIANGLE CONSORTIA MEETING – April 7, 2025

	JONES shared that she really worked towards pushing the Iron Sledder Challenge this year through Google Ads and Radio Advertising. She hopes to run a boosted Facebook Ad next season; there were issues with it this season. JONES mentioned that the Whitecourt Trailblazers have a scheduled meeting presentation with The Town of Whitecourt Council on April 15th; Candyce & Cindy will be attending and they will be touching on The Golden Triangle as a topic as well. After discussions with EDO Bert Roach; JONES is also booked to give a Golden Triangle presentation to the Woodland County EC Dev Committee on April 17th. Discussion held regarding a presentation being given in all 6 municipalities to their councils. It would be beneficial to invite all perspective EDO's from each municipality to one specific meeting and give a presentation. AGENDA ITEM for September Meeting – asking the perspective EDO for whichever municipality the meeting is being hosted to attend the meeting. <u>GT-15-15-25</u> <i>MOTION – BROOKS, Cindy motions that the Golden Triangle makes the decision on the continuation of the QR Check-In Contest and to accept any updates on promotions and advertising information as presented. All in Favour. Carried.</i> <u>GT-15-16-25</u> <i>MOTION – COUCILOR DEANE moves to ask the Swan Hills snowmobile club to investigate some new trail counter options. All in Favour. Carried.</i>	<i><u>September Agenda Item</u> Perspective EDO for each municipality would be invited to attend our GT meeting when it is being hosted in their town or county.</i> <u>GT-15-15-25</u> <i>MOTION – BROOKS, Cindy motions that the Golden Triangle makes the decision on the continuation of the QR Check-In Contest and to accept any updates on promotions and advertising information as presented. All in Favour. Carried.</i> <u>GT-15-16-25</u> <i>MOTION – COUCILOR DEANE moves to ask the Swan Hills snowmobile club to investigate some new trail counter options. All in Favour. Carried.</i>
<u>5.4 GOLDEN TRIANGLE EVENTS – 2024/2025 SEASON</u>	<u>5.4 The Golden Triangle Events – GT Club Rallies & Iron Sledder Challenge</u> JONES shared that all rallies were a go this year and super successful. Each rally also completed their \$250 cash draws; winners being Laurier Mahe, Ryan Phillipson and Darin Nelson. JONES opened the discussion on how the current Iron Sledder Challenge sign up steps are working and possible changes that could be made to make it less time consuming on administration. The three clubs will work together to come up with a standardized process and bring it to the September meeting. JONES shared her process this season for mailing out the Iron & Gold sledder medals; this should be treated as a big deal and a prestigious award. JONES and EDO ROACH made the admin decision to add a 2025 medal plate to all of the medals; and JONES also created a print out to send with the medals saying congratulations and asking them to share their photos with us;	<i><u>September Agenda Item</u> All three snowmobile clubs will work together to create a standardized Iron Sledder sign up process and present it at our next meeting.</i>

GOLDEN TRIANGLE CONSORTIA MEETING – April 7, 2025

6. <u>NEW BUSINESS</u>	as well as wrapped them in a goggle cloth and gold tissue paper. A family of 4 in Whitecourt were all Iron Sledgers this year; and the father (Sean Schulte) also won our \$1,000 cash draw. JONES has asked them to get together for a photo for her to post on our socials. JONES discussed how our medals are ordered each season; she would like to look into receiving a quote from Topline Promotions and see if their rates are comparable to Awards Canada. We can order on an as-needed basis or just stock pile some and add the year plates each year. BROOKS, Cindy asked if the Whitecourt Trailblazers go ahead and do a GT ride on the Sunday after their rally; could this ride possibly be added as a 4th rally to the Iron Sledger Challenge. Discussion held – tabled until the September meeting. <u>GT-15-17-25</u> <i>MOTION – COUNCILOR Hailes motioned to table the decision on the continuation of the Iron Sledger Challenge until our September meeting.</i> <u>6.1.1 Alberta Snowmobile Annual Sled Show / ASA Awards</u> JONES states that every year for the ASA Sled Show; each snowmobile club received a booth for free; and if one of the clubs chooses not to partake, the GT can try and get theirs booked in that club's place. She was hoping to see where each club was at with their decision for next season and if all clubs were still on board with splitting the GT shifts. BELLWOOD, Sheila had to leave the meeting early, therefore no representative from the Fox Creek club is currently present. <u>GT-15-18-25</u> <i>MOTION – COUNILOR DEANE motions to direct administration to book the Golden Triangle's ASA Sled Show booth according after talking to Shiela Bellwood regarding Fox Creeks booth. And Administration to spend upwards of \$3,000 on the ASA booth as per our budget. All in favour. Carried.</i> Discussion held on The Golden Triangle and the ASA Awards of Excellence. BROOKS shares that the ASA has nominated the Golden Triangle for an award in the past; the GT is not a known separate entity and nominations are made at the club level. JONES asked the group their thoughts on ordering new merchandise for the upcoming season; we have been giving away goggle cloths for a few years now. It is believed to bring value to the GT and drive traffic to our booth at the show. JONES shares that she would be able to work within the \$3,000 sled show budget admin has already.	<i><u>September Agenda Item</u></i> <i>The Trailblazers GT ride being added to the Iron Sledger Challenge.</i> <u>GT-15-17-25</u> <i>MOTION – COUNCILOR Hailes motioned to table the decision on the continuation of the Iron Sledger Challenge until our September meeting.</i> <u>GT-15-18-25</u> <i>MOTION – COUNILOR DEANE motions to direct administration to book the Golden Triangle's ASA Sled Show booth according after talking to Shiela Bellwood regarding Fox Creeks booth. And Administration to spend upwards of \$3,000 on the ASA booth as per our budget. All in favour. Carried.</i>
-------------------------------	---	--

GOLDEN TRIANGLE CONSORTIA MEETING – April 7, 2025

	<u>GT-15-19-25</u> <i>MOTION – COUNILOR DEANE motions to direct administration to spend upwards of \$3,000 which is their allotted budget on all show expenses including any merchandise purchases admin decides on. All in Favour. Carried.</i> <u>6.1.2 ROUND TABLE</u> KELM, Don asked if the Golden Triangle table cloth can be available for all the clubs to use at their rallies for advertising purposes. JONES says it is available for anyone to pickup and use as needed; we just don't have the means to be shipping it back and forth. COUNCILOR BERRY has nothing new to add, but appreciates all the hard work that the clubs and administration are doing. COUNCILOR Hailes seconds this statement. COUNCILOR Deane agreed with BERRY and HAILES and he also spoke to the Whitecourt trails being fantastic and having a sense of pride bringing his friends out. COUNCILOR Hailes asks how the health of the clubs is doing and if there is any continuity coming. BROOKS states that they do see the same people over and over lending a helping hand; this is one of the reasons they moved to a one-day rally. It is a lot of work, but the Whitecourt Trailblazers are doing fantastic and thriving more than it has since their invasion. Lots of support is coming in from the ASA and many capital projects are being completed. KELM shares that the ASA has asked clubs to have a shovel ready project to have access to financial support that the ASA can possibly see coming up in the future. <u>GT-15-20-25</u> <i>MOTION - COUNCILOR BERRY motions to accept round table discussion as information. All in Favour. Carried</i>	<u>GT-15-19-25</u> <i>MOTION – COUNILOR DEANE motions to direct administration to spend upwards of \$3,000 which is their allotted budget on all show expenses including any merchandise purchases admin decides on. All in Favour. Carried.</i> <u>GT-15-20-25</u> <i>MOTION - COUNCILOR BERRY motions to accept round table discussion as information. All in Favour. Carried</i>
7.NEXT MEETING DATE	<i>Next Meeting Date – September 18th, 2025 – Swan Hills</i>	JONES to send out email RE: next meeting date and forward package information.
8. ADJOURNMENT	Motion to ADJOURNMENT – 12:08 pm	