

OLDS & DISTRICT RURAL CRIME WATCH ASSOCIATION **MINUTES**

GENERAL MEETING – MARCH 14, 2012 7:30 p.m.

**MOUNTAIN VIEW COUNTY COUNCIL CHAMBERS**

PRESENT: Lyle Bliss, Fred & Bonnie Bay, Gerald Ingeveld, Mary Hildebrandt, Wally Gunderson, Bonny Bellamy, Mark Hoskin, Kevin Heppler, Bill Hagerty, Dave Sharek, Val Dennis, Sheldon Krasniuk, Judy Schlichenmayer

1. Call to Order , Dave Sharek
2. Adoption / Changes to the Agenda. ADD: 6.1 OLDS COLLEGE CENTENNIAL CELEBRATIONS – representative on committee

**PRESENTATION: FISH & WILDLIFE (Mark Hoskins)**

Mountain View Bear Smart.com - voluntary group within county. Suggest we contact them and become a member; we can then forward their sightings, etc. 638-3805; 556-4256

3. Approval of Previous Meeting Minutes (FEB 22, 2012) MOTION: Bonny / Judy CARRIED.
4. Business Arising from Previous Meeting
  - 4.1 APPOINTMENT OF VICE-PRESIDENT. MOTION: Dave nominated Gerald. CARRIED.
  - 4.2 MEMBERSHIP RENEWAL CAMPAIGN
    - 4.2.1 Corporate Memberships: Westview Co-op; Shell-Panther Group; Apache, Mountain View Publishing,. 96.5 CKfm and ROCK 104.5 – WILL BE RECOGNIZED IN OUR MARKETING CAMPAIGN. Dave is approaching UFA, Koch Fuel, Bonnavista; Marie - Spray Lakes; Fred - Netook Construction. & Richardson Bros Construction
    - 4.2.2 Mail out of renewal applications. In process. MOTION: GERALD / BONNIE – To propose to 4-H Groups that for every \$25 membership collected, their club would be paid \$10. CARRIED Gerald will contact groups.
  - 4.3 RURAL CRIME WATCH PROMOTION TO PUBLIC – brainstorm ideas: Surveillance Signs for members / book marks / business cards / bumper stickers
    - 4.3.1 **Radio Ad campaign**. Attached MOTION; LYLE / FRED. That we approve the short-term advertising campaign proposal for \$799 for radio. CARRIED  
**Paper** – POSTERS from MV Publishing BROCHURE? MOTION: Gerald / Mary That we approve the print campaign from MV Publishing for 3 Business profiles to be staggered. CARRIED.

- 4.3.2 **TRADE SHOW - DIDSBURY APRIL 14 & 15, 2012** – VOLUNTEERS WILL BE NEEDED TO MAN BOOTH. Looking to partner with F & W. Judy will confirm hours and send out request for volunteers.
- 4.3.3 **INFORMATION NIGHTS** ????? SPOG? OTHERS? Olds Legion will be holding an information trade fair for volunteer organizations . [Bill Hagerty will get more info,](#)
- 4.4 **Prov RCWA – AGM – FEB 10 & 11, 2012** – COCHRANE – REPORTS from round table discussions were circulated. If you want copies, contact Judy.
- 4.5 **Prov RCWA – AGM – FEB 8 & 9, 2013** – OLDS. ORGAN TEAM: Fred/Judy/Dave/Gerald  
 SPEAKERS: Jane Marston – Human Trafficking  
 Ambere Rosborouh, Executive Dir – Crime Stoppers  
 Prov Wildlife DNA Resource Program – F&W  
 Suggestions to get 4-H, and school & college groups to help as fundraisers and involve youth
- 4.6 **2013 WORLD PLOWING CHAMPIONSHIPS** – Steering Committee: Fred / Judy / Dave / Lynne Henry, (Meeting this Friday with College)
- 4.7 **World Herford Association 2012 Conference** – JULY 14 – 18, 2012, at Olds Ag Society grounds nothing more to report.
- 4.8 **Texting used** in fight against rural crime. (Brendan – can you comment & on as well as GOOGLE ALERTS) TABLE
- 4.9 **Insurance.** Waiting for info from PRCWA.
5. Financial Report
- 5.1 FINANCIAL STATEMENTS - balance@ Feb 29, 2012  
 Chequing balance -\$20,896.86  
 Casino balance - \$14,667.45  
 MOTION TO ACCEPT REPORT: Judy / Lyle. . CARRIED
- 5.2 Outstanding Bills:  
 Casino Mileage -  
 MV Publishing – AGM Ad  
 Meeting Expenses  
 MOTION TO PAY BILLS: Fred / Bill Hagerty CARRIED.
6. NEW BUSINESS:
- 6.1 OLDS COLLEGE CENTENNIAL CELEBRATIONS – rep on committee – meeting March 29 @ 5 pm. Gerald volunteered.

7. REPORTS:

- 7.1 Fish & Wildlife (Mark) – nothing further
- 7.2 RCMP-Olds (Brendan Ward) N/A
- 7.3 RCMP -Sundre (Val Dennis). Livestock rustling of newborns forecasted – resale value @ Auction.
- 7.4 RCMP – Didsbury (Josianne Markley / Sheldon Krasniuk). Thank you for keeping your eyes open and reporting suspicious activity!
- 7.5 Mountain View County (Kevin Heppler / Al Kemmere) Road bans on; Rockyview County has fire bans on.
- 7.6 SECRETARY’S REPORT: Lots going on with membership renewals and upcoming projects. Exciting.
- 7.7 PRESIDENT’S REPORT. Nothing more to report.

8. CORRESPONDENCE: for info only

- 8.1 CRIME STOPPERS WINTER 2012 PUBLICATION

9. ROUND TABLE

Information session on Fracking @ Eagle Hill Hall tomorrow night, 7 pm.

10. NEXT MEETING APRIL 12, 2012 @ 7:30 PM.

11. ADJOURNMENT

## OLDS RURAL CRIME WATCH – EXECUTIVE MEETING MARCH 7, 2012

**PURPOSE:** To discuss membership – RCW promotion campaign with Murray Elliott from Mountain View Publishing.

**PRESENT:** Fred & Bonnie Bay, Dave Sharek, Gerald Ingeveld, Judy Schlichenmayer, Murray Elliott.

**PROMOTION:** MVP will run business profiles in the Gazette in color for \$160 and donate 50 posters for circulation throughout the county. We will provide copy to start ads April 1. This will be complimented with ads running on the radio station and lead up to the Didsbury Trade Show April 14 & 15. **RECOMMEND** at least 2 different ads. Dave, Judy & Gerald to work on copy.

Judy will meet with Ray from MVP to get a quote for bookmarks & video surveillance signs for members to post on property.

Judy to meet with Byron from MVP to design poster and include QR code, WEBSITE, phone & e-mail contact info. Posters to include recognition of corporate sponsors. Recognize how long we've been in existence; part of Provincial program.

Gerald to talk with SPOG about a table at their Neighbors Day and regional 4-H clubs about membership sales / participation with projects for fund raisers.

Dave to talk to UFA for corporate sponsorship; Fred to talk to Netook. Other suggestions: Cook Fuel, Car and machinery dealers  
Mountain View Publishing & Radio station to be recognized as sponsors for their discounted advertising.

Dave, Judy, Gerald to write some script for radio & paper ads. Circulate, update & bring to next meeting

# OLDS



96.5 CKfm & ROCK 104 are thrilled to present the following Marketing Proposal to the Olds Rural Crime Watch Committee. The Goal of this Proposal is to reach Rural Listeners while depicting the importance of becoming a 'Rural Crime Watch' Member. 96.5 CKfm & ROCK 104 also understand that the Olds Rural Crime Watch Committee is a 'Not for Profit' Society and have designed with flexibility in mind to ensure we're working within your budgets.

---

## SHORT TERM MARKETING CAMPAIGN

**Olds Rural Crime Watch Receives:** Three – '15 Second' Commercials (6am-10am, 10am-2pm, 2pm-6pm) per day for 4 Consecutive Weeks (28 Consecutive Days)

- Total Spots = Eighty Four – '15 Second' Commercials on 96.5 CKfm
- Total Spots = Eighty Four – '15 Second' Commercials on ROCK 104

### **TOTAL INVESTMENT**

\$799.00

(Non-Not for Profit Rate: \$1598.00)

---

## LONG TERM MARKETING CAMPAIGN

**Olds Rural Crime Watch Receives:** Three – '10 Second' Liners (6am-10am, 10am-2pm, 2pm-6pm) per day for 52 Consecutive Weeks

- Total Spots = 1094 – '10 Second' Liners on 96.5 CKfm during 52 Week Span
- The Same Schedule would be in place on ROCK 104 at No Charge to the Olds Rural Crime Watch Committee

### **TOTAL INVESTMENT**

\$105.00 per Week

(Non-Not for Profit Rate: \$315.00 per Week)

---

Please Note: Items to further bolster the Marketing Campaigns such as Feature Interviews, News Stories, Public Service Announcements, Online Presence would come at no additional charge.