



Advisory Committee on Aging

Room 206, 2nd Floor, Jubilee Centre
9909 Franklin Avenue, Fort McMurray, AB T9H 2K4

Thursday, October 13, 2022
1:00 PM

Agenda

1. **Call to Order**
 2. **Adoption of Agenda**
 3. **Minutes of Previous Meetings**
 - 3.1. Advisory Committee on Aging Meeting - September 8, 2022
 4. **New and Unfinished Business**
 - 4.1. Wayfinding Engagement
 - 4.2. Administrative Update
 - 4.3. Information Updates
- Adjournment**

Minutes of a Meeting of the Advisory Committee on Aging held in room 206 at the Municipal Offices in Fort McMurray, Alberta, on Thursday, September 8, 2022, commencing at 1:00 PM.

Present:

Henry Hunter, Chair, Wood Buffalo Housing Representative
 Carolyn Evancio, Seniors Resource Committee Representative (via MS Teams)
 Darline Reid, Alberta Health Services Representative (via MS Teams)
 Denise Wilkinson, Senior At Large – Urban (via MS Teams)

Absent:

Luana Bussieres, St. Aidan's House Society Representative
 Ken Saunderson, Golden Years Society Representative
 Ken Ball, Councillor

Administration:

Isela Contreras-Dogbe, Acting Manager, Community and Protective Services
 Heidi Major, Department Administrator, Community and Protective Services
 Caitlin Sheaves, Clerk, Legislative Services

1. Call to Order

Chair Henry Hunter called the meeting to order at 1:18 p.m.

2. Adoption of Agenda

MOTION:

THAT the Agenda be adopted as presented.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Darline Reid
SECONDER:	Carolyn Evancio
FOR:	Evancio, Hunter, Reid, Wilkinson
ABSENT:	Ball, Bussieres, Saunderson

3. Minutes of Previous Meetings

3.1. Advisory Committee on Aging - Meeting – August 11, 2022

MOTION:

THAT the Minutes of the Advisory Committee on Aging Meeting held on August 11, 2022 be approved as presented.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Denise Wilkinson
SECONDER:	Darline Reid
FOR:	Evancio, Hunter, Reid, Wilkinson
ABSENT:	Ball, Bussieres, Saunderson

4. New and Unfinished Business

4.1. Administrative Updates

Accessibility Audit Update

Isela Contreras-Dogbe, Acting Manager, Community and Protective Services, provided an update on the Accessibility Audit, noting that an open house took place on September 7, 2022 at the Jubilee Plaza, where a number of residents attended to express their concerns on accessibility issues in the Region. It was further noted that the scope of work is now in the procurement process, and the request for proposal will be released shortly.

Workplan Resources

Isela Contreras-Dogbe, Acting Manager, Community and Protective Services, provided an update on the resources that are available for the Age Friendly Work Plan, noting that there are new supports in place to support the seniors' portfolio, and a resource plan will be completed to determine the resources that are needed to best support this portfolio.

Snow Angels Program and Roll Out Plan

Heidi Major, Department Administrator, Community and Protective Services, provided an update on the Snow Angels Program 2022 - 2023 Roll Out Plan, noting that a communications and engagement plan has been developed to help increase the number of volunteers involved. A further review of communications tactics was provided, including proposed signage, targeted emails, print and radio ads.

The Committee provided feedback on the importance of keeping this program volunteer based, and available to seniors in the Region.

Action Log

Heidi Major, Department Administrator, Community and Protective Services, provided a brief overview of the Action Log noting that a list of the Committee's accomplishments will be provided at the next committee meeting, prior to the Annual Report to Council.

4.2. Information Updates

No information updated were provided.

5. Adjournment

The meeting adjourned at 2:11 p.m.

Chair

Wayfinding Strategy Meeting

Presenters: Jennifer Koppe, Susan Zebedee

Department: 818 studio

Purpose: Phase 2 engagement



REGIONAL MUNICIPALITY
OF WOOD BUFFALO

Sign Family



Pedestrian directional



Gateway monument



Vehicular directional



Banners



Park identification



Trail identification



Pedestrian informational



Trail directional



Sign Family



Pedestrian directional



Gateway monument



Vehicular directional

Sign Family



Park identification



Pedestrian informational



Sign Family



Trail identification



Trail directional



Place marker



Banners



Attachment: Wayfinding Phase 2 Presentation (Wayfinding Engagement)

Typography

Avenir is the primary typeface used in the sign system in both the regular and condensed forms. Avenir is the primary typeface from the RMWB brand.

AVENIR LTE STD MEDIUM

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?!&

AVENIR CONDENSED

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?!&

AVENIR LTE STD HEAVY

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

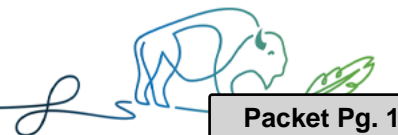
1234567890!?!&

AVENIR CONDENSED DEMI BOLD

abcdefghijklmnopqrstuvwxyz!?!&

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?!&



Typography

Droid Serif is the secondary typeface from the Place Brand and will be used along with Avenir in the signage system.

DROID SERIF REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?!&

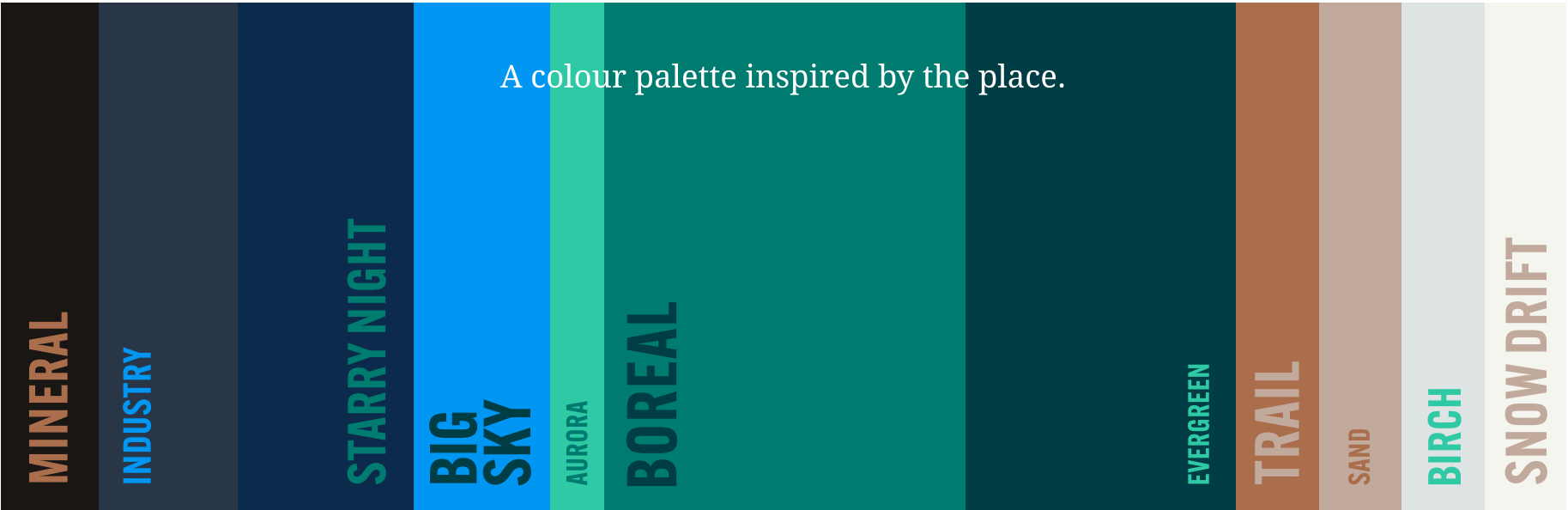
DROID SERIF BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?!&



Colour Palette

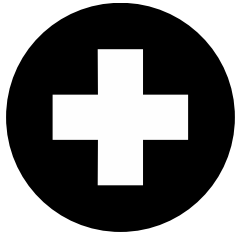
The signage system uses the Place Brand colour palette which is inspired by the rich hues of the region’s natural landscape. The colours work well in signage as they provide sufficient contrast while imbuing colour and vibrancy into the signage system.



Iconography

Set 1

These icons are based on commonly used universal symbols for easy recognition.



Hospital



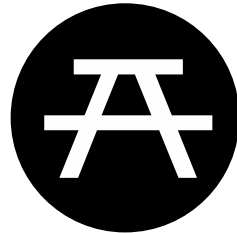
College/University



Parking



Transit



Picnic Area



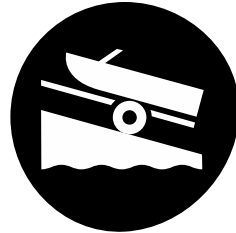
Skating



Playground



Airport



Boat Launch



Wheelchair



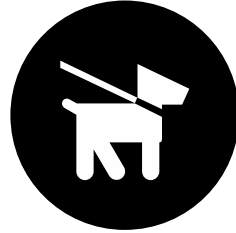
Crosswalk



Park



Bicycle



Dog Park



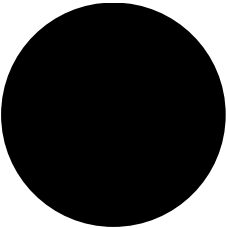
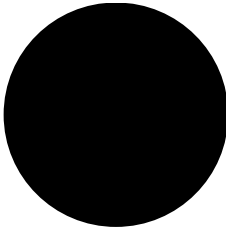
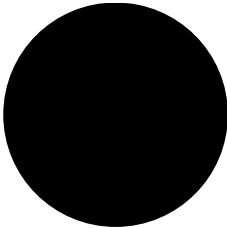
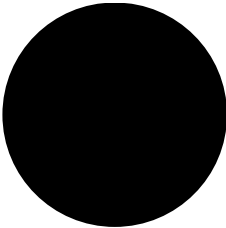
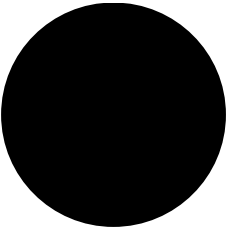


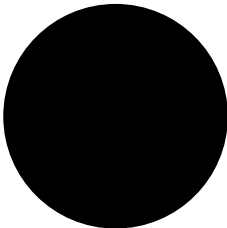

Skateboard



Iconography

Set 2

Variation of icons based on similar imagery as the first set.

				
				
		ort	Boat Launch	Wheelchair
				
Crosswalk	Park	Bicycle	Dog Park	Skateboard

Attachment: Wayfinding Phase 2 Presentation (Wayfinding Engagement)



Iconography

Set 3

Variation of icons based on similar imagery as the first set.



Hospital



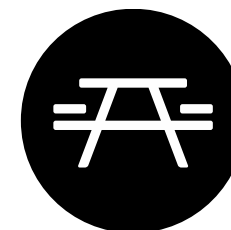
College/University



Parking



Transit



Picnic Area



Skating



Playground



Airport



Boat Launch



Wheelchair



Crosswalk



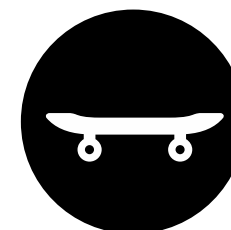
Park



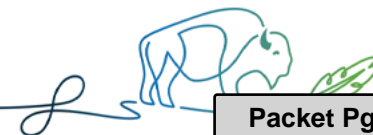
Bicycle



Dog Park




Skateboard




Iconography


These icons are based on commonly used university symbols for easy recognition.




Hospital




College/University




Parking




Transit




Picnic Area




Skating




Playground




Airport




Boat Launch




Wheelchair




Crosswalk




Park




Bicycle




Dog Park




Skateboard




Skating




Playground




Airport




Boat Launch




Wheelchair




Crosswalk




Park



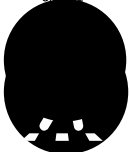
Bicycle




Dog Park




Skateboard




Crosswalk




Park




Bicycle



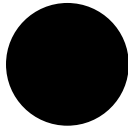
Dog Park



Skateboard



Boat Launch



Wheelchair

icon family set 1

icon family set 2


icon family set 3

- Poll: Which set do you prefer?

Attachment: Wayfinding Phase 2 Presentation (Wayfinding Engagement)

Wayfinding Engagement Workshop

12



Packet Pg. 16

Destination Hierarchy

	Area A (see map)	Area B (see map)	Area C (see map)
Primary	MacDonald Island Park Peter Pond Shopping Mall Provincial Courts	Northern Lights Regional Health Centre Keyano College and Theatre & Arts Centre Heritage Park	Snye Point Snye Point Boat Launch Heritage Shipyard
Secondary	Borealis Park Kiyām Community Park Municipal Building Provincial Building Rotary House	Lions Park Syncrude Sport & Wellness Centre	Haxton Centre
Tertiary	Pioneer Cemetery Mitchell's (former RCMP Barracks) Rivers Casino & Entertainment Centre Golden Years Society Jubilee Centre Jubilee Plaza	Saline Creek Foot Bridge Multi Cultural Association of Wood Buffalo River City Mall	Casselman Lush Memorial Skate Park
Undefined	Markaz ul Islam (mosque) McMurray Gospel Assembly NorthLife Fellowship Baptist Church All Saints Anglican Church of Canada	Church of Christ St. John the Baptist Catholic Parish Multi Cultural Association of Wood Buffalo Fort McMurray Composite High School Dr. Clark Public School Our Lady of the Rivers School	

Attachment: Wayfinding Phase 2 Presentation (Wayfinding Engagement)

Destination Hierarchy Area Map



Attachment: Wayfinding Phase 2 Presentation (Wayfinding Engagement)



Destination Hierarchy - Area A



	Area A
Primary	<div>1. MacDonald Island Park</div> <div>2. Peter Pond Shopping Mall</div> <div>3. Provincial Courts</div>
Secondary	<div>1. Borealis Park</div> <div>2. Kiyām Community Park</div> <div>3. Municipal Building</div> <div>4. Provincial Building</div> <div>5. Rotary House</div>
Tertiary	<div>1. Pioneer Cemetery</div> <div>2. Mitchell’s (former RCMP Barracks)</div> <div>3. Rivers Casino & Entertainment Centre</div> <div>4. Golden Years Society</div> <div>5. Jubilee Centre</div> <div>6. Jubilee Plaza</div>

Attachment: Wayfinding Phase 2 Presentation (Wayfinding Engagement)

Destination Hierarchy - Area B



	Area B
Primary	1. Northern Lights Regional Health Centre 2. Keyano College and Theatre & Arts Centre 3. Heritage Park
Secondary	1. Lions Park 2. Syncrude Sport & Wellness Centre
Tertiary	1. Saline Creek Foot Bridge 2. Multi Cultural Association of Wood Buffalo 3. River City Mall

Attachment: Wayfinding Phase 2 Presentation (Wayfinding Engagement)

Destination Hierarchy - Area C




	Area C
Primary	<div>1. Snye Point</div> <div>2. Snye Point Boat Launch</div> <div>3. Heritage Shipyard</div> <div>4. Borealis Park</div>
Secondary	<div>1. Haxton Centre</div>
Tertiary	<div>1. Casselman Lush Memorial Skate Park</div>


Attachment: Wayfinding Phase 2 Presentation (Wayfinding Engagement)


Vehicular Directional


Vehicular Directional – Single Lines
Maximum 4 Destinations

DOWNTOWN

 Line 1 copy


 Line 2 copy


 Line 3 copy


 Line 4 copy

Vehicular Directional – Multiple Lines
Maximum 2 or 3 Destinations

DOWNTOWN

 Line 1 copy
two lines

 Line 2 copy

 Line 3 copy
two lines

Abbreviations

Full Destination Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
MacDonald Island Park	M	A	C	D	O	N	A	L	D		I	S		P	K				
	M	A	C		I	S	L	A	N	D		P	K						
	M	A	C	D	O	N	A	L	D		I	S							
	M	A	C		I	S	L	A	N	D									
Peter Pond Shopping Mall	P	E	T	E	R		P	O	N	D		M	A	L	L				
	P	E	T	E	R		P	N	D		M	A	L	L					
	S	H	O	P	P	I	N	G		M	A	L	L						
	M	A	L	L															
Provincial Courts	P	R	O	V	I	N	C	I	A	L		C	R	T					
	P	R	O	V		C	O	U	R	T	S								
	P	R	O	V		C	R	T											
Fort McMurray Regional Library	R	E	G	I	O	N	A	L		L	I	B	R	A	R	Y			
	R	E	G		L	I	B	R	A	R	Y								
	F	M		L	I	B	R	A	R	Y									
	L	I	B	R	A	R	Y												



Abbreviations

Full Destination Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Northern Lights Regional Health Centre	R	E	G		H	E	A	L	T	H		C	T	R					
	H	E	A	L	T	H		C	T	R									
	H	O	S	P	I	T	A	L											
Keyano College and Theatre & Arts Centre	K	E	Y	A	N	O		C	O	L	L	E	G	E					
	K	E	Y	A	N	O		C	O	L									
	K	E	Y	A	N	O		C	L	G									
	K	E	Y	A	N	O													
Syncrude Sport & Wellness Centre	S	Y	N	C	R	U	D	E		S	P	R	T		C	T	R		
	S	Y	N	C	R	U	D	E		C	T	R							
	S	P	O	R	T		C	E	N	T	R	E							
Heritage Village	H	E	R	I	T	A	G	E		V	I	L	L	A	G	E			
	H	E	R	I	T	A	G	E		V	L	G							
Snye Point	S	N	Y	E		P	O	I	N	T									
	S	N	Y	E		P	T												



Abbreviations

Full Destination Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Snye Point Boat Launch	S	N	Y	E		P	T		B	O	A	T		L	A	U	N	C	H
	B	O	A	T		L	A	U	N	C	H								
Heritage Shipyard	H	E	R	I	T	A	G	E		S	H	I	P	Y	A	R	D		
	S	H	I	P	Y	A	R	D											
Kiyam Community Park	K	I	Y	A	M		P	A	R	K									
	K	I	Y	A	M		P	R	K										
	K	I	Y	A	M														
Borealis Park	B	O	R	E	A	L	I	S		P	A	R	K						
	B	O	R	E	A	L	I	S		P	K								
Provincial Building	P	R	O	V	I	N	C	I	A	L		B	L	D	G				
	P	R	O	V		B	L	D	G										
Municipal Building	M	U	N	I	C	I	P	A	L		B	L	D	G					
	M	U	N		B	L	D	G											
Lions Park	L	I	O	N	S		P	A	R	K									
	L	I	O	N	S		P	K											
Haxton Centre	H	A	X	T	O	N		C	E	N	T	R	E						
	H	A	X	T	O	N		C	T	R									

Abbreviations

Full Destination Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Casselman Lush Memorial Skate Park	S	K	A	T	E		P	A	R	K									
Avenue	A	V	E	N	U	E													
	A	V	E																
	A	V																	
Street	S	T	R	E	E	T													
	S	T	R																
	S	T																	
Clearwater	C	L	E	A	R	W	A	T	E	R									
	C	L	R	W	T	R													
Waterfront	W	A	T	E	R	F	R	O	N	T									
	W	T	R	F	R	N	T												
	W	T	R	F	T														
Park	P	R	K																
	P	K																	



Thank You



REGIONAL MUNICIPALITY
OF WOOD BUFFALO