

[Chairman: Mr. Bogle]

[10:14 a.m.]

MR. CHAIRMAN: I officially declare the meeting open, and a special welcome to Mr. John Edmunds, director of advertising, Public Affairs Bureau. John is with us today so that we might review what is needed for our advertising of the public hearing process in our committee's work, and we'll then spend some time looking at the map and determining where we think we need to go and looking at relative dates. So without any further ado, John, I'll turn it over to you, and please lead us through some of the background information that we need to be cognizant of in this part of the process.

MR. EDMUNDS: Okay. Well, I have not been involved in one of these little processes before, but I have referred back to the advertising program that was undertaken in 1984. I have copies here for each of you of what was done. It was, in my estimation, a fairly minimal advertising program in daily and weekly newspapers and a little bit of radio, and at that time it cost about \$9,000. Today's rates would be about \$14,000 for an identical program.

MR. CHAIRMAN: I should mention one thing, John. Because we are not a commission, we're not going to be addressing boundaries per se. Our job, or our responsibility as defined in the motion passed by the Legislature, is to identify the terms of reference which would be used by a commission.

MR. EDMUNDS: Oh, I see. Not to get public response at this stage?

MR. CHAIRMAN: Yes, we need public response. The public response is primarily on the question of what formula we use for constituencies; i.e., in the past there's been a formula for urban constituencies and a separate formula for rural constituencies. There's a question whether or not we will continue with that or move to a standardized process. If we move to the standardized process, there will be a significant shift in constituencies from rural to urban. So we need to ensure that there's extensive advertising so that people are made aware and have an opportunity to have input so that when decisions are made, the argument cannot be made, "We didn't know what you were doing; we didn't have an opportunity for input." So I believe we really need to focus on, if it is our intent to blanket the province in terms of weekly newspapers, cultural papers, and dailies, what our costs would be. So it's going to be much more extensive than the last set of advertising by the actual commission.

John, recall that in the last round no rural constituencies disappeared. There were a couple of additional constituencies created in urban areas, but no rural seats disappeared. Depending on what course of action is taken, we could see some rural seats disappear.

MR. EDMUNDS: I understand. Well, that is a very minimal campaign, even for that particular task, with one advertisement in each of the papers that's listed there, be they dailies or weeklies. To give people an opportunity to see your advertisement, I would suggest you'd need about three insertions of any message you put in there. Ideally, of course, the bigger the advertisement, the more easily it's going to be noticed.

Now, we can supplement this by the normal process of issuing press releases to all the media to ensure that they get that

hard copy and all the detail that we may not be able to include in an advertisement. It may be possible — I don't know — to develop some sort of editorial story that you might want to feed out to various . . .

MR. PRITCHARD: That they in turn would put in a paper as an article.

MR. EDMUNDS: More as an article on the process and why and so forth.

MR. CHAIRMAN: Do you have with you, John, a listing of all of the weeklies?

MR. EDMUNDS: Yes, I do.

MR. CHAIRMAN: And the costs?

MR. EDMUNDS: Yes, I certainly do. I can have copies made. I have a copy here, and I have a total cost, which may be what you need.

MR. CHAIRMAN: Would it be helpful if you worked with Karen for a moment and she duplicated that material? We can carry on with the locations while you're doing that.

MR. EDMUNDS: I'll do that.

MR. CHAIRMAN: Okay. While we're waiting for John to come back, might we focus our attention on the map so that we determine what communities we think we should be going into. The red pin's our starting point. Prior to the commencement of the meeting, Tom mentioned that we might want some involvement along Highway 16 from Edmonton. There's also a question of whether we want to go into the far northern Peace River country. What we've tried to do on this particular map is identify the major communities -- Edmonton, Red Deer, Calgary, Lethbridge -- then look at Grande Prairie and Fort McMurray, and then try to get a balance of communities. In Hanna there may well be an interest because of what occurred there in the mid-1970s, St. Paul on a regional, and Slave Lake.

Frank?

MR. BRUSEKER: What occurred there in the mid-1970s, Bob?

MR. CHAIRMAN: Well, that's when we had redistribution. The Sedgewick-Coronation and Hanna-Oyen constituencies disappeared, and Chinook was created.

MR. BRUSEKER: Oh, you created one out of two.

MR. CHAIRMAN: Actually, the Stettler constituency took part of the territory of Wainwright. You recall that yesterday, when Justice Miller was here, we talked a bit about some of the concerns. He mentioned that when he went into a meeting in Hanna, there was a lot of anger, and that was after the initial report but before a final decision had been made.

MR. SIGURDSON: Turn to page 115 of the hymnal that was passed out yesterday; we'll see the old constituency boundaries and what came out of them.

MR. BRUSEKER: Sure.

MR. SIGURDSON: It was a substantial change.

When I look at the map -- and I was looking at the advertising that has just been handed out by Mr. Edmunds -- it's a little different. It's actually a lot different, because this committee is not going to be doing what the commission of '83-84 was doing. They knew where they were going to meet by virtue of the changes they had proposed. We're seeking input so we can consider changes, and that's a substantial difference between the role of the committee and the commission.

I'm wondering if we shouldn't have a meeting somewhere along Highway 16 to allow Barrhead, Whitecourt, Drayton Valley, and West Yellowhead the opportunity. I'm looking at the border between Whitecourt and West Yellowhead right on 16. I don't know what the major centre would be.

MR. BRUSEKER: Edson or Hinton.

MR. CHAIRMAN: Hinton.

MR. SIGURDSON: Well, then, I think it should be in Edson in order to get Whitecourt and Drayton Valley involved.

MR. BRUSEKER: Similarly, I wonder if we shouldn't consider, on the other end, going down to perhaps Vermilion-Viking constituency, because when you consider the population, especially in that area . . .

MR. CARDINAL: It's pretty heavy.

MR. BRUSEKER: . . . it's a fairly heavy population in that area, and perhaps we should consider Viking. I think that's Highway 14.

MR. CHAIRMAN: And what was the other?

MR. BRUSEKER: Well, the other one I just suggest was, perhaps, that the town of Viking might be a consideration.

MR. CHAIRMAN: Right here.

MR. BRUSEKER: Just looking at the total population that there is in that area, it is fairly heavily settled, and then Wetaskiwin-Leduc is in there. We've got Camrose, and we've got Stettler. It sort of seems a central location in the midst of a barren area at the moment.

MR. SIGURDSON: What about the far north? Should we be going into Manning?

MR. DAY: I think Tom might be on to something there. I'm thinking of problems of big areas, big boundaries, and I'm thinking if someone in Manning wanted to have some input, then he's got to drive to Slave Lake or Grande Prairie. We could get some flack for that, I would think. I'm just trying to anticipate people's sensitivities.

MR. BRUSEKER: There are certainly not a lot of people in Manning. I'm wondering if we couldn't do Manning and High Level in a day. A morning and an afternoon would be a possibility.

MR. SIGURDSON: That being the case, wouldn't we be better off doing High Level and Peace River, doing a population centre in the constituency and High Level? I'm sure the people in Manning must travel into Peace River on numerous occasions.

MR. DAY: How many miles is that?

MR. BRUSEKER: That's a reasonable suggestion.

MR. SIGURDSON: It's about an hour and a half drive.

MR. DAY: Okay.

MR. BRUSEKER: There's a scale down at the bottom, Stock.

MR. DAY: That's 60 miles or so, eh?

MR. CARDINAL: That's not bad.

MR. DAY: I think I agree with Tom. If we're going into the Peace, then Peace River as a town should definitely be -- that's the population centre.

MR. BRUSEKER: Yeah, it's about 50 or 60 miles, about an hour's drive.

MR. DAY: And then if you couldn't do High Level the same day, the following morning or something.

AN HON. MEMBER: That's probably a good idea. Then Manning people could go either way.

MR. DAY: Do we have an agreement, then, Mr. Chairman, on Peace River and High Level?

MR. CHAIRMAN: Is that all right? We'll do both Peace River and High Level.

MR. BRUSEKER: Seems reasonable.

MR. SIGURDSON: If we don't get any response from people, we can cancel them, but at least you made the opportunity there for those folks to come by. You may very well end up cancelling a couple of them.

MR. DAY: So does part of the process involve, with the advertising, asking people from those centres to let us know if they want to be there?

MR. CHAIRMAN: Yes.

MR. DAY: And if we don't hear from anybody, are we going to assume no one's going to show up, so we don't go? I'm wondering if some people see the ad and just mark it on their calendar and say, "Oh yeah, I'm going to show up in Athabasca."

MR. CHAIRMAN: Well, yesterday when we were meeting with Justice Tevie Miller, an example was used of Medicine Hat, where one person came in. I don't remember, Tom, if that individual had formally requested to come in or just came in. I took it from the way the comment was made that he just came in and commented on a river that posed a real problem because his

polling station was on the other side of the river. As the crow flies, it was a very short distance, but because he had to go up river a number of miles to a bridge, it was quite an inconvenience. They made a boundary change based on that verbal submission.

So I think if we advertise that we're going into High Level, we have to go into High Level. Because if someone were to come expecting to meet us, and we're not there . . .

MR. CARDINAL: Were you thinking of evening meetings, and how long?

MR. CHAIRMAN: Well, they'd have to be a mix of . . .

MR. SIGURDSON: Perhaps another suggestion is that when the committee travels up to the Peace River country, does the committee have to stay together? Could Stockwell and Pam go out and Frank and Mike, you know, Pat and myself? Could we hear and then bring back those suggestions? Do we have to have a full . . .

MR. CHAIRMAN: I think there's a danger in splitting, recognizing that there will be some dates that some members won't be able to fit into their schedules. But if we split, some really important information could come out of a meeting in High Level that each of us should hear. If we've split into two parts -- you know, we're seven to begin with, so we split into two parts, of three and of four. If the group of three hears it, the other four are deprived of that input.

MR. DAY: I think another risk there too, Mr. Chairman, is if, let's say, two of us were going to Peace River and at the last minute one of us couldn't make it, that minimizes it even more. Then if the public does show up, they say: "Hey, what is this? Is this a one-person show, or what's going on here?"

MR. CARDINAL: Okay.

MR. DAY: I just don't want to be left alone with Pam somewhere. Can we strike that from the record?

MR. SIGURDSON: Pam will read that and strike you.

MR. CHAIRMAN: Maybe we could shift back, then, to John if we're ready for him.

MR. EDMUNDS: These are the detailed costs of all the newspapers, and I've included a second group, the native papers and, as we call them, ethnic papers, which cover a number of special groups. I also have a sort of summary of the totals of some of those areas. I can tell you, for instance, the total cost of an ad in all the dailies or all the weekly newspapers, and that's in this section here. It also gives you some idea of the cost of advertising in other media, such as radio and television, and it might be useful for you to have that, too, at the risk of overburdening you with paperwork. This is something not prepared for this meeting, but the facts may be helpful.

MR. CARDINAL: You know, looking at the local radio stations, for example in Athabasca -- Slave Lake has one, Lac La Biche. They're a lot cheaper, and they could really be utilized heavily in the last day or so when we're coming in, because peo-

ple do listen to them, especially in the north. Now, maybe in the remote south they do too, but in the north . . .

MR. EDMUNDS: Yes, it certainly generates a quick awareness of what is taking place. The thing is that you cannot usually get a lot of detail across, and if there are addresses and times, you usually need to support it with a print advertisement.

MR. CARDINAL: Oh, yeah, I'm talking about both.

MR. DAY: Is that a usual process, to use radio for this type of thing?

MR. EDMUNDS: It was used last time.

MR. DAY: It was, eh?

MR. EDMUNDS: Yes. In a minimal way.

MR. DAY: Because I can see detail being a problem.

MR. CHAIRMAN: Well, if we were looking at an ad, John, the size of the ad that appeared on the Electoral Boundaries Commission. I would assume that an ad that's going in, whether it be the *Edmonton Journal* or the newspaper in Peace River, would not need to make reference to meetings in southern Alberta. In terms of space we could focus regionally with the ads, so the question is if we can get by with an ad of this size.

MR. EDMUNDS: Okay. If you look at this sheet, Mr. Chairman, the costs here, where it says two-column, that is what we call a 200-line size advertisement, and it is this first one here. So running it on the best day of the week, their greatest circulation, would cost you \$3,000 one time in the daily newspapers. Flipping over to page 2, if you ran it in all the weekly newspapers, that same-sized advertisement would be just about \$15,000. We have a total of \$18,000 there, plus the cost of making the ad and so forth.

MR. CHAIRMAN: And if we add the ethnic papers?

MR. EDMUNDS: That's a little harder for me to define in terms of cost but probably another \$3,000 or \$4,000, I would suggest.

MR. PRITCHARD: So that would be \$22,000 to blanket the province.

MR. EDMUNDS: Yeah, plus typesetting the advertisement, making material for the various publications. That could easily cost you \$3,000.

MR. SIGURDSON: To typeset?

MR. EDMUNDS: No, to make the duplicates and ship it all out and so forth. These things are often last-minute, and in that I would allow for couriering to distant points and so forth.

MR. CHAIRMAN: So can we make it \$22,000?

MR. PRITCHARD: It would be \$25,000 for one time across the province, including the typesetting and the detail of putting the

ad together.

MR. DAY: Can we just go over that again? Twenty-five thousand dollars for one time in all of these publications?

MR. PRITCHARD: Right. The dailies, the weeklies, and doing the background work necessary to get this together.

MR. DAY: And that includes the ethnic publications?

MR. PRITCHARD: Yes, the ethnic being about \$4,000.

MR. EDMUNDS: That is a rough estimate and subject to a little bit of leeway either way.

MR. CHAIRMAN: John, do we know how many times the ad put in by the Electoral Boundaries Commission in '83-84 appeared?

MR. EDMUNDS: Once. Once in the dailies, once in a selected number of weekly newspapers, and there were a number of spots on the radio. It varied. Sometimes there were two a day, three a day, for a couple of days in a row, and that is listed on that first piece of paper I gave you, at the back somewhere. Behind the actual advertisement is the radio script, and in front of it is the radio [inaudible].

MR. CHAIRMAN: Yeah. If you look at the way that this is worded, it's open.

MR. SIGURDSON: I just wonder. It's a step away from advertising, but the Chief Electoral Officer has a list of all of the constituency associations, the presidents, candidates, returning officers. I'm wondering if this office might send an invitation to those people to participate in these lists in addition to the advertisement that appears.

MR. CHAIRMAN: We are going to deal with a letter after we finish the public advertising portion. I think, Tom, that would be an excellent point to raise then.

MR. SIGURDSON: Okay.

MR. CHAIRMAN: May I ask the committee: do you feel one advertisement is sufficient?

MR. SIGURDSON: I do, especially if we are going to send out a letter to the key players, the participants in the political process, those key participants in the political process. This is to invite anybody else. But if we can get the former candidates in the past election, their constituency associations, and the returning officers, then I think we have allowed sufficient opportunity for the key players and the public.

MR. CARDINAL: I think it's definitely sufficient, especially if you use local radio stations in addition to that. That wouldn't cost.

MR. EDMUNDS: Well, we haven't included any radio yet. I could cost that out specifically once I knew which markets we were interested in.

MR. CHAIRMAN: This is strictly print.  
Anyone else?

MR. DAY: I guess when we talk about advertising, the more you advertise, the more you get the message, but there are obviously fiscal constraints. Following Tom's lead, if you get all those people notified in the constituencies, I think the word would get out, and one ad would probably do it.

MR. CHAIRMAN: Yeah. The only thing I can add to that is that if we go this route -- and due to the cost, that may well be the appropriate way -- we've got to take special care to ensure that the letter gets a wide circulation to groups we think would be interested. Your suggestion, Tom, of focusing on political parties and activities is an important one.

MR. SIGURDSON: Just a question to Mr. Edmunds. I'm wondering: when you send out a press release along with some advertising, have you had any experience where you've sent out a press release following an advertisement or with an advertisement, asking them to give a little extra coverage? Some of the smaller papers might use press releases for filler, but if we were to ask them to use it a week before or a week following the advertisement, do you know what the response would be?

MR. EDMUNDS: Well, the two areas really don't cross very often.

MR. SIGURDSON: I know.

MR. EDMUNDS: They don't in public affairs, nor do they really a great deal at many of the larger papers. The press release is used very much at their discretion as opposed to the paid ad, but I think the local newspapers, seeing the value of this, would generally speaking use the press release. I don't think we could send them out together. I think it would not be appropriate to do that. I think we have to leave it to the individual publisher to recognize the value of it. He will know also that we are running an advertisement.

MR. DAY: I think individual MLAs could be encouraged too if they've got a column in their local weekly or if they've got a constituency newsletter going out. I think a letter to each MLA encouraging them also to make mention of this . . .

MR. CARDINAL: Municipal councils would definitely be interested.

MR. DAY: Absolutely.

MR. CARDINAL: And if we sent out a letter, then they could read it to their whole council.

MR. CHAIRMAN: Well, let's hold the discussion on the letter until we finish the public communication portion. We've dealt with the newspapers, daily and weekly and ethnic. We've got our costs. Can you give us some feel, John, for the radio advertising costs?

MR. BRUSEKER: Before we leave the newspaper, though, if we are going to go with just the one daily shot in the newspapers, have you done any research to tell us which is the

best day, which newspapers the most thoroughly read?

MR. EDMUNDS: There is very little definitive research. What we try to do is use the paper the day of the greatest circulation, which is Friday for the *Journal*. It's often the weekend paper. All sections of newspapers seem to be read fairly equally, and no day seems to be any better than any other. There used to be a bit of a trend that Wednesday's was good because it carried a lot of supermarket advertising, but then that is a very limited focus.

No. The comment I would make is that the advertisement we are running in the daily newspapers is a very small one. It's not going to be all that readily seen by the readers. Maybe I should cost it out on a slightly larger size for the daily newspapers and leave it as a small one for the weekly ones.

MR. PRITCHARD: Is this the actual size then?

MR. EDMUNDS: That is the actual size that it ran last time.

MR. SIGURDSON: What about placement? Can you purchase placements so that . . .

MR. EDMUNDS: Yes, you can purchase placement. That's the point. It costs you perhaps a 25 percent premium to stipulate a certain position in the paper, and it will be a certain minimal-size ad. That would be too small to guarantee placement on. You can buy, you know, the front section of the newspaper, but it would be for a larger ad than that. You can use colour, of course, which attracts attention too. There's a minimal size of ad in which you can use colour too. If there's enough of an opportunity, I could have put together a couple of alternatives that would show you the use of colour, the use of a larger ad, and the position situation, but it will all add significantly to the cost.

MR. BRUSEKER: Maybe even something as simple as putting a coloured boundary around this ad, something other than black so it would stand out, like a red and blue . . .

MR. DAY: Blue and orange, something like that.

MR. BRUSEKER: You'd have to find something that blended, that was appropriately representative of the entire province.

MR. CARDINAL: Mix the colours, and whatever comes out.

AN HON. MEMBER: How about a rainbow?

MR. EDMUNDS: Colour does attract attention. It's its main purpose, and it's good for that, but as I say, then you would probably be forced into making a larger ad -- I can't recall the exact size, but quite a bit larger -- and it would cost you quite a lot more money.

MR. CHAIRMAN: I wonder if, in light of time, the committee would be comfortable in allowing John and Bob Pritchard to work out the details, knowing our intent. Is there a general consensus that the ads in the dailies should be slightly larger and that we want to ensure that all of the weeklies and the ethnic papers are covered, not just select papers, and that this can be done?

MR. DAY: Do you want a motion to that effect, or can we just

agree on it?

MR. CHAIRMAN: Well, I just wondered, first of all, if that's in keeping, or if you feel that it should come back to the full committee.

MR. SIGURDSON: Well, you've got to be concerned about time, and I think Bob and John can sit down and determine what's best.

MR. BRUSEKER: Make them as visible as possible for the best value possible.

MR. PRITCHARD: The best value for the bucks.

MR. DAY: I agree. In interests of time and moving it along, that would be a good move, to let them do it.

MR. CARDINAL: Agreed.

MR. CHAIRMAN: Okay, there's a consensus. We'll do that. Now, the radio.

MR. EDMUNDS: It depends very much upon the number of towns that we want to cover with meetings. Unlike the newspapers, of course, the radio coverage is quite broad, so you'll be hitting a much broader area whenever you run an announcement. Last time we spent about \$4,300. I would say that that's about the \$6,000 mark this time to do the same thing. But I think that once you've determined the areas, we can put together an accurate cost for that.

MR. CARDINAL: There are two ways to look at it probably. If you're looking at the general public out there in rural Alberta, at least in the north, people tend to listen to the Camrose station. In addition to that, if you're looking at specific communities -- for example, Slave Lake -- they would listen to the local station in Slave Lake. If that's where you're going, if the meeting is at Slave Lake, for a specific meeting you may want to run it through a local station. You wouldn't have to run it in Athabasca, because the Camrose local no doubt would look after that.

MR. EDMUNDS: I think the problem with some of those broad coverage stations is localizing the information.

MR. CARDINAL: Yeah, that's right. Exactly.

MR. EDMUNDS: You can't put too much in a short spot, but we could come back with all . . .

MR. CHAIRMAN: Well, is there a feeling that with radio, unlike the weekly and daily newspapers, we don't need to blanket the province with every radio station but be selective to cover areas?

MR. CARDINAL: As a reminder, yeah. I think it's good to remind the people that's the date of the hearing.

MR. CHAIRMAN: I'm looking at a constituency like Vermilion-Viking. You've got Viking placed, while there are constituencies on all sides of Vermilion-Viking that won't have

hearings in their area. Now, they can go into Edmonton or up to St. Paul or down to Red Deer or go over to Viking. If we should be trying to do something in an area like that as an added -- you mentioned Slave Lake, Mike, and communication. I'm putting it out as a question. What are your thoughts?

MR. SIGURDSON: I don't know if we're going to get value for our money. I know that with print, it's going to be there. It's going to be noticed in a rural paper. You know, the paper sits on the table for a week, and people pick it up time and time again. They're going to look at the paper. If we're going to do a one- or two-shot 30-second spot, if a person hasn't made a commitment to come to the hearing, I don't know if a 30-second spot on the radio that they just happen to catch is going to bring them out if that 30-second spot is only a reminder. If what we want to do is remind people that we are in town, if we want to remind those people that have made a commitment, then a phone call or a follow-up letter that's registered shortly before we attend a particular location might be a better investment.

I don't know about the value of radio advertising just to remind people, Mike. You know, if you have one or two shots over a two-day period before we show up, it's really haphazard. You're guessing that people might be listening at that time. I just question the value of radio advertising.

MR. CARDINAL: One thing you have to realize: there are some people, quite a few people, that can't read in rural Alberta; there are some that don't.

MR. BRUSEKER: I think my experience in the past in rural Alberta has been that many people, especially at noon when they're sitting down and eating their noon meal, will turn on the radio. They'll catch the news and they'll catch the grain prices. If we ran a couple of ads over several days during that 12 o'clock till 1 o'clock time slot, I think in rural Alberta you'd probably catch a fair number of them. Similarly, I would say, in the urban centres. Just thinking about myself, when I listen to the radio is driving to and from someplace, usually first thing in the morning or at the end of the workday. So I'm thinking that, you know, if we targeted a little bit rather than trying to have a blanket across the daytime, I think we can be fairly effective with radio.

MR. CHAIRMAN: I wonder if we might leave this so that John and Bob do some additional work and report back to us at our next meeting. It seems to me it's more critical that we get moving with the newspaper ads because of the lead time necessary. We could then deal with more information for the radios, looking at locations and costs, when we next get together.

MR. CARDINAL: Sure. That sounds a bit better, eh? We'll need less time for the radio.

MR. DAY: So, Mr. Chairman, they won't be, at this point, looking at the radio aspect. They're going to focus in on the print media?

MR. CHAIRMAN: And come back with options for us on radios, including costs.

MR. DAY: Okay. Could we also ask -- most radio stations, including the CBC, at some time of day have their public

billboard, and they throw some announcements in there gratis. Is there a way of tapping into that, if that can be looked at?

MR. EDMUNDS: We can submit something to those stations which have it, yes. Okay. But I think we have enough to go on once we have the areas to do that.

MR. SIGURDSON: Just while we're on the freebie that Stockwell raises, cable television also has the community channels. Perhaps we could look at using their public service announcement period to put a notice on there as well, but only as a freebie.

MR. EDMUNDS: Yes.

MR. CHAIRMAN: Okay. So to recap in this area: we're going to prepare a press release which we'll issue to the media with the hope that we'll get some coverage on the committee and the fact that we'll be holding hearings; John and Bob will finalize the ads that we're going to put in the papers, and we've agreed that the ads do not need to include all points across the province but focus in the area covered by the readership of that paper. They'll move ahead with that, and then between now and our next meeting John and Bob will do some work on radio ads and the public announcement portion so that when we next meet we'll have something to look at. Is that satisfactory, John?

MR. EDMUNDS: Yes. We can work out all the details and the content.

MR. CHAIRMAN: Very good.

John, any other comments for us, things we should be thinking about in our communication now?

MR. EDMUNDS: Not really. I think we've covered it all. I can't think of any other things. The mention of the use of the community channels and billboards I think is a good extension. Newspaper is the most appropriate medium. I think the radio is a good attention-getter that something is taking place and will encourage people, perhaps, to recognize the ad in the newspaper when it's there. I can't see any other media that are as good as it. If we have any further thoughts, maybe we could introduce them later.

MR. PRITCHARD: Yeah, definitely. If we think of anything else, we'll bring it forward.

MR. CHAIRMAN: And later -- you know, after John leaves -- we'll work on the locations and the times when we think we can get to the various communities, so that you've got that input.

MR. EDMUNDS: Yeah, that'd be good.

MR. CHAIRMAN: Anything else for us, John? We mentioned we're going to be sending out a letter. It's a little more selective, and we're going to attempt just to hit local municipal governments and special interest groups. Any advice for us on the letter?

MR. EDMUNDS: No. This is personally addressed?

MR. CHAIRMAN: Yes. It's just another way to try to

communicate.

MR. EDMUNDS: No. Any other things I can think of are rather expensive means of communication. But, again, if anything comes to mind, we'll introduce it.

MR. CHAIRMAN: Okay. Thank you very much. Pleased having you with us.

MR. EDMUNDS: It's a pleasure.

[The committee recessed from 10:55 a.m. to 11:09 a.m.]

MR. DAY: [Not recorded] . . . that we would be amiss not including Stand Off, or just sort of literally going the extra mile, which would mean reaching out to them, as it were, and saying, "Well, you know, we want to give you folks the opportunity." That's my feeling.

MR. PRITCHARD: Drive the pin into Stand Off. Okay.

MR. CHAIRMAN: You'd make a mean carpenter after reincarnation.

MR. BRUSEKER: Having said that, though, so that we don't alienate, perhaps, the other people that are in the constituency of Cardston who might feel adverse to going onto the reserve to make a presentation, perhaps we should also go to Cardston.

MR. DAY: Yeah. I'm sorry. I didn't mean that we would eliminate Cardston. I saw it as a condition.

MR. SIGURDSON: Could we ask Jack? Why don't we ask Jack about sensitivities of the area?

MR. DAY: Sure. That's a good idea.

MR. SIGURDSON: Ask Jack Ady.

MR. DAY: Yeah, certainly. He should be contacted.

MR. CHAIRMAN: Sure. I guess the only comment I'd make, you know -- and I'm not opposed to asking Jack -- is that Cardston is 40 miles from Lethbridge. It's less than 40 miles to Pincher Creek. We've got meetings scheduled for both Pincher and Lethbridge.

MR. BRUSEKER: Okay.

MR. CHAIRMAN: I think it's well enough covered. And, you know, there was an important point just made: someone said there is a reluctance to go onto the reserve. Well, maybe there is a reluctance by native people to come to meetings in Cardston all the time. That's another good reason to have it in Stand Off rather than Cardston.

MR. BRUSEKER: Well, what I was saying was Cardston in addition to Stand Off.

MR. CHAIRMAN: Yeah.

MR. SIGURDSON: I think that looks not bad now.

MR. CHAIRMAN: Okay.

We need to help Bob with dates for these ads. What I did was ask Bob to make additional copies of the memo we sent out confirming the dates we had originally agreed to. Now, if we're looking at the far north first, and assuming that we would get a government plane to fly into High Level and Peace River, do we do High Level and Peace River in one day?

SOME HON. MEMBERS: Sure

MR. CHAIRMAN: One at 2 p.m. and the other in the evening? So if you did High Level at 2 p.m. and Peace River 7 p.m. . . .

MR. DAY: May I ask a question, Mr. Chairman? This is an assumption, hypothetical. We go to High Level. We want to be in Peace River at 7, so we want to leave High Level around 5, I would think, and there is just a swarm of people there. At that point, then, do we make a commitment that we'll come back at a later date?

MR. CHAIRMAN: I guess we have to. Yeah.

MR. DAY: Okay.

MR. BRUSEKER: That's nice and optimistic.

MR. DAY: Yeah, well, I know from last time it sounds remote, but . . .

MR. CHAIRMAN: I see nods around the table on that point: that if we find ourselves in a situation where there is much more demand than we anticipated and we have another commitment that evening, rather than scratching the other commitment, we advise those present we'll come back.

MR. SIGURDSON: The polls close at 8 o'clock, but anybody inside gets to vote.

MR. CHAIRMAN: Okay. Looking at our schedule, we are now Friday, September 22. Our ads should be in by -- what? -- the second week of October?

MR. PRITCHARD: Oh, yeah. Definitely.

MR. CHAIRMAN: So we might be able to take October 16 and 17 for hearing dates? Does that sound reasonable?

AN HON. MEMBER: Uh huh.

MR. CHAIRMAN: So if we started on Monday the 16th with the idea of -- well, we'd have to depart Edmonton no later than noon.

MR. SIGURDSON: Do we have any idea what the flying time would be to get from Edmonton to Peace River?

MR. CHAIRMAN: If we are using the government craft, a little more than an hour. We've already booked on our calendars 10 a.m., so we've got lots of time on the Monday, Tuesday. So why don't we just leave it that if we want to ensure we're there in ample time . . .

MR. DAY: So we're aiming at Peace River on those days?

MR. CHAIRMAN: Yeah. High Level and Peace River for Monday, October 16.

MR. PRITCHARD: High Level at 2 p.m. and Peace River at 7.

MR. CHAIRMAN: And what if we jump over to Fort McMurray and Slave Lake for the Tuesday? Does that sound reasonable? Slave Lake in the afternoon and Fort McMurray at 7 p.m.?

Now, we were hoping to do . . .

MR. CARDINAL: October 16 is the municipal elections, too, so . . .

MR. CHAIRMAN: Oh dear.

MR. DAY: Ain't nobody coming out that night.

MR. CHAIRMAN: Right.

MR. DAY: I'd like to be in my constituency that night too.

MR. CARDINAL: Me too.

MR. CHAIRMAN: All right. I think we should find another date, then, for High Level and Peace River.

MR. CARDINAL: Spoiled your day.

MR. CHAIRMAN: Can we just shift and do High Level, Peace River, then, on Tuesday, October 17?

MR. DAY: And are we still having a meeting here on the Monday in the afternoon, or is there any need for that?

MR. CHAIRMAN: Well, we've got it planned. I think we should still hold it, because we've got a number of people who are going to [inaudible]

MR. CARDINAL: That's only in the evenings, though.

MR. CHAIRMAN: No.

MR. CARDINAL: No?

MR. CHAIRMAN: No, no. Let's shift up. It's now Tuesday, October 17.

MR. PRITCHARD: You're going to do High Level and Peace River on Tuesday, October 17.

MR. CHAIRMAN: High Level, right. Our trip to Victoria we were hoping to work around Tom's trip. That's November 1, Tom?

MR. SIGURDSON: Right.

MR. DAY: Trip to where?

MR. CHAIRMAN: We're going to do a trip to Victoria . . .

MR. DAY: We've a hearing out there?

MR. CHAIRMAN: . . . to meet with officials and elected people re their situation, and then a trip to Regina and Winnipeg. It seems that the four western provinces are all involved at one degree or another in redistribution, so our intent was to see what's happening in our three sister provinces.

MR. CARDINAL: I don't want to throw things off balance here, but . . .

MR. CHAIRMAN: Yeah. Go ahead.

MR. CARDINAL: . . . again, the 17th in High Prairie and the Peace River region could be a high time for farming, because we're later than you guys by two weeks normally. I know that at that particular time of the year, if the weather holds, the farmers could be out there 24 hours a day.

MR. CHAIRMAN: Yeah.

MR. SIGURDSON: What about Fort McMurray?

MR. CARDINAL: Yeah, Fort McMurray definitely; it's not a farm place. Fort McMurray and Slave Lake are not farm places, so we could hit those very easily. They're oil-related towns, forestry and oil.

MR. CHAIRMAN: So your thought is that we should stay with Tuesday the 17th for Fort McMurray and Slave Lake?

MR. CARDINAL: I think it would be better, yeah. Don't hit the farm areas, because we could be in trouble.

MR. CHAIRMAN: All right. Let's do that. We'll go back to what we originally had.

MR. PRITCHARD: We've got lots of time.

MR. CARDINAL: Okay. Slave Lake at 2 p.m.?

MR. CHAIRMAN: Slave Lake at 2 p.m. and Fort McMurray at 7.

MR. BRUSEKER: So, Mr. Chairman, then on Monday the 16th we would just meet here.

MR. CHAIRMAN: Monday the 16th here. Mind you, is there anything wrong with scheduling an evening session in Edmonton?

MR. CARDINAL: It would be better for us.

MR. CHAIRMAN: Oh, no; that's election night. So we're going to hold a meeting that day but nothing in the evening because of the election. We should just change that on the schedule: 10 to a maximum of -- what? -- 4?

MR. PRITCHARD: I would think so. Yeah.

MR. DAY: That would start at 10 on Monday, on the 16th?



MR. PRITCHARD: Yes; 10 a.m. to 4 p.m.

MR. CHAIRMAN: Well, we've held it. Whether we'd start that early or not, I don't know. But we'll hold it.

MR. DAY: Yeah. Okay.

MR. CHAIRMAN: And we're working around the two out-of-province trips. Mind you, those could come a little later.

MR. DAY: What are the dates for the -- or do you want to wait till we get to November before we talk about these trips?

MR. CHAIRMAN: We don't have dates yet. Bob needs to do some initial work. The one date we were going to try to work around is November 1, because Tom is out in Victoria in any event. So if we can work around that particular time . . .

MR. DAY: That Wednesday wouldn't work for me, on the 1st. But if that's your best time, then . . .

MR. CHAIRMAN: Actually, the meeting would be on the Thursday, wouldn't it? We'd have it on the 2nd.

MR. SIGURDSON: It makes no difference to me. If you want, I'll just join you, if that's the case. Otherwise, I'm flying back here on the 1st.

MR. CHAIRMAN: You know, I'm looking at this. If Bob could put something together for us as early as October 4, 5, 6 on, say, the Regina-Winnipeg, we could get that done, because it's too early for hearings, and then that travel is out of the way. Is that reasonable?

MR. SIGURDSON: Sure. It's fine by me.

MR. CHAIRMAN: If it's possible. Okay.

MR. PRITCHARD: I've already booked tickets on that.

MR. CHAIRMAN: Oh, I'm sorry.

MR. PRITCHARD: But I can change that, though. I think I can change that.

MR. CHAIRMAN: Okay.

MR. CARDINAL: I have a meeting set up, too, on the 5th that I can't miss.

MR. CHAIRMAN: Well, if we were going, we'd be leaving late afternoon of the 5th.

MR. CARDINAL: Oh, okay. I have a meeting at 8:30 a.m.

MR. CHAIRMAN: Because the idea is that we would go out on a late afternoon, have a meeting in Regina the next morning, possibly early afternoon, fly to Winnipeg, have a morning meeting there, early afternoon, and then get back here by early Friday evening.

MR. BRUSEKER: So we'd be leaving Wednesday the 4th?

MR. CHAIRMAN: We'd be leaving Wednesday the 4th and returning Friday the 6th.

MR. DAY: Is Bob co-ordinating things like flights?

MR. CHAIRMAN: Yes.

MR. DAY: Okay. That particular Wednesday I could probably leave later in the evening. But I can communicate that kind of stuff to Bob.

MR. CHAIRMAN: We don't have flight times or anything like that yet anyway. The thought was just to leave . . .

MR. CARDINAL: You may get a government plane for that too.

MR. CHAIRMAN: No, I don't think so.

MR. CARDINAL: No?

MR. DAY: Commercial is probably cheaper, isn't it?

MR. CHAIRMAN: Yeah. My thought was that we'd only use the government planes in the far north, because most of the others -- we can, for instance, overnight in Red Deer, go out to Hanna for a meeting, come back to Red Deer that evening, and stay in Red Deer. We can use Calgary as a base, Lethbridge. Okay?

AN HON. MEMBER: Yes.

MR. CHAIRMAN: I'm still looking for a time slot for High Level and Peace River, because they could be harvesting up until Christmas, Mike.

MR. CARDINAL: Unlikely.

MR. CHAIRMAN: We hope. But we've got to get something . . .

MR. DAY: Before our main blizzards hit.

MR. CARDINAL: Yeah. November would be good.

MR. BRUSEKER: That November 1, 2, 3 looks like a good time to go.

MR. CARDINAL: I think it's a good time, yes. They'll be done by then.

MR. BRUSEKER: Maybe hit the four: Slave Lake, Grande Prairie, Peace River, and High Level.

MR. CARDINAL: October 30 it snows almost 90 percent of the time; three or four inches always. They're done farming.

MR. CHAIRMAN: All right. So we're talking about a Wednesday evening meeting in where?

MR. PRITCHARD: That's November 1 now?

MR. CHAIRMAN: November 1.

MR. PRITCHARD: That's when we're going to try and go to Victoria.

MR. CHAIRMAN: Well, then we jump two full weeks. It's getting late.

MR. SIGURDSON: Well, I can meet you back in Grande Prairie on the Thursday. I fly back into Edmonton late on the 1st, and I can catch an early morning flight up to Grande Prairie.

MR. CARDINAL: Yeah, there's a flight from Vancouver to Grande Prairie.

MR. SIGURDSON: No. I'm already booked on a flight for the 1st.

MR. CHAIRMAN: If we were to do that, we could arrange to pick you up with the government plane in Grande Prairie and then fly on to High Level and do High Level and Peace River on the 2nd. Sound reasonable?

MR. PRITCHARD: Tell me that again.

MR. CHAIRMAN: That's Thursday, November 2. If we were to depart on Thursday morning, stop in Grande Prairie to pick Tom up from his connecting flight and fly on to High Level, have a 2 p.m. meeting in High Level, down to Peace River that evening for a 7 p.m. meeting, overnight in Peace River -- well, actually, if we're on the government plane, we could come back that evening.

MR. SIGURDSON: Where are you going to be on the 1st?

MR. CHAIRMAN: Well, the 1st we wouldn't.

MR. SIGURDSON: You wouldn't. You'd have a meeting here?

MR. CHAIRMAN: We'd probably have a meeting here.

MR. SIGURDSON: Okay. Well, I'll be here in Edmonton Thursday morning.

MR. CHAIRMAN: Oh, in Edmonton Thursday morning?

MR. SIGURDSON: Yes. I fly back into Edmonton on the night of the 1st.

MR. CHAIRMAN: Oh, okay. Well, then we wouldn't have to stop in Grande Prairie. So now we scratch the stop in Grande Prairie. We'd be flying direct from Edmonton to High Level, then down to Peace River.

MR. PRITCHARD: Peace River, 7 p.m., and then back to Edmonton later that night.

MR. CARDINAL: We could cover Grande Prairie that Friday morning, too, if we wanted. Or is that too much?

MR. CHAIRMAN: No, I think that's too much. I think two in

a day is enough.

MR. CARDINAL: No, I meant Friday morning.

MR. CHAIRMAN: Well, we've got a government plane, and I was just thinking of . . .

MR. CARDINAL: We could overnight in Grande Prairie and then do it in the morning and be done with that area.

MR. CHAIRMAN: Yeah. Okay?

MR. CARDINAL: Because the government plane can move around. They're big airports.

MR. CHAIRMAN: Friday, November 3: Grande Prairie would be 2 p.m.

MR. DAY: So what was the Thursday, Bob?

MR. CHAIRMAN: Thursday is High Level and Peace River, and Friday would be Grande Prairie at 2 p.m. We finish Grande Prairie and then fly back to Edmonton.

Okay. That covers the northern half of the province, and I think that's as much coverage -- we need to give Bob a little flexibility, too, on that.

MR. CARDINAL: The 15th, 16th, 17th you'd want to watch for rural Alberta, because that's the time we're holding the MDs and counties -- and IDs, I believe -- conference in Edmonton.

MR. CHAIRMAN: But didn't we already agree, Mike, that we've got the Monday and Tuesday of that week for a lot of activity with them?

MR. CARDINAL: Yeah. That's what I meant. You know, if we have meetings, we should have them around Edmonton or the major centres. Well, they're going to be in Edmonton, so that would be a good time to have meetings in Edmonton if we want, because a lot of municipal councillors that will take part in this process will be in Edmonton those days.

MR. CHAIRMAN: Yeah. You see, my thought, looking at the map, was that we could drive out to Edson and have an afternoon meeting sometime; back into Edmonton and have an evening meeting in Edmonton.

MR. CARDINAL: That'd be good.

MR. CHAIRMAN: Another time we'd drive out to St. Paul, have an afternoon meeting, and drive back to Edmonton for an evening meeting.

MR. CARDINAL: Sure.

MR. CHAIRMAN: In Edmonton and Calgary we'll want to have two or three sessions available for people, because we're talking about a lot of constituencies in both centres.

MR. CARDINAL: One thing we'll have to realize, though: those councillors from Edson and St. Paul meet, and most of them will be in Edmonton.

MR. CHAIRMAN: Yeah. Therefore, we wouldn't plan that kind of trip when the convention is on.

MR. PRITCHARD: Somewhere in all that we lost Victoria. Right?

MR. CHAIRMAN: Well, yeah, we did. We don't have a time for Victoria yet. Maybe we can just get the Regina-Winnipeg one, because that takes more time. We've got that tentatively down for October.

MR. SIGURDSON: Let me have Vander Zalm's comments. Go out there and see what a general election . . .

MR. CARDINAL: Why don't we, Bob, when we meet next time, bring our calendars and maybe find an extra day somewhere that we can squeeze in for Victoria?

MR. SIGURDSON: Well, we've already booked all of these dates.

MR. CARDINAL: In addition to that.

MR. SIGURDSON: Well, yeah.

MR. CARDINAL: I know it's tough for everybody. It's tough for me too. But maybe, maybe . . .

MR. DAY: Do we have a tentative date on that Regina-Winnipeg one?

MR. CHAIRMAN: Regina-Winnipeg is October 4, 5, 6; leaving the evening of the 4th and coming back the late afternoon or early evening of the 6th.

MR. SIGURDSON: Let's do Victoria on a Friday.

MR. CHAIRMAN: In many ways that would be a nice way to do Victoria, on a Friday.

MR. SIGURDSON: Do Victoria on a Friday. Commercial flights are such that if you stay over Saturday night, which many members may want to do anyway, they can get a much cheaper commercial rate. I, quite frankly, wouldn't mind -- I'm pushing it this hard -- just spending some days kicking around the beach in November on a Friday and a Saturday.

MR. DAY: That's not a bad idea.

MR. CHAIRMAN: Have we talked about November 15, 16, 17? You see, we've already scheduled November 27 and 28 and December 11 and 12 in Calgary. I think those are great times to be going out to Hanna and Vulcan and, you know, doing Calgary, Frank. What about trying to tie the Victoria trip around Friday the 17th?

MR. DAY: Of November?

MR. CHAIRMAN: Yeah. If we . . .

MR. BRUSEKER: What day is Thanksgiving?

MR. DAY: It's in October.

MR. CARDINAL: It's October 8 or 9.

AN HON. MEMBER: We've got a policy conference on the 17th, have we not?

AN HON. MEMBER: Of November?

MR. CHAIRMAN: When we worked on our calendar . . .

MR. CARDINAL: Yes. The 17th and 19th.

MR. CHAIRMAN: Of what? October?

MR. CARDINAL: November.

MR. CHAIRMAN: Pardon me?

MR. CARDINAL: November 17 and 19 there's a policy conference in Edmonton.

MR. CHAIRMAN: Oh, right. Because this is scheduled to end at 1 p.m. So we can't do the weekender then; that's what you're saying.

MR. CARDINAL: Yes.

MR. CHAIRMAN: Thanks.

MR. DAY: It's later on, but what about the November 24 weekend? Or is that getting too late for Victoria?

MR. CHAIRMAN: November 24.

MR. BRUSEKER: It's fine by me.

MR. CARDINAL: Even the 20th; that's what we've been talking about. What about the 20th?

MR. DAY: Or was there a problem with November 3? Oh, mind you, we'll be at High Level, Grande Prairie those two days, and November 4.

MR. CHAIRMAN: Yeah. We haven't got it in our calendar, but if we were to go out on the evening of the 23rd and be in Victoria on the 24th . . .

MR. BRUSEKER: The 23rd is what day?

MR. CHAIRMAN: Thursday. It's not now marked in our schedule. Can we leave that as a possibility? And, Bob, we should really communicate with the other members to see if . . . Leaving on the evening of the 23rd, being there the 24th. Then people could come back either on the Friday or Saturday.

MR. BRUSEKER: Does that rate extend into the Sunday as well?

MR. SIGURDSON: No. What you've got to do is stay over a Saturday night.

MR. DAY: So you'd come back the Sunday or the Monday, whatever people wanted to do.

MR. CHAIRMAN: Okay. So we'll do some checking on that. Bob, does that give you enough dates for the first newspaper ads?

MR. PRITCHARD: Yeah.

MR. CHAIRMAN: We're down to October -- we're actually down to November 3.

MR. PRITCHARD: Yeah, that's good.

MR. BRUSEKER: Did we say anything for November 15, 16, and 17?

MR. CHAIRMAN: No, we haven't yet.

AN HON. MEMBER: That's when the conference is on in Edmonton.

MR. CHAIRMAN: That's right. That's the MDs and Cs.

MR. CARDINAL: We could hold them in Edmonton. The people will be here.

MR. CHAIRMAN: Hold what in Edmonton?

MR. CARDINAL: The hearings.

MR. CHAIRMAN: Yeah, but you're not going to get a councillor from Athabasca coming to a hearing in Edmonton, not when their convention's on here.

MR. CARDINAL: No, but the councillors are here.

MR. CHAIRMAN: What we were hoping to do, Mike -- and I'll use as an example the Edson meeting -- was go out to Edson and have an afternoon meeting in Edson and come back to Edmonton for an evening meeting. In other words, you hold the evenings for this, because you earlier said that evening meetings would be better in the cities and afternoon meetings are fine in the rural areas, so try to do a blend rather than having afternoon and evening in Edmonton.

MR. CARDINAL: Uh huh, I see what you mean. I agree.

MR. CHAIRMAN: And the other thing is that we're on the highway in daylight hours, which is safer.

So the question is, if we were to go out to Edson for a meeting on, say, Thursday the 16th, then on Friday the 17th would we dare go out to Viking or St. Paul with the MDs and Cs meeting still on? Are we going to miss some people?

MR. CARDINAL: I think we would miss a lot of people. They are well attended, those conferences.

MR. CHAIRMAN: Yes, they are.

MR. CARDINAL: It's shopping time, Christmas shopping. A lot of work can be done. You know, people stay for the

weekend, in most cases, in Edmonton.

MR. SIGURDSON: Well, I don't want to interrupt the process, you know. I think that everybody has to have the opportunity. I'd rather change my calendar to allow people from . . .

MR. CHAIRMAN: Well, tell me. Why are we -- we've talked about going to Victoria on the 24th.

MR. BRUSEKER: It would be perfect now.

MR. CARDINAL: We could go to Regina, definitely.

MR. BRUSEKER: What if we switched the Winnipeg-Regina trip to November 15, 16, 17 and went to . . .

MR. CHAIRMAN: So we're back by the Friday.

MR. BRUSEKER: And is Victoria possible October 4, 5, 6?

MR. CHAIRMAN: Yeah, why not try that?

AN HON. MEMBER: Victoria for when?

MR. BRUSEKER: October 4, 5, and 6.

MR. CARDINAL: Because they'll be farming then, so . . .

MR. CHAIRMAN: It would really be the evening of the 5th and the 6th. What we're talking about, Bob, is taking the Regina-Winnipeg trip, October 5, 6, and trying to do Victoria then.

MR. PRITCHARD: Instead of?

MR. CHAIRMAN: Instead of, and then shift the Regina-Winnipeg down to the weekend of the 15th, 16th, 17th. So we'd be back on Friday the 17th, Friday evening.

MR. PRITCHARD: Then the 5th or 6th in Victoria, and those that want to stay over till Sunday sort of thing -- or come back on Friday if they want to.

MR. DAY: So what's the latest shift?

MR. PRITCHARD: Let me see if I've got it right. We'll leave on Wednesday, October 4, go to Victoria . . .

MR. CHAIRMAN: No, excuse me. Wouldn't it be Thursday, October 5, we'd leave?

SOME HON. MEMBERS: Yes.

MR. PRITCHARD: All right; sorry.

MR. CHAIRMAN: Yeah, late afternoon of the 5th.

MR. PRITCHARD: Have the meetings on Friday. Those that want to come back Friday night can, and those that want to stay over Sunday or Monday can come back on those days. I'll make arrangements; whatever you want.

MR. BRUSEKER: Would we still hold a meeting here in Edmonton on Wednesday the 4th and the morning of Thursday the 5th?

MR. CHAIRMAN: Right.  
And then Regina-Winnipeg?

MR. PRITCHARD: And then Regina-Winnipeg I changed to . . .

MR. CHAIRMAN: November 15, 16, 17.

MR. BRUSEKER: Is that the Thanksgiving long weekend?

MR. DAY: Yeah, the 9th is the long weekend. I don't know if that's going to be . . .

MR. CHAIRMAN: Which day?

MR. SIGURDSON: The weekend; that's Thanksgiving Monday. That's the weekend that we're supposed to be in Victoria.

MR. BRUSEKER: Another great idea shot to hell.

MR. SIGURDSON: The 9th is the Thanksgiving Monday.

MR. CHAIRMAN: There are some plans made for long weekend travel.

MR. DAY: You got any more erasers over there, Bob?

MR. PRITCHARD: I'm going to get one of those slate boards.

MR. BRUSEKER: Well, let's leave Regina-Winnipeg, then, on October 4, 5, and 6.

MR. PRITCHARD: Okay. Put it back to where it was.

MR. CHAIRMAN: Just a minute. Our problem down on the 15th, 16th, and 17th is how to hold public hearings in the rural areas around Edmonton when the trustees are all in Edmonton. So I wonder if we are not better to leave the . . . Go ahead.

MR. DAY: That's not AUMA, is it?

MR. CHAIRMAN: AUMA.

MR. DAY: Why have I got that for November 23?

MR. CHAIRMAN: I don't know. I'm going by Mike's information.

MR. CARDINAL: Mine's changed. Alberta Association of Municipal Districts and Counties, Terrace inn, the 13th to the 17th.

MR. DAY: That could be. I'm thinking of AUMA.

AN HON. MEMBER: That's another one. When is that?

MR. CHAIRMAN: Go ahead, Frank.

MR. BRUSEKER: Well, I was just looking further on where we have hearings scheduled in Calgary. Maybe we could take one of those ones that are scheduled and make it an Edmonton one and do November 15, 16, and 17 in Calgary instead. What if we just flip-flopped there?

MR. PRITCHARD: There were two reasons that people wanted to go to Calgary on those dates. One was some lunch, and another one was some event.

MR. CHAIRMAN: Yeah. The school trustees have their convention in Calgary, and we're going to break for lunch so that we can join them. That was one of the reasons.

MR. DAY: I'm just glad there are a couple of members absent today, or we wouldn't be agreeing on any dates.

MR. SIGURDSON: Dare I throw something out? Bob, don't put your pencil to paper yet.

MR. DAY: I think I know what you're going to say.

MR. SIGURDSON: I just throw this out . . .

AN HON. MEMBER: For consideration.

MR. SIGURDSON: Well, they're all for consideration. Were we to take Monday, October 16 . . .

MR. CHAIRMAN: Yes.

MR. SIGURDSON: Oh, oh; that's municipal election day. Forget it.

MR. CHAIRMAN: That's right; that's our problem there. Well, look; as it now stands, we've got November 23, 24 booked for Victoria. We'd originally agreed to that.

MR. BRUSEKER: Potentially.

MR. CHAIRMAN: Potentially, subject to other schedules. Why don't we back up to October 4, 5, and 6 for our Regina-Winnipeg trip, as we originally had it? And we'll just have to work around the 15th, 16th, 17th.

MR. DAY: So Winnipeg-Regina stays on October 4, 5, and 6, and for now, Victoria stays November 23, 24?

MR. CHAIRMAN: Yeah. And what we'll have to do, Bob, is phone the other members who aren't here re the 23rd, 24th, and if we can go with that, confirm with all of us, because we'll need to make individual travel plans for our spouses if we wish to use the weekend.

MR. PRITCHARD: Okay.

MR. SIGURDSON: So we would be booking a day meeting in Regina on the 5th?

MR. CHAIRMAN: A day meeting on the 5th, yes.

MR. SIGURDSON: I'm just flying back from Ottawa the night

of the 4th.

MR. CHAIRMAN: Okay. Well, then, why not stop in Regina?

MR. BRUSEKER: Just ask for a parachute, Tom.

MR. SIGURDSON: Right. I try to fly deep discount all the time, and that's the only difficulty. But I will fly, somehow, to Regina to meet with you on the 5th. Okay? I'll make those arrangements today.

MR. CHAIRMAN: Will you let Bob know the time you can get there? We'll try to make sure the meeting starts later in the morning.

MR. SIGURDSON: Yeah, right. I'll do that; the first order of business.

MR. CHAIRMAN: All right. Then we'd go to Winnipeg on the Thursday evening, have our meetings in Winnipeg on Friday morning and early afternoon, and back here Friday evening.

MR. DAY: Of the 6th?

MR. CHAIRMAN: Of the 6th.

MR. DAY: I don't know if this has been discussed, but in the booking of the flights, too, in light of fiscal responsibility we won't be going first-class, I would hope.

MR. CHAIRMAN: No.

MR. BRUSEKER: Something else that perhaps at least Pat and I could do, and perhaps you as well, Bob, would be to fly out of Calgary . . .

MR. CHAIRMAN: I was thinking about that, yeah.

MR. BRUSEKER: . . . rather than bothering taking the airbus up and over. We could save that piece of flight anyway; no point in going to Edmonton.

MR. CHAIRMAN: There's a possibility we could do it that way. Anyway, we need to keep that as the option. Right.

So to recap, we've got ourselves now booked into Fort McMurray and Slave Lake. I guess back up; the 4th, 5th, 6th, Regina-Winnipeg, subject to confirmation. The 16th we're here in Edmonton; that's municipal election day. The 17th, by government aircraft, we're in Fort McMurray and Slave Lake.

MR. BRUSEKER: Slave Lake at 2 p.m.; Fort McMurray at 7 p.m.: is that correct?

MR. CHAIRMAN: Yes. Thursday, November 2, we'd fly in the morning to High Level; meeting there at 2 p.m.. Peace River at 7 p.m. Fly down to Grande Prairie, have a meeting in Grande Prairie at 2 p.m.; back to Edmonton.

MR. PRITCHARD: Are you returning to Edmonton in between?

MR. CHAIRMAN: Pardon?

MR. PRITCHARD: You're coming back to Edmonton on the 2nd as well?

MR. CHAIRMAN: On the 3rd.

MR. BRUSEKER: On the 2nd are we overnighing in Peace River?

MR. PRITCHARD: We're not going to overnight, are we? Because we'll have a government plane.

MR. CHAIRMAN: I think we'd overnight in Grande Prairie, though, wouldn't we? I know I earlier mentioned that, but if we're flying from Peace River to Edmonton and then flying up to Grande Prairie the next day . . .

MR. BRUSEKER: I don't know what there are for motels in Peace River, but wouldn't it make more sense to stay in Peace River overnight?

MR. CHAIRMAN: Sure, and then fly in in the morning. Yeah, it probably does.

MR. BRUSEKER: It would give us a little bit more time in the morning.

MR. CHAIRMAN: I think you're right. So we overnight in Peace River.

MR. CARDINAL: If you can get rooms. You've got to watch that. You might not be able to get rooms in Peace River. Grande Prairie is a lot larger city.

MR. DAY: You've got to book it ahead. There is a good hotel in Peace River.

MR. BRUSEKER: That's the end of the peak tourist season there, isn't it?

MR. CARDINAL: With the projects going, the way they're going up in that area . . .

MR. CHAIRMAN: Okay. So that takes us down to the weekend of the 15th, 16th, and 17th, which we have to work on for Edmonton, keeping in mind the convention. Then, tentatively, November 23 and 24 is Victoria.

MR. BRUSEKER: And we would leave the 23rd whenever a flight's available, presumably around suppertime, 6 o'clockish?

MR. CHAIRMAN: Yeah. Late afternoon, early evening. And again it may be more convenient, Frank, for some to fly out of Calgary.

MR. BRUSEKER: I'd just like to back up to Regina-Winnipeg briefly for a moment. When you said "subject to confirmation," I was sort of wondering what . . .

MR. CHAIRMAN: Oh. Well, the people we want to meet with.

MR. PRITCHARD: Yeah. We have to arrange meetings with

whomever we're going to see and the other people who are on the committee.

MR. BRUSEKER: Okay. So once that is confirmed, then, with the people in Regina and Winnipeg respectively, Bob, will you be then making flight arrangements for members of this committee and be contacting us to let us know about rooms and flight times, et cetera, et cetera?

MR. PRITCHARD: Yeah, we'll do that.

MR. BRUSEKER: Okay.

MR. CHAIRMAN: Okay.

MR. BRUSEKER: What are we going to do on that 15th, 16th, and 17th? Are we going to try and hold some hearings? Perhaps if we tried to hold some hearings just here in Edmonton . . .

MR. DAY: Of October?

MR. BRUSEKER: No, November 15, 16, and 17. We've got it booked as time here, but we haven't said anything yet as to what we're going to be doing. I think we should try to do something and not let the time slip by, because we are pressed for time.

MR. SIGURDSON: We've had to move Justice Dixon, so that might be a time to . . .

MR. CHAIRMAN: Yeah. And then if we have people that come in in the day, we've still got the evenings for public meetings in Edmonton.

MR. BRUSEKER: Look, I'm wondering if we still couldn't go out to Edson or Viking or wherever, because we still will meet the people who are the members of the constituency associations and perhaps some of the businesspeople there. Even though the councillors of the MDs and Cs will be in Edmonton, if they're aware of the meeting in Edmonton, they can come make a representation to us in Edmonton for West Yellowhead, for example.

MR. CARDINAL: Maybe we should hold our Edmonton hearings right where their conference is, same building. It's at the Terrace inn.

MR. BRUSEKER: I mean, somebody from West Yellowhead can make a presentation to us here in Edmonton.

MR. CARDINAL: You'll have 300 people there, so talk to 300 or 400, maybe more. Talk about presentations. They may last all night, but it could be very effective.

MR. BRUSEKER: We might get better representation than we can handle.

MR. CARDINAL: Well, instead of them making presentations at High Level or St. Paul, they may do it here. That's another option.

MR. CHAIRMAN: Well, you know, you've raised another really good thought, and that is: should we be requesting an opportunity to make a presentation to the convention?

MR. SIGURDSON: Now that it's been raised, it's one that we ought to look at.

MR. DAY: It's a good thought.

MR. CHAIRMAN: You know, if we as a committee met, were all there, gave them the background to the creation of this committee, what we're all about -- boy, talk about communication.

MR. CARDINAL: Then with the conference that night, if we went right there . . .

MR. BRUSEKER: If I may speak, perhaps on the Wednesday evening we make a presentation and say, "Listen, we'll be in Edmonton over the next couple of days." It's short notice for them, but . . .

MR. DAY: What if we even had a room at the convention? People could stop by after the announcement was made.

MR. CHAIRMAN: Excellent.

MR. DAY: That would be the time to do it.

MR. CHAIRMAN: And the Urban Municipalities Association meeting is when?

MR. DAY: The 23rd, I think, isn't it?

MR. CARDINAL: We'd better confirm those things.

MR. DAY: That AUMA is -- I've got the lunch down here, Bob, as the 23rd. But we're not thinking of flying to Victoria until the evening anyway.

MR. CARDINAL: The 22nd to the 24th; is that when the conference is?

MR. DAY: I would think so. The luncheon's the Thursday, so even the night of the 22nd we could have a [inaudible] session.

MR. CHAIRMAN: Well, Tom just asked about the school trustees' meeting in Calgary, and we're going to be in Calgary at the same time. If we were able to make the presentation to them, gee, I think those three would be excellent. We'd be covering the main . . . MDs and Cs does not include the improvement districts, does it? They have their own organization. But it certainly includes most of the settled parts of the province, and then the Urban Municipalities Association covers all of the towns, villages, and cities. If we did those two plus school trustees, it would really blanket it. Okay. That's good.

Anything before we move to the draft letter? Anything else that we need to cover on scheduling?

MR. BRUSEKER: So are we looking at all for anything on December 11 and 12? Have you got that scheduled for the Calgary dates? Or would those be, perhaps, the time to fly into southern Alberta?

MR. CHAIRMAN: Probably good times to be doing Hanna and Vulcan, but we're going to have to fit in Lethbridge and Medicine Hat. See, we're probably looking at two days down in the

south. If we do Pincher Creek and Lethbridge in an evening, then we could do Stand Off the next afternoon and Medicine Hat in the evening, say.

MR. BRUSEKER: Since they are so close, is there a possibility of doing Stand Off in a morning, perhaps, and Pincher Creek in an afternoon, and then Lethbridge in an evening, or is that too . . .

MR. SIGURDSON: That might be the exception; again, not knowing what kind of participation we may get at Stand Off.

MR. CHAIRMAN: Could I consult with Jack Ady on that? Because if it would work, Frank, that's an excellent idea. If we were to go out to Stand Off, if we could do that in the morning or even late morning, then do Pincher Creek in the afternoon, and then back into Lethbridge in the evening.

MR. BRUSEKER: Because, you know, it's an hour's traveling time between any of those at most. If we had Stand Off at 10 or 11 a.m. and then drove to Pincher Creek for maybe at 2, we could still be in Lethbridge for the evening.

MR. SIGURDSON: There's an A & W that you can get your lunch at right along the way.

MR. BRUSEKER: There's a nice little one right at Pincher Creek.

MR. DAY: Can we try and do that on a Thursday, then, because teenburgers are \$1.49?

MR. CHAIRMAN: We could go to Head-Smashed-In. The businessmen from Fort Macleod have a brochure; there are all kinds of discounts at restaurants and stores in Macleod.

MR. BRUSEKER: So that would tentatively be the 11th and 12th for southern Alberta, December 11 and 12?

MR. CHAIRMAN: The 11th and 12th. Okay. Now, if Bob can read his notes, we're all right.

MR. PRITCHARD: I'll be counting on them.

MR. CHAIRMAN: I had asked Bob to put together a draft letter that would set out our terms of reference. Why don't we just take a moment and read it, and then we'll come back to it?  
How did we get 18 percent?

MR. PRITCHARD: I thought we just chose 18 as a guideline.

MR. CHAIRMAN: I thought it was 25.

MR. DAY: That was my understanding too.

MR. CHAIRMAN: I think it's 25.

MR. PRITCHARD: Yeah. We only used that as a sample. This should have been [inaudible]

MR. CHAIRMAN: Okay, yes. We'll change that to 25. That's right, and then I'd sign it.

MR. PRITCHARD: In the ad it usually says "chairman." I just wrote "Bob," so they assumed it was . . .

MR. DAY: So this would be the suggested letter that would go out?

MR. PRITCHARD: That's right.

MR. BRUSEKER: Are you looking for comments on that, Mr. Chairman?

MR. CHAIRMAN: Sure. It's a draft.

MR. BRUSEKER: We are going to go to St. Paul. Are we going to list in here perhaps some of the other locations now that we can identify them?

MR. CHAIRMAN: Yes. We would correct the list and add all of the locations.

MR. BRUSEKER: The other question I had was on the 18 percent. Are we going to change it to 25?

MR. PRITCHARD: We'll use the 25. It was just an example.

MR. CHAIRMAN: The other thing I think we should do on our list of constituencies is group them, urban and rural, as they're now listed.

MR. BRUSEKER: Yeah, that was my next question. Do we go 25 percent across the province, or do we go 25 percent on an urban average and 25 percent on a rural average, which I believe is what we have now, is it not?

MR. SIGURDSON: No, right now you've got 25 percent, plus or minus, on an urban average and no consideration for rural.

MR. BRUSEKER: No consideration at all?

MR. SIGURDSON: No consideration.

MR. BRUSEKER: All right.

MR. SIGURDSON: If you take the 25 percent allowance and use that provincewide, you're going to affect, I think, 39 constituencies.

MR. CHAIRMAN: Do you want to say that?

MR. SIGURDSON: I don't know if you want to contain it in a letter. Or do you want to put it in an appendix?

MR. DAY: Or that last paragraph at the bottom of the page, where he said if we presented it as an example, and then 39 constituencies, with this example, have the potential of being affected.

MR. SIGURDSON: Yeah, and then attach it as an appendix.

MR. DAY: Yeah. People need to know.

MR. BRUSEKER: Yeah, I think that's a good suggestion. Be-



cause clearly then, you know, especially in southern Alberta, it could have a tremendous potential impact.

MR. CHAIRMAN: In the appendage we're going to add, we'll have a map showing basically what we have here: a map showing the constituencies and the population breakdown, urban and rural. We need to have that. And then they need to know that if we go to a provincial norm plus or minus 25 percent -- and do some of their own calculations.

MR. DAY: Mr. Chairman, should there be -- just as a suggestion -- a small paragraph explaining that we are doing some provincial advertising? Because they might wonder if this is the only thing that's going out. But somehow couch in the comments that it's going to be provincially advertised but we are concerned about costs, and anything that the recipient of this letter can do to also advertise this would be appreciated.

MR. CHAIRMAN: Good point.

MR. BRUSEKER: If I were receiving this letter -- I'm looking at point (c); it says the committee will consider "the composition of the Commission" -- the question that would be raised in my mind is: are we going to be appointing or suggesting individuals that would be making up the commission?

MR. CHAIRMAN: No, not names. These are the terms of reference taken word for word from *Hansard*.

MR. BRUSEKER: Oh, from the motion that was made. Okay.

MR. CHAIRMAN: So I think the question is: should there continue to be four elected members on the commission? Is the current mix the right mix, three government and one opposition?

MR. BRUSEKER: Well, you know my answer to that.

MR. SIGURDSON: Well, don't forget that was the last commission. On the commission before that, there were three, one, and one. The question is, should politicians be involved?

MR. CHAIRMAN: That's the first question: should politicians be involved? And the second question: if they should be involved, what's the right mix? I don't think there's any question about the commission being chaired by a judge or having the Chief Electoral Officer as a member and several citizens. But we heard yesterday from Justice Miller how invaluable Ivor Strong's comments were in Calgary as a commissioner for the city -- chief commissioner, I believe -- in terms of growth patterns in the city. He had a lot of good information to share.

So what we intended to do in the letter, what I'd ask Bob to do, is be factual and try to give some examples. If we've got some suggested alterations which are very helpful, is there a consensus that Bob and I can go ahead and finalize the letter, or would you like to see a last draft before it goes out?

AN HON. MEMBER: I don't think so.

MR. CARDINAL: I have one comment. Should we identify that the select special committee is all-party? It may make some difference. It doesn't identify the members.

MR. CHAIRMAN: The letterhead. Bob, do you have a draft of the letterhead?

MR. PRITCHARD: No. I was going to bring that.

MR. CARDINAL: Because it could make some difference, I think.

MR. CHAIRMAN: If Bob has a draft of the letterhead, I believe all of our names appear on the letter. I'm not sure that our political affiliation does.

MR. CARDINAL: If it doesn't, then I think it should. It may make some difference out there. If it's an all-party committee that's doing this meeting, it may make some difference in getting people out to the meeting.

MR. BRUSEKER: The other comment that I would just make also is that the very last paragraph implies but doesn't state specifically that we're requesting submissions. I've found in the past with things like that that sometimes it's best to hit people smack between the eyes. Perhaps we need to be a little more forceful and say, "We are requesting that you send in . . ." So perhaps wording it a little more strongly than implying we'd like your submission, we should be saying, "Please, give us your submission."

MR. PRITCHARD: So strengthen the . . .

MR. BRUSEKER: Just strengthen the wording a little bit, I think, telling people that we really want their input. If they get the letter and they choose not to respond, well, that's up to them, but the invitation has been presented.

MR. CHAIRMAN: And what about -- almost the olive branch -- personal presentations will be welcome?

MR. BRUSEKER: Yes, but a little stronger invitation to participate in the process is what I'm getting at.

MR. CHAIRMAN: Okay on both those counts.

MR. PRITCHARD: Yes, okay.

With the letterhead, I thought I had the rough draft, but, sorry, it went with the stuff that's being printed. We expect it back this afternoon.

MR. CHAIRMAN: Can you describe it?

MR. PRITCHARD: The letterhead, basically, is the Legislative Assembly letterhead with the crest on the top, and underneath it says the select special committee, Electoral Boundaries. Then each of your names is underneath, with your ridings.

MR. CHAIRMAN: Are political affiliations on it?

MR. PRITCHARD: No, they're not.

AN HON. MEMBER: I don't think that's necessary.

MR. CHAIRMAN: Okay. Well, in that event what we might do is ensure that Mike's point, that it is an all-party committee,

is covered in the letter.

MR. PRITCHARD: I could put that in as an . . .

MR. BRUSEKER: I think it could be: appointment of the all-party select special committee. Just add in the word "all-party."

MR. CHAIRMAN: Okay.  
Anything else on the letter?

MR. DAY: I think we could strain at semantics for a long time, but I think, with the additions, this is a good letter. It covers all the bases.

MR. CHAIRMAN: And I really feel good about the idea that came out today that we attempt to meet with the delegates at AUMA, MDs and Cs, and school trustees. That's the best communication, but we need to get a little more information on the

numbers.

MR. PRITCHARD: Come to think of it, it may show the parties on the letterhead. I'm sorry I don't have it here. As soon as it comes in this afternoon, I'll send you a copy so you'll see what's on it.

If it's on the letterhead, I won't put the line in. If it's not on the letterhead, I'll write that out.

MR. CHAIRMAN: Great.  
Any other business today?

MR. DAY: I'll move to adjourn.

MR. CHAIRMAN: All in favour? That'll be it. Thank you.

[The committee adjourned at 12:05 p.m.]