

Memo to APRCWA Membership, April 27, 2020

Hello All,

In keeping with the APRCWA policy of increasing communication with our members, the following is another report in a series over the next year. The purpose of this policy is to keep all of our members informed of the rural crime watch initiatives that your association, and its partners, have initiated.

Your board had our monthly video conference/conference call on April 23 and I would like to report on a few items:

- Look for your 2020/2021 APRCWA membership in your email or regular mail after May 1st. New this year is the fees which were increased by \$50 after a motion at the 2020 AGM in Grande Prairie. The original motion was an \$100 increase but with much discussion and any ramifications to all concerned, it was decided to only increase the fee by \$50 at this time. A reminder will follow in June.
- As we go through the COVID-19 epidemic, we had some of our programs postponed or curtailed. A couple programs that have been cut are the Wise Owl presentations and the Town Hall meetings by any members that are planed around Alberta, due to social distancing and grouping provincial rules.
- Crime mapping will shortly have a, RCW local boundary overlay, which will give the public the ability to determine which RCW they may be part of. The contact information for each association member will be displayed once a public citizen clicks a spot on the map.
- Due to diminishing orders for our crime watch calendar, we have decided to purchase only 1,000 units to save money and reduce waste. If you have not already sent in your calendar requirements, we suggest you do so ASAP. They will only be available as supplies last.
- Video production will start soon on our latest educational video. Titled 'report all suspicious activity', the project is nearing the point in production, that some of the field work will need to be started soon. We were able to team up with ACOPA (Alberta Citizens on Patrol Association) which will help us to keep the project cost to a minimum. ACOPA will have access to the rough video footage and insert their own message. With the savings, we will have 2 x 10 second trailers made from the footage that we currently have and will be used in the 'Target Marketing' initiative that we have been investigating over the last two years.
- The above trailer video will be used extensively to target a certain demographic or crime area and target the crime wave. There is a cost to run this type of market targeting and we will test the effectiveness over the next few months.
- The clothing option on the web site will now only feature a preferred provider that has shown to be a good bargain and quality assurance has been met. This plan is in its initial stage as a policy needs to be produced to follow any eventualities.
- And, we have started issuing a blog feature on our web site. We are in discussions with the RCMP 'K' division on the matching material from their web site as well.
- Policy updates and policy initiatives will be done on a timely basis as they continue to be developed.

Feel free to share this information with your respective boards.

That is about all for this month. Stay Safe everyone.

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