



Municipal District of **GREENVIEW**

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Council Highlights – July 28, 2026

Valleyview, Alberta

Support for Regional Tourism Organization Designation

A letter of support will be provided for the Grande Prairie Regional Tourism Association's application to become the designated Destination Marketing Organization for Northwestern Alberta. The designation would support a more coordinated regional approach to tourism promotion, helping communities work together to raise awareness of local attractions, experiences and destinations across Northwestern Alberta.

Council's support recognizes the potential value of stronger regional tourism marketing and collaboration. The letter does not commit Greenview to future membership, participation in governance or any financial obligations.

Greenview Supports RMA Justice Committee Application

Greenview's Deputy Reeve and Councillor Tom Burton received Council's support to apply as the District 4 representative on the Rural Municipalities of Alberta Justice Committee. The committee will examine rural crime, community safety and the criminal justice system, then develop recommendations for policy and legislative reform. This appointment would provide Greenview with a direct voice in this work, helping ensure the experiences and priorities of Greenview and other rural municipalities are considered in recommendations to government.

Greenview will cover the Deputy Reeve's per diem costs if the application is successful, while the RMA will cover eligible travel, accommodation and meal expenses.

Grande Cache Transition House Golf Tournament Gets Greenview Support

The Grande Cache Transition House Society will receive a \$2,000 sponsorship and up to \$100 of in-kind support for the second annual Heart on the Green Golf Tournament, taking place August 29, 2026, at the Grande Cache Golf and Country Club.

Council approved the support to help raise funds for the Society's shelter, intervention, transportation, emergency supplies and outreach services for women and children experiencing violence in Grande Cache and surrounding communities.

New Strategic Plan Sets Greenview's Priorities for the Council Term

Greenview's 2026–2030 Strategic Plan will provide a framework for municipal decision-making, budgeting and work planning over the next four years. Council approved the plan's content, with Administration to complete the final design and formatting before it is released publicly.

The plan establishes four priorities: Driving Proactive Asset Management, Supporting Vibrant Communities, Planning for Our Financial Future and Empowering Economic Success. Key areas of focus include developing a consistent user-fee framework, supporting sustainable community groups, using data to guide recreation decisions, strengthening financial reserves, modernizing municipal processes, and promoting tourism opportunities.

Guided by Greenview's vision of a healthy, safe and sustainable community, the plan will help Council and Administration align municipal services and investments with long-term community needs. It will also provide residents with a clear framework for understanding Council's direction and measuring progress throughout the term.

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Upcoming Events and Meetings

- **August 3, 2026** – Heritage Day Statutory Holiday, All Greenview Administration offices closed
- **August 25, 2026** - Regular Council Meeting, Valleyview Council Chambers
- **August 26, 2026** - Agricultural Service Board Meeting, Valleyview Council Chambers

Media inquiries may be directed to:

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