

# **Municipal Elections 2021**

## **Responses from candidates**

### **Questions**

What would be your recommendations of places to visit in the Drumheller Valley?

How important is tourism to the future of the Drumheller Valley?

How do you propose to support Travel Drumheller if elected?

### **Councillors**

#### **Tom Zariski**

Tourism is such an important part of Drumheller that every person in municipal politics needs to realize this and support your efforts in this area.

A few comments I would make:

In regards to attractions in the valley I would suggest the usual areas - Museum, Hoo Doos, Swinging Bridge, Wayne, Horseshoe Canyon, Horseshief Canyon. I think that the Town is doing a good job in helping the downtown area become one of the prime attractions in the valley.

As the oil and gas industry continues to subside, I think that tourism will play an increasingly more important role in the prosperity of the valley.

Travel Drumheller will continue to be an important partner with the Town of Drumheller. I don't think that Travel Drumheller can do it alone.

#### **Jade Scott**

Thank you so much for reaching out and extending your good wishes. I had seen the Travel Drumheller presentation recently and think what you have accomplished so far is great!

1) There is a lot of character here in the valley. Whether it be renting a bike and riding the trails or shopping before grabbing a pint at the brewery in front of the old water tower, the scenery in Drumheller is amazing. One can not miss out on a hike through the canyon and out to see the hoodoos. We really do have a little slice of heaven out here, even Jesus is overlooking from the hills.

2) I know that tourism is a huge part of Drumheller and the more we beautify things, the more people will want to visit. But I also hear residents when they say they want this revenue and job sustainability during the off-season as well. We need to find a balance.

3) What Julia and Travel Drumheller have accomplished for sustainability has been a great step forward. Expanding the DMF to campgrounds will also help grow those revenues and I am excited to hear how that pilot project goes. I definitely support partnerships that work and look forward to seeing travel resume to some normality.

Please reach out if you have any more questions!

## **Tony Miglecz**

Thank You for the opportunity to respond to an organization that is so important to the valley's continued exposure to the general public. I attended your AGM last year specifically to hear about your organizations plans and involvement in this community. I felt that the work being done and the go forward plans presented would indeed be progressive and the organization seemed to be in good hands .

In response to your questions:

First: I'd like to say anywhere in the valley is a Great place to visit. There is so much here to explore. Depending on the people whether they are a family group or individuals. The Atlas mine the School Museum, the Hoodoo's, The swinging Bridge, downtown's water park, the Tyrell, the new Barney's adventure park, the Go-cart track. Hiking opportunities biking opportunities. The River canoeing or just turn down any road or coulee to marvel at the geology. Lots to see and do.

Second: Tourism is important not only for exposure of the area and utilization of space but it provides jobs and it helps to attract industry because there needs to be something else for their workers to do besides work.

Third: I believe that the best way to support your organization is to continue to work with and help facilitate any leads or opportunities that may come to either organization.

I hope that the relationship between the Town and Travel Drumheller continues to be cooperative and continues to build a better community.

I Look Forward to working with Travel Drumheller.

## **Ralph Veenhuis**

Places to visit ? So Many

Museums " Royal Tyrell , East Coulee ,Fossil World array of other smaller museums ", Fossil Shop, downtown shops and events at Pavillon .

Big Dinosaur , Canyons " HorseThief & Horse Shoe for sure ,Hoo Doo's , East Coulee coal mine Adventure Tour , Swinging Bridge,Last Chance, Passion Play

Also : Barney's Adventure World , New attraction very popular for families.

Extremely Important , supports many local business & other venues with high traffic flow during tourist season . Makes our beautiful valley shine worldwide as an amazing place to visit !

Continue to support promotion as has been done to date " very successful" Encourage promoting Barney's Adventure World and any new attractions . This will encourage return visitors , more to do and see, longer they visit .

Thanks for opportunity to Email chat with you. Your organization has done amazing community support . If elected I look forward to working with and supporting you .

## **Tony Lacher**

1) There are so many places but the Museum, the Hoodoos, the Atlas Coal Mine and our renowned Golf Course are definitely must do's. I also love all of the downtown shops, the Brewery, the Plaza, the Dinosaur Trail with the Bleriot ferry, Barney's and the many other things we have to see and do.

2) As I stated previously, tourism is an integral component to the future success of

Drumheller and our local economy. Yes, we also need a diverse industry base to make us sustainable, but Tourism is a natural fit for us when looking around as to what we have to offer. Our natural topography is the envy of so many other communities and we just need to continue to build on our uniqueness by focusing on our strengths and our history.

3) This past council has worked collaboratively with Travel Drumheller over this past term and I would push for that to continue. We share so many common goals as well as our aspirations to be a choice destination for visitors (who may someday become residents) and working together will achieve this purpose.

## **Crystal Sereda**

Thank you for including me in the responses.

1)The endless fun is never ending, you really could spend a week in the valley exploring!

Start your day off with breakfast at Marc's Place, WHIFS or Yavis then go grab a coffee to go from Black Mountain Coffee Roasters or Cafe Ole. Pick up a to go lunch from Bikes and Bites. Head out to Barneys for some morning fun with the kids before it gets to hot. After Barney's go explore Horsethief Canyon, take the ferry back to town. Hit up any of the amazing restaurants in town for take out or dine in. After dinner enjoy a flight of beer at Valley Brewing patio over looking Munchie Park.

Day 2 do a paddle down the river starting at Nacmine to Riverside. Finish with a swim at the Rotary fountain or Aquaplex. Once it gets too hot head to Royal Tyrrell Museum to enjoy indoor A/C and take your time exploring the exhibits and do a program. After dinner enjoy a movie at Napier Theatre.

There is so much more to do and I could go on forever about all the amazing activities in the valley.

2) If you build a place where people want to visit, then you will build a place where people want to live. Drumheller has seen a drastic change in economy over the last decade. Thankfully, we have had the advantage of tourist attractions to draw visitors from around the globe. Growing and sustaining tourism in the Valley will help our economy grow.

3) If you build a place where business needs to be, you will build a place where people have to visit. What we do in the present helps create the future for our children. If we all care about our community, we can overcome any obstacles. Let's build this Valley together. I will continue to be a board member for Travel Drumheller, encourage council to implement incentives to support current and future business in the valley. I would also like to see some type of program in place to ensure the strain on infrastructure services does not get put back on taxpayers.

## **Pat Kolafa**

In all honesty the Tyrrell is still the go-to when we entertain and want to take people out. It doesn't mean it is the only thing. When my family was younger amenities like the pool and splash park, and attractions like the Atlas Coal Mine were also popular. I would also host the family for Canada Day and events like the Dinosaur Festival.

As families age we tend to spend more time enjoying the Badlands or in the core, with the shops and farmer's market.

The importance of tourism is immense and I have always been supportive. This became even more clear during this pandemic. At first glance it looked like it could have been a death knell, but surprisingly it bounced back quickly. That's not to say it didn't suffer, but I was pleased to see people returning, and the development of new services and attractions continue.

Something I noted during the forum is I would like to see is gap of understanding, between the Industry and residents, close. There is a perception that the community caters too much to the industry and not enough on everyday life. I think that perception of this duality is false, and everyone benefits from maintaining the town and its amenities.

I would also like to work on Travel Drumheller to continue its path toward more financial stability and independence. Of course the Town is a key stakeholder and I would push to make sure we remain. I am pleased by the effort made to have more players who benefit buying in and hope that continues.

## **Lisa Hansen-Zacharuk**

1) What would be your recommendations of places to visit in the Drumheller Valley?

There are too many, that I would recommend you spend a week in the valley. My top Faves are The Atlas Coal Mine, Homestead Museum, RTMP, Fossil world, worlds largest Dinosaur and the Hoodoos for must have places to visit. But for a more local feel I would recommend the Sunnyspot with a corn maze, downtown core- must visit the galleries and merchants, east coulee school museum, Last Chance saloon, splash park and the list can go on. There is so much to do that a day trip is not enough

2) How important is tourism to the future of the Drumheller Valley?

Years ago we were identified as an economically depressed area, and the leaders of the day decided that tourism was an avenue that should be explored. They were right, this industry is key to our survival off the beaten track being #2 highway corridor. Without tourism, I fear we would quickly become a thing of the past that we so promote. This industry provides jobs for all ages, supports our businesses to which they then support our community. Tourism is our biggest industry and we are truly blessed to have this niche that we can continue to expand.

3) How do you propose to support Travel Drumheller if elected?

TD has come many lengths from where it was a few years ago, you have been moving closer to being self-sufficient. I can appreciate the effort it has taken, so congratulate the organization. As for support, I fully believe in the mandate of the organization and if you

feel that resources or support is needed I am open to that conversation. However let it be known that I don't know what you need, but you do, so I expect open communication to facilitate your needs.

# Mayor

## Heather Colberg

### 1. Recommendations of Places to Visit in the Valley

Drumheller has endless places to visit. Whether you are spending a day or a week here in Drumheller you are sure to have a full, and entertaining schedule. You can start your day off with breakfast and coffee at one of our many local restaurants and coffee shops. After that, it's always fun to explore all of the Downtown shops to find an array of wears- everything from kids clothing, to shoes to handmade jewelry.

If you want to do something outside, check out the hills surrounding the Valley. There are some incredible lookout points and vistas. Grab a picnic lunch and spend time with family or a loved one exploring. Then come down and hop on an ebike and take off throughout the Valley on our beautiful trails.

The Red Deer River also offers breathtaking views of the hills. You can float down the River in tubes, kayak or canoe or relax on Newcastle Beach.

Being the Dinosaur Capital of the World, make sure you visit the World's Largest Dinosaur and the world-renowned Royal Tyrell Museum. As well there are no less than 5 museums throughout the Valley. And don't forget to see all our little dinosaurs painted by the locals.

You can cool down after fun in the sun at the Drumheller Aquaplex or the Rotary Splash Park/Fountain.

If you are lucky enough to be with us on July 1, you will be able to take in one of the largest parades for a community our size. We have numerous events going on throughout the day (covid permitting)

Other hotspots you should see include the Horseshoe Canyon, Horsethief Canyon, Hoodoos, East Coulee Museum, Last Chance Saloon in Wayne, Atlas Coal Mine and the World-Famous Little Church.

The Badlands Amphitheatre is also a great outdoor space to see spectacular performances and the Passion Play. You can also catch Spring fest and Waynestock. We love live music here in the Valley.

If you have time go for a round of golf at Dinosaur Trail Golf Course - the scenery is spectacular. You will never experience such an incredible back 9. Then catch the go carts after the back 9, you will need a rest.

Also make sure to stop at Barney's Adventure Park. There are animatronic dinosaurs, outdoor activities, petting zoo, and so much more. You can easily spend many fun-filled hours at the Park!

Finish your day off with dinner, drink and dessert at any of Drumheller's locally run restaurants. We have a little something for everyone: Greek, Chinese, Vietnamese, Japanese, East Indian, Italian, French and signature pub fare, locally-brewed beer and homestyle cooking.

And before you wind down for the evening, catch a movie at the local theatre.

In the summer months the Downtown Plaza has games, music and festivities every Thursday, Friday and Saturday night.

Now let's talk fall and winter. Our downtown steps up on Halloween and creates a safe environment for our children. (covid permitting). You can partake in many fun activities throughout the valley including Sunny Spots fun corn maze.

We are home to the Drumheller Dragons so you can take in a Jr. A game, snow shoe through the trails and hills as well as down the river. Come and visit and enjoy the many outdoor rinks and go down our toboggan hill.

We host an incredible Festival of Lights with our tree right in the centre of town. There is music, food, variety of entertainment, shops and special fun events throughout the winter. We decorate our Valley for all to enjoy!

No matter what you like or who you are, Drumheller has something you'll cherish!

## 2. Importance of Tourism to the Future of Drumheller

Tourism is essential to Drumheller. We are located in the heart of the Canadian Badlands and have scenery unlike anywhere else. Drumheller can capitalize on the numerous services and offerings we have available. I believe that Drumheller can be a year-round tourist destination. With help from every organization in the Valley, together we can continue to move forward on this plan.

Whether you are a service provider, retailer or entrepreneur - we all win by having Drumheller known and well-visited. Dollars are spent, people come to visit then decide to move here. If we each do a little, we can accomplish a lot; to continually promote Drumheller as the place to visit. Being known as the 5<sup>th</sup> friendliest community in Canada and the 1<sup>st</sup> in Alberta shows we truly love our visitors.

## 3. Supporting Travel Drumheller if Elected

I will continue to work with Travel Alberta, Ministers, MLA's and Senators and all those who can help fund and promote our Valley. The Town has supported Travel Drumheller over that past number of years; together we can advance the Valley through tourism and Economic Development.

Whether you are having breakfast with family,

Or climbing the hills, Drumheller is a place,  
Filled with dinosaurs and thrills.

So be sure to come visit,  
Or you may decide it's the place to live,  
Drumheller has it all  
And it continues to give!

## Mark Chung

Thank you for the congrats.

1. As I work around this province, I am always encouranging people to travel to Drumheller. Some of the stops I tell them to make is horse thief canyon, wayne, east coulee mine, Orkney lookout, the sunny spot, bernie and the boys, the golf course and the big dinosaur downtown. This usually helps get them interested in the valley and they get to see different parts of the valley.
2. Tourism is a huge part of the future of the valley. There is a diverse amount of businesses that service the tourists.
3. If elected I hope to meet with groups that are involved with tourism in Drumheller to see how we can make it better. I believe we also need to collaborate with business downtown to find a way to help steer tourists downtown.