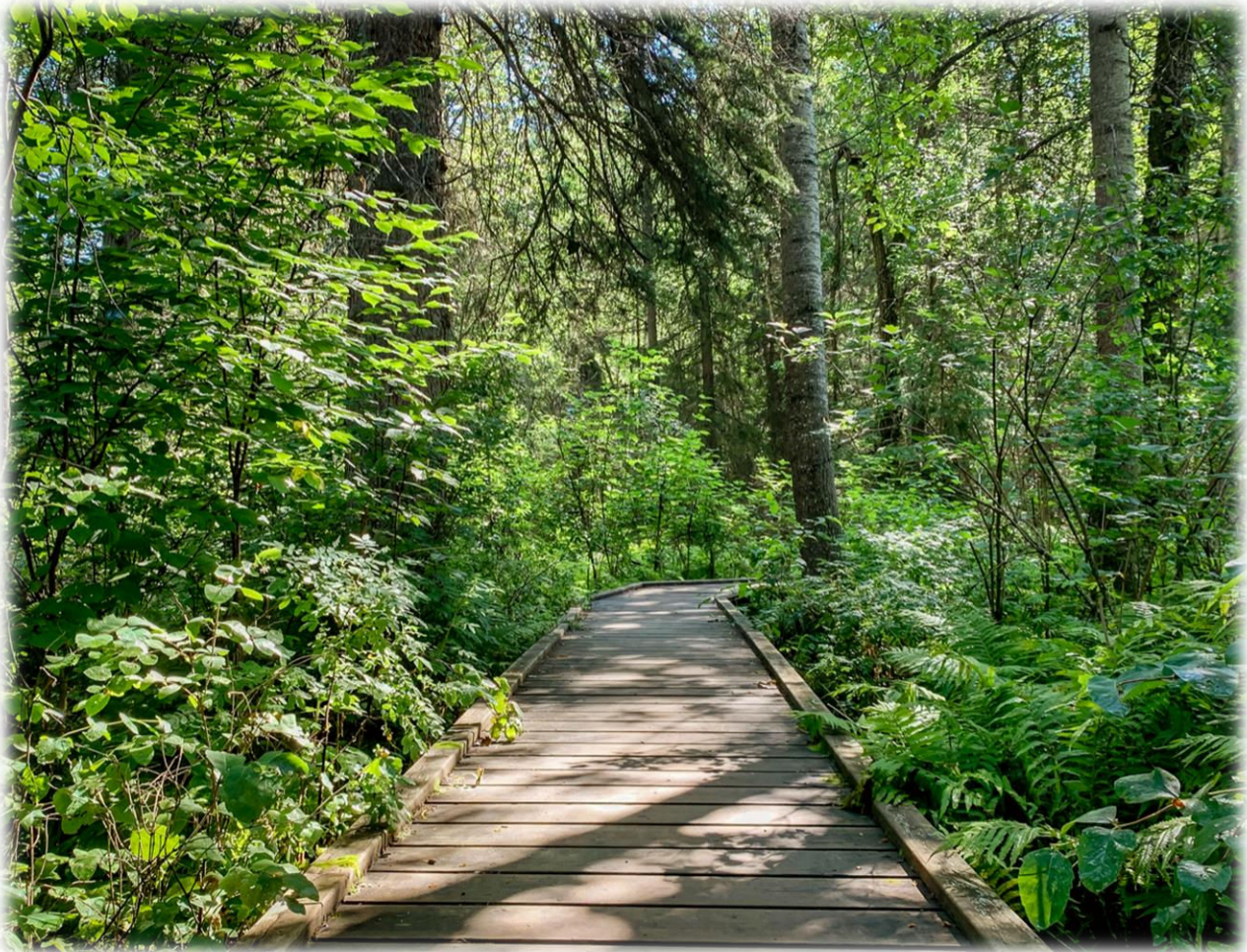


# Eagle Point-Blue Rapids Parks Council



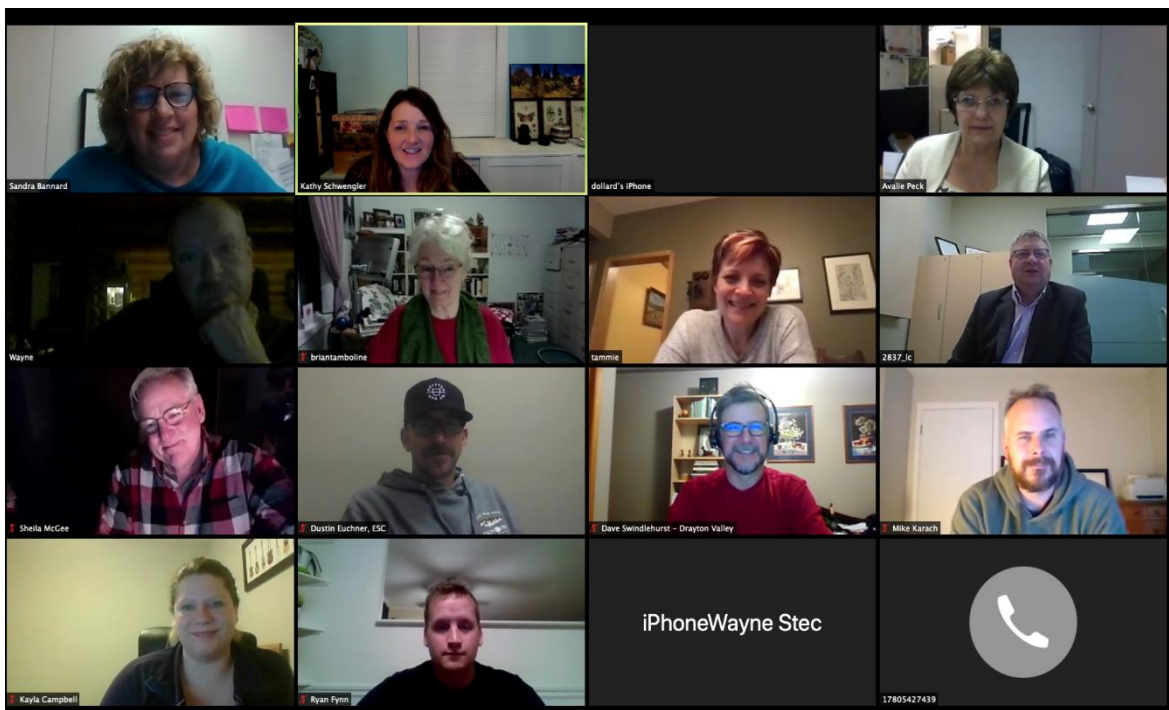
Strategic Plan  
2021-2026

# Stronger Together

Since its inception in 2007, the Eagle Point-Blue Rapids Parks Council has been a unique, community based organization entrusted with park planning and management of Eagle Point Provincial Park and Blue Rapids Provincial Recreation Area. Comprised of representatives from local government, Alberta Environment and Parks, operating partners (recreational clubs) and special interest members, the Parks Council cooperates to enhance outdoor recreation opportunities, as well as to revive, improve and protect ecological values.

The Parks Council provides a venue for organizations to work together to resolve issues, create opportunities, support one another and build community all while fulfilling its mission. The Parks Council is strengthened by each member organization at our table. Through dreaming, collaborating, strategizing and planning we strive to advance the initiatives of the Parks Council, as well as make our community a better place to live, work and play.

(EPBR Parks Council Zoom Meeting February 22, 2021)





## Mission

To enhance and protect the Eagle Point Provincial Park and the Blue Rapids Provincial Recreation Area by working collaboratively with our partners to implement innovative park planning, funding and management for the benefit and public enjoyment of current and future generations.

## Vision

A sustainable balance of diverse recreational opportunities and environmental protection for all to enjoy in the Eagle Point Provincial Park and the Blue Rapids Provincial Recreation Area



## What matters most?

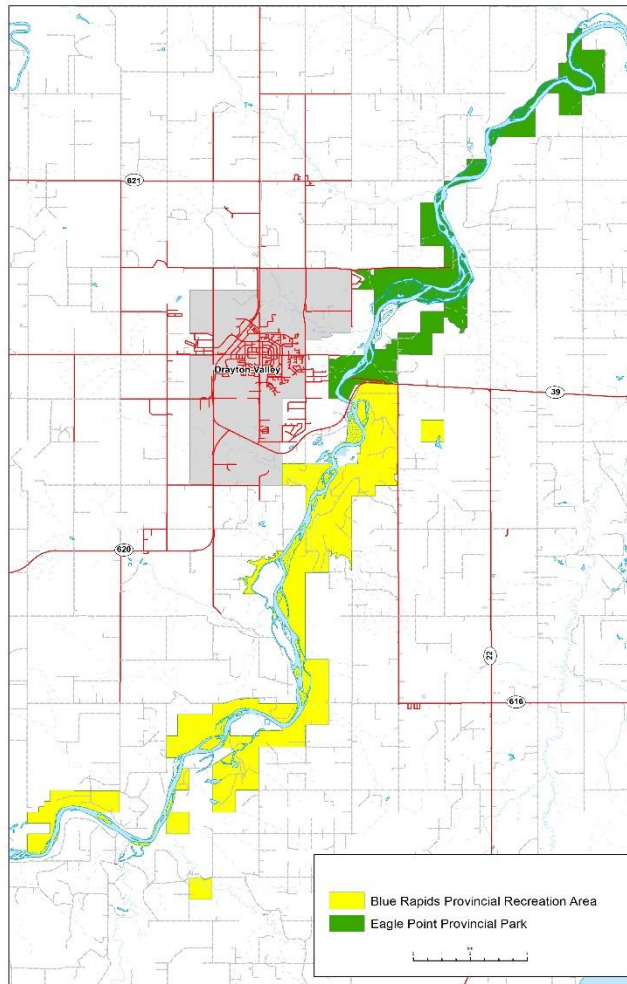
- Inclusive access to education and recreation opportunities
- Protection and connection to nature
- Collaboration between partners
- Local decision making and consensus building

# About our Organization

The Eagle Point Provincial Park and Blue Rapids Provincial Recreation Area are located in central Alberta just east of Drayton Valley. Together they protect the natural and cultural landscape features of a 53 km stretch of the North

Saskatchewan River Valley.

The movement to establish the Parks was an effort to bring better management, collaboration and conflict resolution to an area that is jointly used for motorized and non-motorized recreation, wildlife habitat, oil and gas extraction, and gravel mining. The Parks Council, (through its members) has been successful in collaboratively creating more recreational opportunities for area residents and visitors while successfully co-existing with industry.



# Our Strategic Plan

The Eagle Point-Blue Rapids Parks Council's Strategic Plan will be a guiding document for the work of the organization over the next five years, 2021-2026. In outlining the goals, objectives and actions for the organization it will be a practical resource in assessing progress on goals and will be utilized by staff as annual work plans are developed. Each goal will be identified with corresponding objectives and actions listed in support of achieving the goal. Actions associated to goals will be sequenced to reference now, next and later as opposed to time oriented deadlines. This strategic plan is a living document. It will be regularly reviewed and may be updated as new or additional metrics evolve.

For ease of reading the Eagle Point-Blue Rapids Parks Council will be simply referenced as the "Parks Council."

The following **Four Pillars** are the general themes that were identified by the board of directors at their strategic planning meeting (September 21, 2020) and will drive the goal priorities identified in this plan.

## **Four Pillars Driving the Strategic Plan**

- Collaboration and Partnerships
- Strong Organization
- Coordinated Outdoor Education & Recreation Programming
- Sustainable Development of the Parks System and Tourism Initiatives

"Planning is bringing the future into the present so that you can do something about it now."

Alan Lakein

# Strategic Plan Goals

1. The Parks Council builds and maintains effective partnerships in the region to support mutual goals for the Eagle Point-Blue Rapids Park System.
2. The Parks Council is a strong and financially sustainable organization that demonstrates excellence in governance.
3. The Parks Council facilitates the delivery of enhanced and coordinated outdoor education and recreation opportunities through programming within the Park System for the benefit of the local community and visitors.
4. The Parks Council coordinates the planning, development, maintenance of amenities and services required for the Parks System to become a well-managed protected area and a recreation destination choice.

# A Closer Look

**Goal 1. The Parks Council builds and maintains effective partnerships in the region to support mutual goals for the Eagle Point-Blue Rapids Park System.**

We envision that advancing towards and reaching **this goal will result in:**

- Parks Council partners supporting each other's activities and projects, with a deeper shared understanding and appreciation of the varied clubs, facilities and operations across the Parks System
- development of new programming, outreach and promotional activities with local organizations that are not Parks Council members
- the Parks Council being recognized as the go to organization for information about the parks system, its amenities and facilities, and the experiences that are possible
- more locals and visitors knowing about and enjoying all the parks system has to offer

## Objectives

Parks Council actively works together with partner organizations to advance objectives of the Parks Council.

Parks Council actively works together with community partners to advance mutual objectives.

Parks Council becomes a central point of contact for recreational activities in the region.

Area residents become more aware of how to use the Parks System and interact with the Parks Council.

# A Closer Look

## Goal 1. The Parks Council builds and maintains effective partnerships in the region to support mutual goals for the Eagle Point-Blue Rapids Park System.

Objective	Actions	When
Parks Council actively works together with partner organizations to advance objectives of the Parks Council.	<ul style="list-style-type: none"> <li>• Directors Roundtable Reports is placed early on meeting agendas to reflect priority</li> <li>• Staff reaches out to clubs on dates and activities for Parks Council Events Calendar on a quarterly basis</li> <li>• Staff experience field trips to operating partner leases and facilities</li> <li>• Request for opportunity to present information annually to municipal councils on activity of Parks Council</li> <li>• Staff seek permission to attend AGM's of all clubs to explain services we can supply (project work, publicity, etc.)</li> <li>• Review board committee structure to assess how we can most appropriately engage other community members and organizations (Chamber of Commerce, etc.).</li> </ul>	<p>Now</p> <p>Now</p> <p>Now</p> <p>Now</p> <p>Next</p> <p>Next</p>
Parks Council actively works together with community partners to advance mutual objectives.	<ul style="list-style-type: none"> <li>• Prepare an Annual Report that recognizes partners</li> <li>• Correspond at least annually with partners</li> <li>• Validate partner organizations work through appropriate social media "likes" and shared media recognition</li> <li>• Attend Inter-Agency Meetings monthly and form partnerships where applicable</li> <li>• Increase level of outdoor education and recreation programming at the Outdoor Education Centre</li> <li>• Use events as a catalyst to form new partnerships</li> <li>• Investigate partnership/ working relationship with Drayton Valley Museum for tourism initiatives</li> <li>• Explore opportunity for Interpretive Centre for Environmental Education at the Drayton Valley Museum location</li> </ul>	<p>Now</p> <p>Now</p> <p>Now</p> <p>Now</p> <p>Next</p> <p>Next</p> <p>Next</p> <p>Later</p>



Parks Council becomes a central point of contact for recreational activities in the region.	• Ongoing updates of events on website	Now
	• Directors provide event dates to EPBRPC once determined	Now
	• Directors report during Meeting Roundtable to contain notices of activity, upcoming events, media notices and photographs	Now
	• Establish partnership with DV Museum regarding Parks amenities, facilities and events	Next
	• Establish a Tourism Sub-Committee to aid in tourism initiatives	Next
	• Create a social media campaign purposely ran to promote activities in the region	Next
	• Research local outdoor recreation guides and service providers for resources on EPBRPC website	Later
	• Investigate and establish space for tourism hub, both physical and digital (ExploreDraytonValley.ca)	Later
Area residents become more aware of how to use the Parks System and how to interact with the Parks Council.	• Investigate viability of posting live trail reports through Alberta Environment and Parks Trail System	Later
	• Conduct survey of area residents regarding knowledge of Parks System, amenities and Parks Council	Now
	• Create regular and self-guided events that community members can participate	Now
	• Document participation statistics in community events, recreational events, and club memberships	Now
	• Create opportunity for area residents to participate with Parks Council	Next
	• Ensure all Parks trails are on All Trails.com	Next
	• Create new logo for branding purposes	Next
	• Consistent branding of maps, promotional materials, etc.	Next
	• Create an information brochure for community spaces, grocery stores, hotels, campgrounds	Next

#### Measures:

- Contacts, follow-ups and partnerships formed through events, projects and sponsorships
- Area resident surveys regarding knowledge of Parks, amenities and Parks Council (year 1 and year 5)
- Documented participation statistics in community events, recreational events, and club members
- Trail usage statistics compiled
- Statistics provided through social media platforms and Google

# A Closer Look

**Goal 2. The Parks Council is a strong and financially sustainable organization that demonstrates excellence in governance.**

We envision that advancing towards and reaching **this goal will result in:**

- a board supported, and guided by predictable process and training opportunities
- Parks Council being able to undertake longer term and more coordinated planning and programming
- a highly engaged and empowered staff team
- regular information sharing, camaraderie and strong relationships among board members

## Objectives

Parks Council operates with good governance practices.

Parks Council establishes a sustainable, predictable, long term funding model.

Parks Council staff are high performing employees that enjoy their work and effectively advance the goals of the Parks Council.

Parks Council is a high functioning board that works effectively, advances goals of the organization and has fun.

# A Closer Look

**Goal 2. The Parks Council is a strong and financially sustainable organization that demonstrates excellence in governance.**

Objective	Actions	When
Parks Council operates with good governance practices.	<ul style="list-style-type: none"> <li>• Ensure complete board package arrives to directors one week prior to meeting</li> <li>• Enhance orientation package and instruction given to new directors (include bylaws, policies, information brochures)</li> <li>• Directors prepared to report during Meeting Roundtable on notices of activity, upcoming events, media notices and photographs</li> <li>• Conduct an annual financial audit and present report to the board</li> <li>• Annual report contains briefing from audited financial statements</li> <li>• Offer governance training opportunities to executive officers</li> <li>• Evaluate Executive Director performance annually</li> <li>• Perform board self-evaluation every two years</li> </ul>	<p>Now</p> <p>Now</p> <p>Now</p> <p>Now</p> <p>Now</p> <p>Next</p> <p>Next</p> <p>Next</p>
Parks Council establishes a sustainable, predictable, long-term funding model.	<ul style="list-style-type: none"> <li>• Executive Director and contracted staff seek out grant and fundraising opportunities</li> <li>• ED and Staff look for business models that aids in generation of operational dollars</li> <li>• Ensure adult recreational activities hosted by EPBR are cost recovery or revenue generating</li> <li>• Conduct further discussions with AEP representatives on how to establish consistent operational grant funds</li> <li>• Increase the third party bookings of the OEC for increased revenue</li> <li>• Develop ExploreDraytonValley.ca website to promote Tourism in area and to encourage advertising sales to local restaurants, stores, service providers, hotels, etc.</li> <li>• EPBRPC staff receive professional development in grant writing</li> <li>• Investigate Town of Drayton Valley Grant Station for access to wider array of grant possibilities</li> <li>• Investigate "Legacy Fund" opportunities through the Drayton Valley Community Foundation</li> </ul>	<p>Now</p> <p>Now</p> <p>Now</p> <p>Now</p> <p>Next</p> <p>Next</p> <p>Next</p> <p>Next</p> <p>Next</p>

Parks Council staff are high performing employees that enjoy their work and effectively advance the goals of the Parks Council.	<ul style="list-style-type: none"> <li>• Conduct bi-monthly staff meetings including visits to Parks amenities</li> </ul>	Now
	<ul style="list-style-type: none"> <li>• Investigate and network best practices of other volunteer associations who work with Alberta Parks</li> </ul>	Next
	<ul style="list-style-type: none"> <li>• Provide staff with opportunity for annual professional development aligned to goals of the Parks Council</li> </ul>	Next
	<ul style="list-style-type: none"> <li>• Conduct annual performance evaluations with staff (conversation about achievements, growth areas, and support areas)</li> </ul>	Next
	<ul style="list-style-type: none"> <li>• Explore and implement an employee benefit program as approved by the board (example Health Spending Account)</li> </ul>	Next
	<ul style="list-style-type: none"> <li>• Provide subsidized EPBR branded clothing to staff and board for purchase</li> </ul>	Next
Parks Council is a high functioning board that works effectively, advances goals of the organization and has fun.	<ul style="list-style-type: none"> <li>• Acquire necessary tools to aid in staff productivity</li> </ul>	
	<ul style="list-style-type: none"> <li>• Provide board meeting door prizes and perfect attendance prizes</li> </ul>	Now
	<ul style="list-style-type: none"> <li>• Ensure board meetings include space for refreshment/fellowship breaks</li> </ul>	Now
	<ul style="list-style-type: none"> <li>• Board examines yearly the financial viability of the organization</li> </ul>	Now
	<ul style="list-style-type: none"> <li>• Ensure board governance professional development opportunity is available annually</li> </ul>	Next
	<ul style="list-style-type: none"> <li>• Board conducts self-evaluation every two years</li> </ul>	Next
	<ul style="list-style-type: none"> <li>• Hosting Board "Adventures" that explore other recreational groups activities organized by staff</li> </ul>	Next
	<ul style="list-style-type: none"> <li>• Review of Five Year Strategic Plan</li> </ul>	Later

#### Measures:

- Professional development opportunities attended by staff and board members
- Revenue from Outdoor Education Centre rentals
- Audited financial statement
- Line to future financial prospects
- Executive director evaluations documented
- Board evaluations documented



# A Closer Look

**Goal 3. The Parks Council facilitates the delivery of enhanced and coordinated outdoor education and recreation opportunities through programming within the Parks System for the benefit of the local community and visitors.**

We envision that advancing towards and reaching **this goal will result in:**

- the Parks Council being recognized locally as an indispensable partner in the community
- widely respected and highly utilized outdoor education and environmental education programs that stays current, meets growing demand, and reaches more schools and students
- a Parks System that is easier to visit, navigate and experience, with signage and amenities that support users of all abilities
- more visitors drawn to the park system through strategic marketing activities

## Objectives

Parks Council holds established, events in the community that promote the Parks Council, Partner Organizations and the Parks System.

Parks Council continues to provide its "in demand" environmental education program.

Assets of the Parks System are more obvious and accessible to Park Visitors.

Development of a marketing strategy that increase visitors and awareness of what the Parks System has to offer.

# A Closer Look

**Goal 3. The Parks Council facilitates the delivery of enhanced and coordinated outdoor education and recreation opportunities and programming within the Parks System for the benefit of the local community and visitors.**

Objective	Actions	When
Parks Council holds established, community events that promote the Parks Council, Partner Organizations and the Parks System.	<ul style="list-style-type: none"> <li>Staff continue to develop and offer regular and seasonal events in partnership with member organizations</li> <li>Staff continue to develop and offer events that profile EPBRPC as an organization that cares about our community</li> <li>Build an education component about the Parks System and Parks Council in all hosted events</li> <li>Encourage participation and roles for Parks Council members and partner organizations when event planning</li> </ul>	Now  Now  Now  Next
Parks Council continues to grow its "in demand," outdoor recreation and environmental education program.	<ul style="list-style-type: none"> <li>Re-engage Education &amp; Outreach Advisory Committee</li> <li>Review education programs yearly and ensure alignment with curriculum</li> <li>Review and update course guide yearly</li> <li>Request to present at local and regional school staff meetings information on our Environmental Education Program</li> <li>Increase programming opportunities that utilize the Outdoor Education Centre</li> <li>Build education program capacity to include more staff</li> <li>Feature guest presenters as part of community outreach events</li> <li>Explore opportunity to establish a permanent Environmental Education Interpretive Centre</li> </ul>	Now  Now  Now Next  Next  Next  Later
Assets of the Park System are more obvious and accessible to Park visitors.	<ul style="list-style-type: none"> <li>Obtain adequate signage and digital information for accessing club amenities and facilities within the Parks System</li> <li>Work with clubs to ensure current information is posted on kiosks</li> <li>Assess interpretive signs in Parks System-replacement and additions</li> </ul>	Now  Now  Now

	<ul style="list-style-type: none"> <li>• Assess where additional directional signs are needed for leased areas and parks facilities</li> <li>• Investigate partnership with Coyote Lake Lodge for collaboration on inclusive programming</li> <li>• Evaluate where inclusive access could be obtained for those with limited mobility</li> <li>• Develop accessible trail through Education Forest for individuals with limited mobility or wheel chair needs</li> </ul>	Next Later Later Later
Development of a marketing system that increases visitors and awareness of what the Parks System offers.	<ul style="list-style-type: none"> <li>• Investigate cost of comprehensive marketing strategy</li> <li>• Create a visual identity/brand for promotional material</li> <li>• Develop short promotional videos</li> <li>• Install more geocaches closer to partner club organizations</li> <li>• Create a comprehensive marketing strategy</li> <li>• Develop Purple Picnic Table promotion to encourage exploration of trail systems in the Parks</li> <li>• Create an online store with capacity to sell merchandise</li> <li>• Implement comprehensive marketing strategy</li> <li>• Assess effectiveness of marketing strategy</li> </ul>	Now Now Next Next Next Next Later Later Later

#### Measures:

- Education program statistics to include course selection, grade level, school or organization, number of participants
- Course evaluations to be done when appropriate and documented
- Participant tracking of all events
- Visitor numbers and demographics
- Community awareness surveys
- Investment in accessibility features

# A Closer Look

**Goal 4. The Parks Council coordinates the planning, development, and maintenance of amenities and services required for the Parks System to become a well-managed protected area and a recreation destination of choice.**

We envision that advancing towards and reaching **this goal will result in:**

- diverse new facilities that attract more locals and visitors
- more volunteers that are committed to maintaining and enhancing the Parks System
- monitoring of use, conditions, and collection of data to support enhanced recreation and environmental management
- better tourism promotion, new events and programs that attract more people and support positive visitor experiences

## Objectives

Parks Council focuses on operational viability in development initiatives.

Parks Council acquires resources for necessary planning and monitoring.

Parks Council board of directors and staff become more knowledgeable in planning development for capital projects.

Parks Council is active in tourism initiatives through excellent Parks management.



# A Closer Look

**Goal 4. The Parks Council coordinates the planning, development and maintenance of amenities, and series required for the Parks System to become a well-managed protected area and a recreation destination of choice.**

Objective	Actions	When
Parks Council focuses on operational viability in development initiatives.	<ul style="list-style-type: none"> <li>Recognize those individuals who “quietly” do volunteer work for the organization (trail maintenance)</li> </ul>	Now
	<ul style="list-style-type: none"> <li>Draw on Chamber of Commerce Volunteer Data Base for events and specific task volunteers</li> </ul>	Next
	<ul style="list-style-type: none"> <li>Establish our own Volunteer Data Base</li> </ul>	Next
	<ul style="list-style-type: none"> <li>Development of an Outdoor Recreation Capital Planning Sub Committee that provides access for interested individual and organizations to participate</li> </ul>	Next
	<ul style="list-style-type: none"> <li>Build capacity in clubs for collection of day use fees</li> </ul>	Next
	<ul style="list-style-type: none"> <li>Collaborate and aid clubs in development of safety policies</li> </ul>	Next
	<ul style="list-style-type: none"> <li>Provide support to partner organizations in facility planning and development</li> </ul>	Later
	<ul style="list-style-type: none"> <li>Work with municipalities to help assess recreational opportunity needs of broader community</li> </ul>	Later
Parks Council acquires resources for necessary environmental planning and monitoring.	<ul style="list-style-type: none"> <li>Pursue Partnerships with post-secondary institutions looking for research opportunities in the Parks System (local and provincial)</li> </ul>	Next
	<ul style="list-style-type: none"> <li>Acquire wildlife cameras for social media posts</li> </ul>	Next
	<ul style="list-style-type: none"> <li>Acquire trail counters and reporting system for trail utilization data</li> </ul>	Next
	<ul style="list-style-type: none"> <li>Explore opportunities for AEP training for monitoring (where to put cameras)</li> </ul>	Next
	<ul style="list-style-type: none"> <li>Explore with AEP the expectation for trail and facility monitoring</li> </ul>	Later
	<ul style="list-style-type: none"> <li>Establish access to a side-by-side for trail monitoring in Blue Rapids</li> </ul>	Later
	<ul style="list-style-type: none"> <li>Explore with AEP the expectation of our role in monitoring of flora and fauna species</li> </ul>	Later
	<ul style="list-style-type: none"> <li>Prepare a citizen science protocol for interested volunteers</li> </ul>	Later

Park Council board members and parks council staff become more knowledgeable in planning development for capital projects.	• Staff pursue experiences to help become familiar with Park assets	Now
	• Staff receive training on planning and development processes for recreational facilities	Next
	• Staff do paddle of North Saskatchewan River through the Park boundaries	Next
	• Staff collaborate with neighboring communities and organizations along North Saskatchewan River to explore a corridor for tourism	Later
	• Make opportunities available for board members to access training for capital projects	Later
	• Provide support to partner organizations in facility planning and development	Later
Parks Council is active in tourism initiatives through excellent Parks management.	• Work with clubs to update current kiosk areas with appropriate signage and event information	Now
	• Explore tourism apps that promote area (Agents of Discovery)	Now
	• Report funding investment of capital projects to public	Now
	• Acquisition of new kiosks and toilets in Blue Rapids by OHV Trail System	Next
	• Acquisition of kiosks for recreational clubs who would like one	Next
	• Exploring waste management partnerships with municipalities	Next
	• Explore additional outdoor recreational events that utilize Park assets (Canoe Race, Running Race Series, Snow Shoe Race, Fishing, and Gold Panning)	Next
	• Assessment of directional signs for major facilities. Rotary Pembina Nordic Trails System, Hilltop Trails, ATV Club,	Next
	• Explore opportunity for "river huts" along North Saskatchewan (similar to alpine huts)	Later
	• Implement tourism tracking counter with DVHTA and campgrounds	Later

#### Measures:

- Documented professional development opportunities participated in by staff and board members
- Completed project/development plans
- Completed capital projects
- EPBRPC website and Explore Drayton Valley website engagement data
- Documented tourism statistics

# For More Information



## Contact Information

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