



GPRTA MINUTES

Grande Prairie Regional Tourism Association Board

December 5, 2018

ATB Entrepreneurship Centre

In Attendance: Johnathan Clarkson, Sandi Neville, Paulette Butler, Karna Germsheid, Barbara Shannon, Isak Skjaveland, Cyndi Corbett, Ed Smith, James Leppan and Jenn Vos

Special Guest: Linda Side, Philip J. Currie Dinosaur Museum Board

Absent: Sean McCallum, Mark Butler-Jenkins, Daryl Beeston Don Whiteford, Clyde Blackburn, Tom Burton

1. Johnathan called the meeting to order at 4:11pm

2. Approval of Agenda:

Moved by Isak Skjaveland – Carried

3. Approval of Minutes:

Moved by Barb Shannon – Carried

4. Introductions – Everyone introduced themselves to Linda Side with their name and organization they are with. Dallas from the ATB Entrepreneurship Centre gave an introduction and a brief summary of what they do at the Centre.

5. Financial Report (Treasurer) – As of November 30, 2018, we have \$204,856.44 in our chequing account. Accounts Receivable is \$11,530.13 which includes contra that we are currently working with each radio station to use up. \$7,425.68 from the DMF and one membership payment with Pipestone Creek Golf Club, Jenn is currently working with the Manager as we had to provide information for her to take back to her board, we are just waiting to hear back. Prepaid Advertising includes our 2019 Milepost & Good Sam Advertising which is for the DMF. We have \$1,000 for prepaid travel which is for the 2019 Shift Conference. There are no accounts payable as of November 30, 2018. All contracts have been billed and payment have been received for 2018.

Motion made by Cyndi Corbett to approve financial report, seconded by Karna Germsheid - Carried

6. GPRTA President's Report: We had an executive meeting the other night and will let James discuss those items in his report. I did email Clyde Blackburn a month ago and he advised that the City would be going into the Community group budget deliberations on December 19, 2018, he will have more information for us then. James and I just received the Community Group funding application update form from the City of Grande Prairie, we are looking at the 3% roll back in funding from the City. Update on the DMF, we have two hotels that have given notice to withdraw from our DMF, the DMF committee will be meeting with the Owner to discuss what is happening moving forward. We have developed a website, social media for the DMF. We have a lot of work a head of us but lots of exciting things happening moving forward. Karna suggested that all DMF groups work together and with combined efforts, so much can be done for our Community if we work together.

7. Executive Director/Action Items:

(period November 1 – December 5) Moving forward, I would like to spend less time on what we have done and cover more on what needs to be done moving us forward.

Meetings/Events:

NOV.2 Meeting with Shane Bourke (Chief of Staff) with Barb regarding Guide & working with City, especially Strategic Marketing Group
NOV.5 Experience Essentials Workshop at Dino Museum – well attended, nice to see variety of attendees including accommodations, City, regional and operators
NOV.6 Meeting with Marti and Tracey (Travel Alberta) regarding our needs and 2019-20 planning
NOV.6 BIG Tuesdays – at the Office (Pomeroy Hotel)
NOV.6 “When East Comes West” KUBOTA exhibit unveiling at Four Points by Sheraton
NOV.7 Staff CAP training
NOV.8 GPRTA/DMF meeting at Big Country/Q99 and Everything GP w/ Breanna
NOV.8 AWG 2022 Community Support Meeting
NOV.13 RAM – meeting/tour
NOV.13 Staff Northern Light Show Gala
NOV.15 ATB Entrepreneur Centre – Ryan Blais ‘Digital Trifecta’ – Social media, Search and Website
NOV.16 GP Tourism APP – telephonic meeting with Jenn/organizers
NOV.16 Staff Christmas Party at the Dunes – Dueling Pianos
NOV.21 Meeting at Image Design re: DMF website, GPRTA website, Guide & “z-card” maps (w/ Jenn)
NOV.21 ATB event at Pomeroy Hotel – Economic Outlook for Alberta for 2019 (Todd Hirsh)
NOV.22 Kubota Exhibit – opening at AGGP
Nov.23 Cooperative Marketing Proposal meeting w/ Jenn re: #SkiNorthAB
Nov.23 Rotary with Don Whiteford
Nov.23 AWG 2022 Community Support Meeting
Nov.26 Staff meeting – Centre 2000
Nov.26 Telephone meeting with Jim Barr (Seekers) re #SkiNorthAB (Cooperative Marketing) proposal
Nov.27 Growing the North meeting – Chamber
Nov.27 DMF meeting – Encore by Service Plus Inn & Suites
Nov.28 JAMES OFF
Nov.29 BDO – Chamber Mixer
Nov.29 Downtown Association – End of Year Mixer at Grant Berg Gallery
Nov.30 Telephone meeting with TA – Christopher & Jeanine (ATIS)
Nov.30 IAT meeting
DEC.3 Meeting with Murray Driver re: bus wraps for DMF
DEC.3 Executive Board meeting
DEC.4 Telephone meeting with Jim Barr (Seekers) re #SkiNorthAB (Cooperative Marketing) proposal
DEC.4 Tenant meeting – Centre 2000
DEC.4 BIG Tuesdays – Concrete Stone & Tile
DEC.4 ATB end of year event – Centre 2000
Upcoming meetings/conferences –
DEC.6 AGM – Chamber of Commerce – Centre 2000
DEC.6 BSN meeting (County)
DEC.7 DMF Marketing committee meeting at Four Points w/ Don Moon, Joel Hollingsworth & Breanna
DEC.11 Hampton Inn – Holiday Mixer
DEC.12 IAT Mixer
DEC.13 Chamber Monthly Mixer: Sandman hotel
DEC.17 Intercouncil meeting – IAT
DEC.18 Growing the North meeting (Chamber)
Office closed 24 - January 1 (VIC open except Dec.24-26; Dec.31-Jan.1)

News/notes:

- Social media campaign for 2022 AWG is happening – GPRTA released two news releases for Jon Montgomery and Jim Barr respectively
- Update on AGGP Kubota Exhibit
- Supporting Downtown Association with Santa Parade (Mittens donated)
- Update on the CAP
- Reach FM – utilising our last contra ads for holiday wishes
- Tradeshows - Belt Drive Betty CMTA booth at Calgary (Jan4-6) Edmonton (Jan 11-13); Growing Rural Tourism Conference (Feb11-13) in Camrose; Growing the North (Feb20-21) in GP; Alberta Gift Fair (Feb24-26 – Jenn & Crystal); Petroleum Show (May15-16)
- Awaiting our budget to determine further tradeshows/conference
- Letter of Support for AWG 2022 from GPRTA, DMF and Holloway Group received & sent out
- Cooperative Marketing: Misery Mountain Ski Hill Approval received for \$13,400
- SkiNorthAB campaign has launched!
- Update RFP for consultant for Cares Grant: Destination Marketing Plan
- Budget discussions for 2019
- VIC Gift shop promotion – Black Friday & 12 Days of Christmas utilising member prizes
- Staff meeting – update & tasks
- Website update & future plans 2019, including ATIS integration & TA cooperative marketing funds
- GP Tourism App update
- Z-cards option for current map; separate into GP and then Surrounding areas (Image Design)
- Facilitated AWG letters of support for Holloway Group, Hampton, DMF and GPRTA

8. Old Business:

- a. **CARES Grant RFP Update** – We were successful in receiving \$35,000 from the grant and matching funds from the County of Grande Prairie of \$10,000 and \$25,000 from the DMF. The RFP is completed and sent out to a few people who have asked for it by the end of January we will have a press release and the contractor hired to do the work, they will have one year to complete the project. Once we receive the applications they will be reviewed and the brought to the board for selection.

9. New Business:

- a. **2019 Budget** – James and Jenn were asked by the Executive to make the budget less convoluted by removing the extra columns that were not required as there is no guarantee that we will receive the increase in the per capita amount but if we do then we can amend the budget at a later date, we need to move forward with what we are doing. We went through the budget and answered questions that arose. Canada jobs grant will cover up to 2/3 of funding for training for Managers and Supervisors.

Motion made by Paulette Butler to approve the 2019 budget as presented, seconded by Sandi Neville - Carried

- b. **GP Guide** – We have given the go ahead to Westkey Graphics to work with us on the guide. We are currently working on contacting our members who have previously advertised with us and offering advertising to them first as a right of first refusal. James and Jenn have been working on some consistency issues with the amounts that have been charged in the past. The executive has asked that we all track our time that goes towards planning the guide and we have started that process this year. There is the Grande Prairie Guide which causes some confusion when asking for people to advertise in ours. We are a traveler's guide and they are more of a relocation guide.
- c. **Website** – We have been jumping through hoops with our GPRTA website to get to up and running to its fullest capacity, the DMF have their own website to be launched any day now.

We have moved to a new vender and they are currently working on the issues on our current website but come January 1, 2019 we will start the process of a new website. We will have value adds by offering landing pages to members as well as the option to have an e-commerce section.

- d. **Tradeshow/Conference Schedule 2019** – We had passed a list of potential tradeshowes at the last meeting, we have started planning and paying for the Tradeshowes that we will be attending in 2019. We will not be attending the Quartzside show in January 2019 but there's potential for attending in 2020. We have sponsored two Motorcycle tradeshowes, which Belt Drive Betty will man our booth and take our information and promote Grande Prairie & Region on our behalf. One tradeshow is in Edmonton the other is in Calgary. We have decided to divide and conquer the tradeshowes, Crystal & Breanna will attend the Edmonton RV Expo from February 7 to 11, 2019, James will attend Growing Rural Tourism February 11 – 13, 2019, James and Jenn will be attending the Growing the North Conference from 20 -21, 2019 and Jenn & Sheila will be attending the Alberta Gift Fair from February 24 – 26, 2019. The Visitor information staff will have to attend Spring Training in May.
- e. **Cooperative Marketing Updates** – We have had two successes, we are the project managers for community groups that require funding through the cooperative proposals. Misery Mountain will receive \$13,400 and the #SkiNorthAB Campaign which includes GPRTA, Nitehawk, Tourism Jasper, Marmot Basin, Fort McMurray Tourism, Kinsoo Ridge Ski Resort, and the Town of Vermilion will receive \$29,840 from Travel Alberta.
- f. **Proposed AGM dates – Thursday 25th April/2nd May** – We are thinking of having a bigger event for our AGM, we will be producing an annual report for 2018. AGM is booked for Thursday May 2, 2019, save the date to go out in the new year. We should look at having a key note speaker to come in and speak. Location of AGM TBD.
- g. **AWG bid update** – The bid has been submitted, both the City of GP & Fort McMurray submitted bids, they created their own logos for the application but were not able to use them, they had to use the AWG logo on the applications. A video was completed of all the facilities and venues from the region that will be used which was submitted with the application. There was 90 pages of support letters included. AWG will be doing a site selection on January 14, 2019 for the day, they will be doing a helicopter tour as well. They will have signage on all digital boards, Johnathan was thinking that the Ski Hill could paint on the hill "We want the Games". All the venues and facilities have been selected.

10. Subcommittee meetings TBA – Marketing; Bylaw Committee

Marketing Committee: Cyndi – Chair, Sandi, James and Breanna

Human Resources: Johnathan – Chair, Paulette, Don

Bylaws and Policy: Karna – Chair, Tom, James and Johnathan

Nominations: Don – Chair, Daryl and James

It's the responsibility of the committee chairs to plan and organize the committee meetings

11. Round Table Discussion:

Linda Side: the Philip J. Currie Dinosaur Museum will be hosting a large portion of the indigenous section of the bid Tour for the Arctic Winter Games. Philip and Iva were up for Al Lakusta Day and they spoke to us about the potential in 2020 for Paleo-tourism, where dinosaur people come from around the world and are escorted by Paleontologists to tour and come for several days to the region. The museum staff said why wait until 2020 why don't we do it next year. This will be launched in the summer of 2019, where you will be able to come and tour on a boat up the wapiti river up to Tumbler Ridge, as there are active sites up there. You can have a snack and get your hands dirty. We are super excited for this to take place. We have a lot of challenges at the Museum largely due to funding. Thanks for having me attend your board meeting.

Paulette Butler: Reno's still ongoing, another 12 rooms will be released by December 15, 2018, we are the host for the Chamber Mixer on Thursday December 13, 2018, please be sure to join us. You will get a tour of the new rooms, snacks and have a beverage.

Barbara Shannon: Be sure to check out everything GP's events calendar as well as Q99 and Big Country's. Here are some events happening in December. Carlstrom Family Green Space at the Art Gallery, Cars for Christmas, GPLT Presents: No Sex Please – It's Christmas, Dino Santa Pictures, GP Synquatics – Winter Water Show and Free Family Fun Day at Nitehawk Tube Zone.

Sandi Neville: still very busy even though there are the ups and downs in the oil field and markets. Its Christmas season and Santa has been around since the beginning of December. The L Spa and the Podollan just celebrated 11 years of service in Grande Prairie.

Cyndi Corbett: We have Christmas craze this Friday December 7, 2018, I have spent 3 hours this morning in the kitchen cooking cookies for Christmas Craze. We have called it Cookies with Council, you get a cookie with your hot chocolate.

Isak Skjaveland: On Thursday December 19, 2018, the Town of Sexsmith will be having their election. There are 6 people three women and three men running for Councillor with two seats open and three individuals running for Mayor. The Candidate forum will be held on Thursday December 13, 2018 at ARW at 7pm. Merry Christmas to all on the board from the Town of Sexsmith

Ed Smith: We had a tremendous Christmas tree drop which 500 – 600 people attended, we have not done this in 30 years. We are hoping to keep doing this tradition.

Johnathan Clarkson: We are making snow, its been a struggle but are making when we can, and the team is doing a great job. We are opening easy street and the chair lifts tomorrow night which is awesome and then temptation will open on Sunday and we can go to full fair. We have been getting a lot of traffic and people coming out to the hill, which is great. Tube park is done and completely open, we have a Christmas party going through right now as we speak. Danial Kram with Remax coming out tomorrow night with about 100 people and Baker Hughes is coming out to do Lugging. Lots and lots of Birthday and Christmas parties happening. Restaurant is still going very well.

12. Next meeting – Wednesday January 30, 2018 at Centre 2000

13. Motion to Adjourn Meeting at 6:00pm – *Cyndi Corbett - Carried*