

Town of Coronach - Council Meeting Minutes

Minutes for the regular meeting of the Council of the Town of Coronach held at
212 1st Street East, Coronach, Saskatchewan on April 13th, 2021 at 6:00 pm

Meeting Called to Order by Calvin Martin at 6:50pm.

Present: Mayor Calvin Martin, Councillors Sharon Adam, Ron Mamer, Jim Achtymichuk, Sam Koszman, Leanne Kuski, and Administrator Catherine MacKay-Wilson. Regrets: Nathan Guskjolen

68.2021 **Agenda**

S Adam/J Achtymichuk: That the agenda be approved as presented. Carried.

69.2021 **Consent Agenda**

L Kuski/S Koszman: that the Consent Agenda items be approved and accepted as presented including: RCMP report March 2021, Palliser Library Executive report; South Central Transportation Planning Committee Meeting minutes; SCMA Meeting package March 25th, 2021; Saskatchewan Municipal Board water and sewer rate approval; Water Report March 2021; List of Accounts payable batches 2021-00022 to 2021-00028 total \$309,998.46; Minutes for March 9th, 2021 Council meeting; Foreman Report & Utility To-Do List; and that the Administrators report is to be marked as confidential. Carried

Coronach Community and Economic Action Team Guest: K Manske, CDO, 6:30-8:15pm

70.2021 **Coronach Economic Development Officer Report**

R Mamer/S Koszman: That the Coronach Economic Development Officer Report be accepted as presented. Carried.

71.2021 **SaskPower Community Funding receipt**

L Kuski/S Adam: That the Town of Coronach accept the Community Funding money from SaskPower under agreement as presented, funds to be in separate bank account. Carried.

72.2021 **Coronach Community and Economic Action Team Terms of Reference**

R Mamer/J Achtymichuk: That the Coronach Community and Economic Action Team Terms of Reference is amended to include the R.M of Hart Butte SSREP Representative and 2 R.M. of Hart Butte Councillors to a total of 6 voting members effective immediately. Carried.

73.2021 **Town Branding results**

S Adam/S Koszman: That the Town of Coronach approve the proposed branding and colors as attached to these minutes. Carried.

74.2021 **Financial Statement, March 31st, 2021 & March 2021 Bank Reconciliations**

R Mamer/J Achtymichuk: That the Monthly Financial Statement, March 31st, 2021 & March Bank Reconciliations be approved as presented with revenues of \$100,917 and expenses of \$374,447. Carried.

Old Business

75.2021 **License Maple Street Town Campsite**

R Mamer/S Koszman: That the Town will license for the Maple Street Campsites for emergency overflow camping in 2021. Carried.

76.2021 **Repeal motions 142.2020 and 196.2020**

S Adam/R Mamer: That the motions 142.2020 and 196.2020 be repealed. Carried.

77.2021 **Coronach Housing seniors request for Gravel and Labor**

R Mamer/L Kuski: That the Town will donate gravel for under the proposed gazebo at Heritage Square and labor to place and level the gravel. Carried.

New Business

78.2021 **Western Economic Diversification Funding approval**

J Achtymichuk/R Mamer: That the agreement for Project #20588 funding offer from Western Diversification (WD) is accepted as presented. Carried.

Initials Mayor 

Initials C.A.O. 

Town of Coronach - Council Meeting Minutes

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79.2021 **S Wallace Contract Extension offer**

S Koszman/L Kuski: That the approved funds under Western Diversification (WD) project 15507 be allocated to extend Sean Wallace's contract with the Town of Coronach. Carried.

80.2021 **K Manske Contract Extension offer**

S Koszman/L Kuski: That the approved funds under Western Diversification (WD) project 15507 be allocated to extend Kelsey Manske's contract with the Town of Coronach as Community Development Officer with increase for additional time and work with R.M of Hart Butte. Carried.

81.2021 **Craven Lot Purchase**

S Adam/J Achtymichuk: That Lots 7-8, Block 13, Plan CX870 be sold to L Craven for \$500.00, with condition that the owner merges the lots 7-8 to their current lots PT 9-10, Block 13, CX870 within one year of purchase. Carried.

82.2021 **40 Stone Place Curb stop expense approval**

L Kuski/S Adam: That payment be sent to Mechanical Mind per invoice 0491 for 40 Stone place water repairs when curb stop failed on March 4th, 2021. Carried.

83.2021 **Letter Coulee Project letter from RM Reeve and Town of Willow Bunch Mayor**

J Achtymichuk/R Mamer: That the Town of Coronach supports and sanctions the regional work of the South Saskatchewan Partnership and supports cultural and heritage development. Carried.

84.2021 **Preliminary Budget planning 2021**

R Mamer/S Adam: That the Preliminary Budget be reviewed at a strategic planning meeting of Council on April 22nd, at 5pm. Carried.

85.2021 **Provincial Education Property Tax Mill rate acknowledgment**

(S Koszman/L Kuski): That the Provincial Education Property Tax Mill Rates be acknowledged for 2021 Tax Levy as Agriculture 1.36 mills; Residential 4.46 mills; Commercial/Industrial 6.75 mills; Resource (oil and gas, mines and pipelines) 9.79 mills. Carried

86.2021 **124 1st Avenue South Sewer bill**

J Achtymichuk/R Mamer: That the Town pay \$1115.55 for Sewer issues at 124 1st Avenue South, to C R Plumbing. Town will be repairing a disjointed connection and section of sewer pipe. Carried.

87.2021 **South Saskatchewan Ready Incorporation**

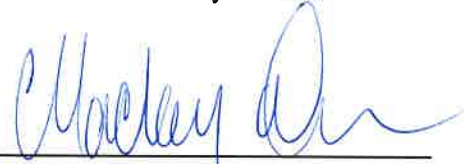
R Mamer/S Koszman: That the Town of Coronach supports the South Saskatchewan Regional Economic Partnership, as South Saskatchewan Ready in their enterprise to form a Non-Profit Corporation. Carried.

88.2021 **Dr. Recruitment Invoice 2020**

J Achtymichuk/S Adam: That the Town of Coronach will not contribute to the 2020 invoice for the Dr. Recruitment fund, Assiniboia. Carried.



Mayor Calvin Martin



Catherine MacKay-Wilson, CAO

Town of Coronach
Monthly Financial Statement - Condensed
For the Period Ending March 31, 2021

	<u>Current Month</u>	<u>Year to Date</u>	<u>Budget 2020</u>	<u>Var to Budget %</u>
Revenues				
Taxation	(44)	11,191		
Fees and Charges	19,479	28,040		
Utilities	72,633	69,837		
Grants in Lieu of Taxes & Surcharges	5,993	17,155		
Investment Income and Commissions	2,856	3,421		
Total Revenues:	100,917	129,644	0	0.0
Expenditures				
General Government Services	11,586	56,098		
Protective Services		804		
Transportation Services	16,884	47,529		
Environmental Health Services	15,006	29,476		
Planning and Development Services	161,067	317,872		
Recreation and Cultural Services	1,462	53,760		
Utilities	168,359	210,011		
Total Expenditures:	374,364	715,550	0	0.0
Change in Net Financial Assets	(273,447)	(585,906)	0	0.0
Total Change in Net Assets	(273,447)	(585,906)	0	0.0

Account Balances	<u>Current</u>	<u>Year to Date</u>	<u>Balance</u>
Municipal Taxes Receivable			
Municipal - Tax Receivable - Current	(1,094)	(2,339)	(28,918)
Municipal - Tax Receivable - Arrears	(7,492)	(19,143)	148,602
Total Municipal Taxes Receivable:	(8,586)	(21,482)	119,684
Cash - On Hand - Petty Cash			100
Cash - Credit Union	(324,714)	(557,819)	278,232
Cash - Tourism Consolidation 50%			18,909
Cash - High Int. Savings# 1 THRIVE		(350)	1,994
Cash - CIBC	1,285	6,795	13,922
Cash - Non-Redeemable Equity #1			530
Cash - Redeemable Equity #1			59
Redeemable Term Deposit	2,625	2,625	152,625
Cash - Savings2 Ec Dev Funds		1	6,294
Cash - HIS3 - Deep South EcDev Funds	57	165	667,459
Credential Security Investments			433,554

Certified correct and in accordance with the records

Presented to council on

April 9, 2021
(Date)


Mackay-Wilson

Town Administrator, Town of Coronach



Calvin Martin
Mayor, Town of Coronach

*Note Provincial Funds Grant are no included in this report December 2020. Previous Monthly financial statements this year would include the \$666,666.00 Fund for Regional Economic Development.

Report Date
2021-04-12 2:55 PM

Town of Coronach
List of Accounts for Approval
As of 2021-04-12
Batch: 2021-00022 to 2021-00028

Page 1

Payment #	Date	Vendor Name Invoice #	Reference	Invoice Amount	Payment Amount
Bank Code: BANK - BANK					
Computer Cheques:					
8101	2021-03-30	Southland Co-operative Ltd Feb 2021 stmt	Southland Feb '21 statement	1,553.59	1,553.59
8102	2021-03-30	Korey Egan Taxpayment 4&5	Taxpayments 4 & 5	250.00	250.00
8103	2021-03-30	Saskatchewan Health Authority 3374102 3374104 3374103	Water sample Water sample water sample	23.00 23.00 23.00	69.00
8104	2021-03-30	Schnell Enterprises 2952	S'toon-instrument calibration	1,050.00	1,050.00
8105	2021-03-30	SGI Auto Fund 402KRN	1982 Chev 2500	908.58	908.58
8106	2021-03-30	SUMA Benefits Program Apr 2021 remit	SUMA - March 2021	722.06	722.06
8107	2021-03-31	Choquer Excavating 114 115 116	Excavate lines, 2 shut offs Supply & install SS ladders Replace breathers, overflows	78,221.70 21,978.00 23,587.50	123,787.20
8108	2021-04-13	Void during printing			
8109	2021-04-13	Acklands Grainger Inc 9837299990	Clipboards for WTP	215.85	215.85
8110	2021-04-13	B&A Planning Group 51241	Reservoir Resort Development	1,379.99	1,379.99
8111	2021-04-13	Coronach Community Hall Board 07-21	Hall rental-Mar 16 meeting	125.00	125.00
8112	2021-04-13	Coronach Rec Board - Newslette 23	Town highlights	84.00	84.00
8113	2021-04-13	Coronach Community Fitness BDBG1	Business District Beautificati	133.20	133.20
8114	2021-04-13	C.R. Plumbing Ltd. 3157	Re: Joanne Hawks sewer issue	1,115.55	1,115.55
8115	2021-04-13	Cy's Auto Glass 12848	Glass for door at tourism	18.49	18.49
8116	2021-04-13	Delco Automation Inc M25484	alarm system	10,722.60	10,722.60
8117	2021-04-13	The Drain Surgeon 153208	Sewer inspection-town office	449.77	449.77
8118	2021-04-13	Sharni-Lee Fulton Cleaning -29	Monthly Office Cleaning	133.20	133.20
8119	2021-04-13	Hach Sales & Service Canada LP 244938	calibration kit	441.90	

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		245475	KTO reagent set	307.32	749.22
8120	2021-04-13	Hart Electric 90070	Trenching & 28M Teck90 line	1,033.17	1,033.17
8121	2021-04-13	Hicks Welding 472633	weld flower stand on centre st	94.50	94.50
8122	2021-04-13	Huber Radio Ltd 000472	Do not use the water	1,008.00	1,008.00
8123	2021-04-13	Kevin Olson 39074	onsite potable water	5,407.50	5,407.50
8124	2021-04-13	Perry, Don To Apr 8, 2021	40 hrs @ 18.00	720.00	720.00
8125	2021-04-13	Pillar Systems Inc PS20007-01	Asset Management	16,017.75	16,017.75
8126	2021-04-13	Pub Sask- Queens Printer 242827	Publications Saskatchewan	30.00	30.00
8127	2021-04-13	Saskatchewan Health Authority 3375324 3376378 3376377	water sample Water sample water sample	23.00 23.00 23.00	69.00
8128	2021-04-13	Schnell Enterprises 2959	pick up chlorine in Moose Jaw	236.25	236.25
8129	2021-04-13	Staples Business Advantage 55651097	OFFICE SUPPLIES	50.79	50.79
8130	2021-04-13	Uline Shipping Supply Issued To: Uline Canada Corporation 8028102	Storage cabinet for WTP	1,425.24	1,425.24
8131	2021-04-13	ZEE MEDICAL SERVICE CO. 178723	Restock 1st aid	63.23	63.23
Other:					
9-Man	2021-03-25	Wallace, Sean SSREP-9	Deep South RPIS monthly cont	13,125.00	13,125.00
23-Man	2021-03-25	Poplar River Pharmacy Libraryrent-23	Library Rent	787.50	787.50
26-Man	2021-03-25	Heidi Watson Web-26	Website monthly fee	49.99	49.99
71-Man	2021-04-15	Concentra Lease Payment Lease-28	Concentra Lease payment	8,113.60	8,113.60
103-Man	2021-03-15	SOUTHERN COMFORT SPRAY FOA 103	Paint and materials deposit	10,000.00	10,000.00
105-Man	2021-04-15	SOUTHERN COMFORT SPRAY FOA 105	Painting - WTP	4,825.16	4,825.16
47-Man	2021-03-26	SaskPower 2118-0059-1847	Acct ending in 5748	69.22	69.22

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Payment #	Date	Vendor Name Invoice #	Reference	Invoice Amount	Payment Amount
1853-Man	2021-03-26	SaskPower 2118-0059-1853	Acct ending in 8336	34.31	34.31
1854-Man	2021-03-26	SaskPower 2118-0059-1854	Acct ending in 8815	43.60	43.60
2067-Man	2021-03-26	SaskPower 2250-0058-2067	Acct ending in 3029	630.81	630.81
2102-Man	2021-03-29	Amistra Consulting Ltd. SRP-2102E SRP-2102	Fesability Studies - Expenses Feasibility Study under #16699	533.40 58,642.50	59,175.90
2103-Man	2021-03-25	Kelsey Manske 2103	WD CDO monthly contract	4,410.00	4,410.00
4027-Man	2021-04-08	SaskPower 2019-0061-4027	Acct ending in 7058	33.11	33.11
4063-Man	2021-03-26	SaskPower 2415-0056-4063	Acct ending in 5319	43.70	43.70
5442-Man	2021-03-26	SaskPower 2283-0056-5442	Acct ending in 1879	33.55	33.55
5834-Man	2021-03-29	SaskPower 1656-0064-5834	Acct ending in 4408	366.06	366.06
6158-Man	2021-03-26	SaskPower 1920-0062-6158	Acct ending in 4391	124.93	124.93
6306-Man	2021-04-08	SaskPower 3339-0039-6306	Acct ending in 1751	100.42	100.42
6535-Man	2021-03-25	SaskPower 2679-0054-6535	Acct ending in 9533	154.49	154.49
6536-Man	2021-03-25	SaskPower 2679-0054-6536	Acct ending in 9731	502.22	502.22
6537-Man	2021-03-25	SaskPower 2679-0054-6537	Acct ending in 9939	88.63	88.63
6761-Man	2021-03-29	May-B Sew Stitchery 6761	Clothing, etc with logo	6,344.47	6,344.47
7253-Man	2021-04-08	SaskPower 0864-0066-7253	Acct ending in 9561	834.30	834.30
7922-Man	2021-04-08	SaskPower 1887-0062-7922	Acct ending in 9344	2,252.34	2,252.34
8934-Man	2021-03-26	SaskPower 2184-0058-8934	Acct ending in 1378	657.14	657.14
9592-Man	2021-04-08	SaskPower 2217-0057-9592	Acct ending in 9300	194.94	194.94
31046-Man	2021-04-15	ALS Enviroment 3311131046	Water Sample	22.05	22.05
221-Man	2021-03-22	Sasktel Mar 2021 cell	Cell phones March 2021	229.08	229.08

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Town of Coronach
List of Accounts for Approval
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ayment #	Date	Vendor Name Invoice #	Reference	Invoice Amount	Payment Amount
32221-Man	2021-03-22	Sasktel - Land Lines Mar 2021 landl	Landlines February 2021	1,011.91	1,011.91
33083-Man	2021-04-15	ALS Enviroment 3311133083	Water Sample	22.05	22.05
33484-Man	2021-04-15	ALS Enviroment 3311133484	Water Sample	22.05	22.05
40821-Man	2021-04-08	SaskEnergy March 2021 bill	All SaskEnergy	1,906.65	1,906.65
43182-Man	2021-04-15	MacKay Wilson, Catherine 43182	Activation fee & prepaid card	66.60	66.60
96723-Man	2021-04-15	SUMA ADVANTAGE- Purchasing 000096723	Water Sample postage	1,334.94	1,334.94
116121-Man	2021-03-31	Municipal Employees Pension PI File # 116121	File 116121 Emp # 02138	1,323.66	1,323.66
116139-Man	2021-03-31	Municipal Employees Pension PI File #116139	File # 116139 Empl 02138	1,336.96	1,336.96
265654-Man	2021-04-15	Purolator Courier Ltd. 447265654	Deliver parts for WTP door	20.03	20.03
308893-Man	2021-04-15	Success Office Systems 308893	freight for toner cartridge	15.75	15.75
J43999-Man	2021-04-12	Minister Of Finance EPT Mar 2021 remit	March 2021 EPT	1,711.28	1,711.28
804625-Man	2021-03-23	Receiver General Of Canada Mar 2021 remit	March 2021 payroll remittan	7,689.04	7,689.04
914933-Man	2021-03-25	TAXI Canada Ltd. 20170914933	Comm brand 20170914933	16,960.00	16,960.00
914934-Man	2021-03-25	TAXI Canada Ltd. 20170914934	Branding 20170914934	21,200.00	21,200.00
914935-Man	2021-03-26	TAXI Canada Ltd. 20170914935	SSREP Brand fees 20170914935	31,005.00	31,005.00
914936-Man	2021-03-26	TAXI Canada Ltd. 20170914936	Feas study collateral branding	4,770.00	4,770.00
914937-Man	2021-03-26	TAXI Canada Ltd. 20170914937	Branding SSREP Study mats	530.00	530.00
914938-Man	2021-03-26	TAXI Canada Ltd. 2017091493	Food Sec brand 20170914938	530.00	530.00
3122021-Man	2021-03-25	Martin, Ken & Donna Mar 12, 2021	Sub contract labour Mar 8-12	732.88	732.88
3262021-Man	2021-03-26	Collabria -Payment Processing Feb 2021 stmnt	Feb 2021 stmnt	138.20	138.20
4002021-Man	2021-03-25	Pritchard, Colleen Whistlestop Apr	Office - K Manske CDO April	500.00	500.00
7513321-Man	2021-03-25	Wallace, Sean			



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Town of Coronach
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As of 2021-04-12
Batch: 2021-00022 to 2021-00028

Payment #	Date	Vendor Name Invoice #	Reference	Invoice Amount	Payment Amount
		7513321CCA	Deep South Regional PIS	266.27	266.27
7781185-Man	2021-04-15	Loraas Disposal 7781185	March 2021 statement	15,035.94	15,035.94
				Total for BANK:	390,998.46

Certified Correct This April 12, 2021



Mayor



Administrator
April 13 2021

Date Printed
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**Town of Coronach
Bank Reconciliation - Summary**

Page 1

Cash - Credit Union
For Ending Date 2021-03-31

110-110-120 - Cash -Credit Union

GL Balance to 2021-03-31

278,148.27

Service Charges:

-82.13

Interest Charges:

0.00

Interest Revenue:

165.72

Adjusted Book Balance

278,231.86

Bank Statement Balance:

468,429.98

Deposits in Transit: 2,433.14

Outstanding Payments: -192,631.26

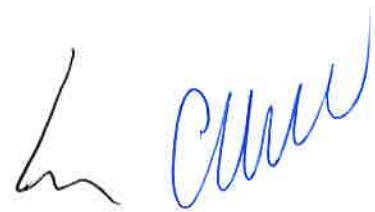
Total Uncleared: -190,198.12

-190,198.12

Adjusted Bank Balance

278,231.86

Notes



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**Town of Coronach
Bank Reconciliation - Summary**

Page 1

Conexus HIS #1
For Ending Date 2021-03-31

110-110-130 - Cash - High Int. Savings# 1

GL Balance to 2021-03-31 **1,993.59**

Service Charges: 0.00
Interest Charges: 0.00
Interest Revenue: 0.08

Adjusted Book Balance **1,993.67**

Bank Statement Balance: **1,993.67**

Deposits in Transit: 0.00
Outstanding Payments: 0.00
Total Uncleared: 0.00 **0.00**

Adjusted Bank Balance **1,993.67**

Notes



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**Town of Coronach
Bank Reconciliation - Summary**

Page 1

CIBC ***0415**
For Ending Date 2021-03-31

110-110-140 - Cash - CIBC

GL Balance to 2021-03-31 **13,930.18**

Service Charges: -8.00
Interest Charges: 0.00
Interest Revenue: 0.00

Adjusted Book Balance **13,922.18**

Bank Statement Balance: **13,922.18**

Deposits in Transit: 0.00
Outstanding Payments: 0.00
Total Uncleared: 0.00

Adjusted Bank Balance **13,922.18**

Notes



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**Town of Coronach
Bank Reconciliation - Summary**

Page 1

Conexus Non-Redeemable Equity #1
For Ending Date 2021-03-31

110-110-150 - Cash - Non-Redeemable Equity

GL Balance to 2021-03-31 **529.64**

Service Charges: 0.00
Interest Charges: 0.00
Interest Revenue: 0.00

Adjusted Book Balance **529.64**

Bank Statement Balance: **529.64**

Deposits in Transit: 0.00
Outstanding Payments: 0.00
Total Uncleared: 0.00

Adjusted Bank Balance **529.64**

Notes



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**Town of Coronach
Bank Reconciliation - Summary**

Page 1

Redeemable Equity Account
For Ending Date 2021-03-31

110-110-160 - Cash - Redeemable Equity #1

GL Balance to 2021-03-31 **58.85**

Service Charges: 0.00
Interest Charges: 0.00
Interest Revenue: 0.00

Adjusted Book Balance **58.85**

Bank Statement Balance: **58.85**

Deposits in Transit: 0.00
Outstanding Payments: 0.00
Total Uncleared: 0.00 **0.00**

Adjusted Bank Balance **58.85**

Notes



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**Town of Coronach
Bank Reconciliation - Summary**

Page 1

Redeemnable Term Deposits
For Ending Date 2021-03-31

110-110-170 - Redeemable Term Deposit

GL Balance to 2021-03-31 **150,000.00**

Service Charges: 0.00
Interest Charges: 0.00
Interest Revenue: 2,625.00

Adjusted Book Balance **152,625.00**

Bank Statement Balance: **152,625.00**

Deposits in Transit: 0.00
Outstanding Payments: 0.00
Total Uncleared: 0.00

Adjusted Bank Balance **152,625.00**

Notes



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Town of Coronach
Bank Reconciliation - Summary

Page 1

Conexus HIS #2 Savings Acct
For Ending Date 2021-03-31

110-110-171 - Cash - Savings2 Ec Dev Funds

GL Balance to 2021-03-31 | **6,294.20**

Service Charges: 0.00
Interest Charges: 0.00
Interest Revenue: 0.27

Adjusted Book Balance **6,294.47**

Bank Statement Balance: **6,294.47**

Deposits in Transit: 0.00
Outstanding Payments: 0.00
Total Uncleared: 0.00 **0.00**

Adjusted Bank Balance **6,294.47**

Notes



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**Town of Coronach
Bank Reconciliation - Summary**

Page 1

Conexus HIS 3 - Deep South Provincial\$
For Ending Date 2021-03-31

110-110-180 - Cash - HIS3 - Deep South EcDev

GL Balance to 2021-03-31 **667,402.43**

Service Charges: 0.00
Interest Charges: 0.00
Interest Revenue: 56.68

Adjusted Book Balance **667,459.11**

Bank Statement Balance: **667,459.11**

Deposits in Transit: 0.00
Outstanding Payments: 0.00
Total Uncleared: 0.00

Adjusted Bank Balance **667,459.11**

Notes





TOWN OF CORONACH

/COMMUNITY BRANDING

/APRIL 2021



<p>Primary</p> <p>R: 171 G: 36 B: 34</p> <p>C: 24 M: 83 Y: 75 K: 11</p> <p>HEX: AB2422</p>	<p>Secondary</p> <p>R: 222 G: 84 B: 20</p> <p>C: 11 M: 65 Y: 89 K: 2</p> <p>HEX: DE5414</p>	<p>Secondary</p> <p>R: 69 G: 50 B: 41</p> <p>C: 50 M: 54 Y: 60 K: 46</p> <p>HEX: 453229</p>	<p>Secondary</p> <p>R: 81 G: 174 B: 38</p> <p>C: 68 M: 0 Y: 100 K: 0</p> <p>HEX: 51A526</p>
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Gotham Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Gotham Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Gotham Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Our headlines look like this.

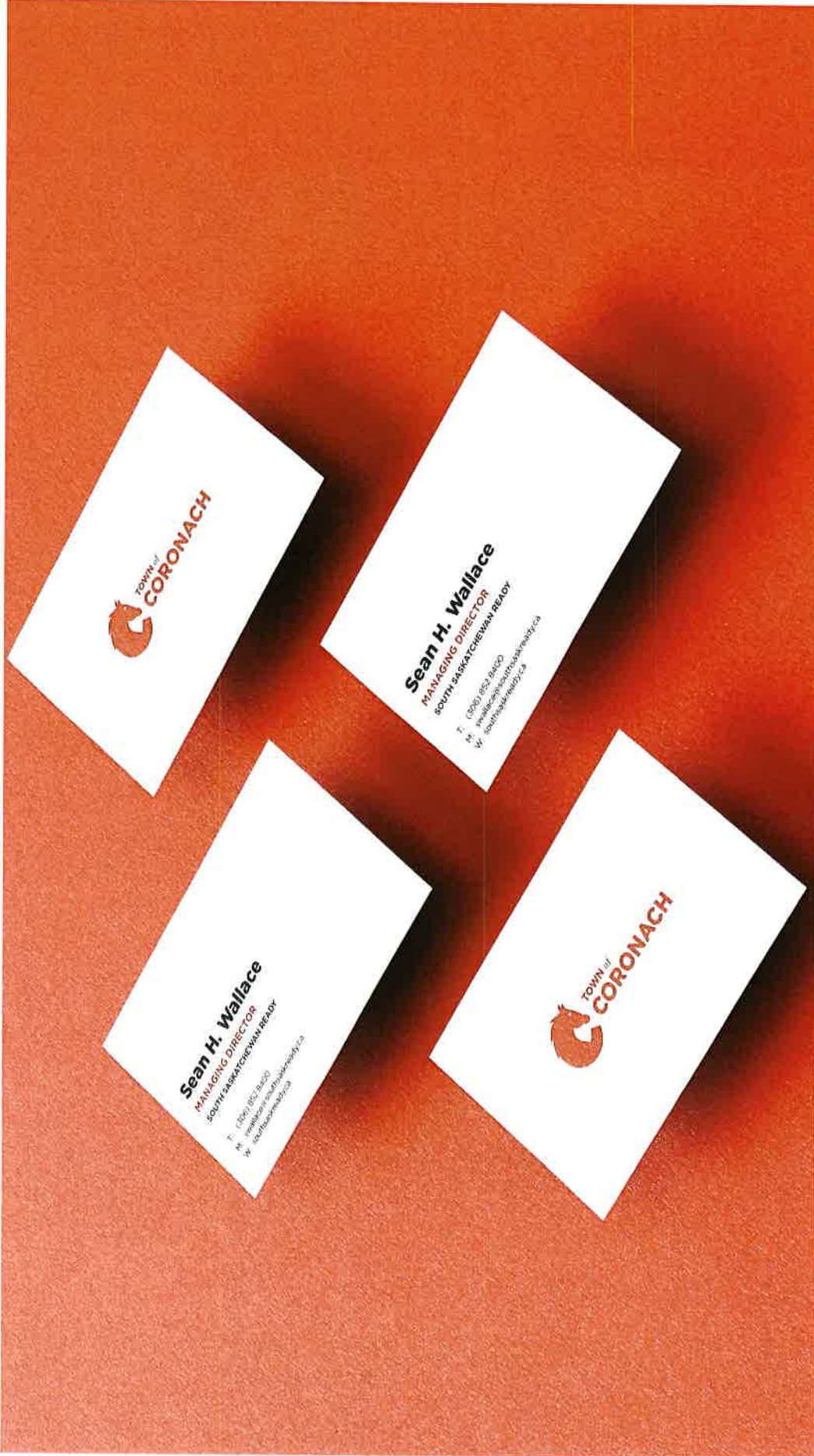
Gotham Black - Sentence Case

And subheads look like this.

Gotham Bold - 2 to 4 point sizes larger
than body copy, sentence case

And this is body copy.

Gotham Book



TAGLINE

Escape the race

Just north of the U.S. border, our warm, welcoming town in Saskatchewan's Big Muddy Badlands may be named for a racehorse, but the pace here is beautifully relaxed. But don't go thinking that relaxed atmosphere means nothing is going on. This is a place full of ambition and potential with a lot to offer the people who come to live, work, play or invest here.

BRAND VOICE

Don't be bland. Your audience may be discovering you for the first time, so keep them interested and **engaged**. Let the spirit of your town and the brand shine through. Be bold, be humorous when appropriate, be proud (but never boastful) when the opportunity arises. Give people a reason to like you, trust you and want to know more.

You should sound professional, but **never overly formal**. Use contractions, for example - 'don't, we're, they'll', rather than 'do not, we are, they will.' It makes you feel modern, friendly and down-to-earth.

Keep sentences **short and concise**, never be long winded. Conciseness makes you look like you mean business, plus people appreciate brevity.

Use **exclamation points sparingly**. Overuse or improper use cheapens your brand.