

Bonnyville nouvelle

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Jazmin Tremblay photo

Residents and community stakeholders took part in a public engagement workshop on Feb. 1, to help identify what the Town of Bonnyville's brand should be moving forward.

A new brand is coming soon for the Town of Bonnyville

JAZMIN TREMBLAY
Bonnyville Nouvelle

BONNYVILLE – A community engagement workshop designed to generate ideas for a new brand for the Town of Bonnyville, reflected not only how participants saw the community but also how residents saw themselves.

Close to 50 residents took part in the three-hour rebranding engagement session facilitated by Stormy Lake Consulting, a firm based in Western Canada, that was held on the evening of Feb. 1.

Philip Coppard, a strategist with Stormy Lake Consulting, told participants the purpose of the workshop was to clarify and refresh what the Town's brand should be.

"A good brand reflects the best of the community today and guides us to the ideal Bonnyville of tomorrow," said Coppard. It shows "Who you are and where you want to go."

Through interactive questions, small groups discussed words, pictures and even animals, real or mythical, that represent the Town of Bonnyville.

Following some unusual questions that led to pockets of laughter throughout the room, participants then discussed what they wanted the town to be like in 20 years from now and by 2070.

Wednesday's session will be the first and last public engagement opportunity with regard to the Town's rebranding project, Ted Traikovski, the manager of Planning and Development for the Town, told *Lakeland This Week*.

Now, Stormy Lake Consulting will review all the responses and feedback provided by the residents who participated

in the "dialogic session," and will form a report and recommendations for the Town of Bonnyville's rebranding for council to review in the near future.

Traikovski noted that the holistic approach and interactive method of the consulting firm is why Stormy Lake Consulting was selected to carry out the public engagement and overall rebranding project for the Town.

Council set aside \$75,000 for rebranding in the 2022 capital budget, left over funds have been carried over to continue the project.

Business in the Town of Bonnyville sees modest growth

JAZMIN TREMBLAY
Bonnyville Nouvelle

BONNYVILLE – Surviving the COVID-19 pandemic posed huge obstacles for numerous local businesses, from small and family-owned to medium and large enterprises.

An Economic Development Report provided to the Town of Bonnyville Council on Jan. 24, reflected a modest growth in the last quarter of 2022, possibly indicating that the local economy has finally reached the light at the end of the tunnel.

"From October to December, six new businesses applied for or obtained business licenses," Renee Stoyles, the manager of corporate

services for the Town, told council.

During that same period there were no cancellations of a business license, added Stoyles.

"It's always great to see when we've got new businesses opening up in in the town," said Mayor Elisa Brosseau, following the report.

The list of new businesses in Bonnyville included Employabilities Society of Alberta, a government agency, S.J.M. Detailing, an automotive business, Above Salon & Spa, Pizza Hut, EVNPR Enterprises Ltd., and Inland Steel Products Inc.

In January, the Town sent out 618 Business License Renewals. As of Jan. 24, there remained 45 renewals outstanding.

No gun found, C2 firearm investigation concludes

JAZMIN TREMBLAY
Bonnyville Nouvelle

BONNYVILLE – An incident that incited panic, fear, an evacuation of a community facility, and a flurry of speculation on social media over a possible firearm threat at the Bonnyville and District Centennial Centre (C2) on Jan. 28, was found to be baseless.

Bonnyville RCMP have advised the public that after an extensive investigation, they can confirm that "a firearm was not involved in an incident at the Centennial Centre, as previously reported."

"RCMP conducted several interviews and reviewed video surveillance, and a firearm was not seen," states an RCMP media release.

The only report of a firearm complaint being present in the community facility was received by Bonnyville RCMP at 5:04 p.m. on Jan. 28, Bonnyville RCMP Sgt. Doug MacFarland told *Lakeland This Week*.

Following the review of surveillance footage of the night in question, police are not anticipating any further updates in the matter.

"Police have spoken to numerous witnesses and no one reported seeing a firearm," MacFarland added.