



GPRTA MINUTES

Grande Prairie Regional Tourism Association Board
May 29, 2019
Al Robertson Room, Centre 2000
530-7pm, dinner served 515

In Attendance: Johnathan Clarkson, Karna Germsheid, Cyndi Corbett, Sandi Neville, Daryl Beeston, Brittany Crouch, Wendy Bosch, Paulette Butler, Isak Skaveland, Linden Roberts, James Leppan

Absent: Tom Burton, Clyde Blackburn, Sean McCallum, Ed Smith, Don Moon

1. Johnathan called the meeting to order at 5:44 PM
Introductions were made as new board members and executive members were present
2. **Approval of Agenda:**
Moved by Isak Skaveland – Carried
3. **Approval of Minutes:**
Moved by Daryl Beeston – Carried
5. **Financial Report (Secretary-Treasurer – Brittany Crouch)** – We are currently sitting at \$272,725.81 in our chequing account

Accounts Receivable:

Accounts Receivable is \$42,850.98 which includes \$30,916.35 from the DMF (received Monday 27th) the remaining is mostly memberships with a couple of Visitor Guide Ads. We have the following new members Broken Tine Orchard, Hey! There Gift Baskets, Petro Pass, Saskatoon Lake Ag Society, Pomeroy Lodging, Pomeroy Hotel & Conference Centre, NorthWest Consultants & Schooley Mitchell, Peace Country Historical Society, Latitude 55, and Casey McLean -BDO.

Accounts Payable:

Accounts Payable is \$31,709.72 which includes Q99, Big Country, McNabb Lucuk LLP, Pitney Bowes, R.G. Strategies, Receiver General and Sportswear Plus.

Johnathan mentioned some details from the financials in the board package – DMO, DMF, VIC and VIS definitions; congratulated us on new members. Daryl asked if the VIC and VIS were ready to go, ED James Leppan confirmed, Summer season started May 17th

Motion made by Sandi Neville to approve the financial report, seconded by Daryl Beeston – Carried

6. **GPRTA President's Report** – Johnathan Clarkson advised that most of his report will be covered by James's Ed Report.
Attended Strategic Workshop focus group with Karna, James for the City's 20-year plan for Tourism, Arts, Culture, Chamber, Retail, Education, Health – group panel discussed assets, strengths, untapped potential, attract more businesses to the city – nice to be back at the table

7. Executive Director Report (period April 1 – May 23)

Meetings/Events

April 1 - Staff meeting
April 2 - DMF meeting
April 3 - GPRTA marketing subcommittee meeting (Beaverlodge)
April 3 - GPRTA board meeting (Beaverlodge)
April 4 - Benefits meeting (Chris – Sunlife)
April 5 - DMP meeting
April 6 - Telephone meeting with Christopher (Coop Marketing)
April 8-12 CDME in Banff
April 14-17 AHLA in Banff
April 18 - Telephone meeting with Jim (Seekers Media)
April 19 - Good Friday (office day for James)
April 23 - Rotary Greenathon – visit schools
April 23 - AGM meeting
April 23 - Rotary Dream Home shift
April 24 - Executive Director Network meeting
April 24 - Rotary Dream Home shift
April 25 - Formal large-scale tourism bid committee meeting w/ Karen & Katie
April 25 - Chamber Business showcase
April 26 - McNabb Lucuk w/ Don (Financials)
April 26 - Rotary lunch meeting
April 26 - Rotary Greenathon – visit schools
April 26 - Jeep wrap consultation (Speedpro)
April 26 - Meeting with Jason (Teepee Creek Rodeo)
April 29 - Travel Alberta meetings in Edmonton (Marty & Christopher)
April 30 - CDME paper complete
April 30 - Tenant meeting
April 30 - AGM meeting (w/ Johnathan re Annual report)
May 2 - Set up AGM
May 2 - DMP meeting
May 2 - GPRTA AGM & GALA
May 3 - DMP meeting w/ City reps
May 3 - DMP meeting w/ MD of Greenview reps
May 3 - Dueling Pianos at the Dunes
May 5 - See Spring Showcase team off (VIC)
May 6 - Ultimate Traveller interview
May 7 - BSN – Best practices for utilizing government hiring programs
May 7 - BIG Tuesdays
May 8 - Rotary After 5 presentation
May 9 - Marketing meeting with Broken Tine (w/Breanna)

May 9 - Meeting with Nelson Scott (Rotary)
May 9 - Meeting with Christine Weighill (Graphic Designer)
May 10 - Meeting with Tamara (Rotary)
May 10 - Rotary lunch meeting
May 10 - Meeting with Sports Connection
May 10 - Meeting with Stompede
May 13-16 Jeep wrap completed
May 14 - BSN steering committee meeting
May 14 - Strategic Planning workshop (City) – Tourism, Arts, Culture, Chamber, Retail, Education, Health
May 15 - Petroleum Show meeting with Gez (Executive Driving services) & Chris (Sunlife)
May 15-16 Petroleum Show
May 18 - International Museum Day
Dino Museum – 1946; HDC – 263; GP Museum – 376
Dino Bus – 203
FB reach – 20,000 (Dino)
May 21 - Welcome Wednesdays Costco run
May 21 - Telephone meeting with Jim Barr (Seekers Media)
May 22 - Meeting with Write Stuff PR (w/Breanna)
May 22 - Staff meeting
May 23 - Meeting with Mike Waddell / Constance Leung (AB EDTT)
May 23 - ATIS status meeting with Jeanine, Marcus & team
May 23 - Canada Day planning meeting
May 23 - Digital Display training

Comments

DMP

Our destination management plan is rolling along. Our first quarter check in will be middle of June. We did see an update at our AGM too from the NWC team. Currently they are working on assisting us to compile funding requests through the (CEF) Western Diversification program for some opportunities identified thus far, thanks to a lead from Holly Sorgen at Community Futures. The ask could be around a few hundred thousand dollars.

SEEKERS MEDIA

Jim and I have been in discussions to launch another cooperative marketing campaign like #SkiNorthAB for our region for the Summer season – Something like #ExploreGrandePeace – bringing in another DMO like Mighty Peace and expanding our reach – we would utilize “Zenseekers” and “Festivalseekers” platforms and bring in interested parties along our itinerary (Broken Tine orchard, Dino Museum, Peace Country Cabins etc)... In the early stages of putting together a strategy – goal is to have something ready in June. Anne Vos with Peace Country Cabins had offered a strategy she called “Ultimate Peace Country Road trip” which we would incorporate into Jim’s plan.

ART GALLERY OF GRANDE PRAIRIE

We received a summary of the Itchiku Kubota “What do the Mountain Spirits Ponder” Exhibition which was very successful.

ROAMING COUNSELING UPDATE

We have compiled a list of events/activities we will be attending into the Summer months. Our jeep is wrapped up and will be named this week. Idea is to use it for all our campaign for AB EDTT but also when attending meetings and events. We have already attended one official Roaming event – Petroleum Show and this week we will attend Stompede providing mobile travel services. We also received our portable digital display on May 2 and we will use it when possible (our first event for this would be Municipal Government Day as we are still testing and training. Dropped off guides for GPREP as requested. 700+ evacuees, Paulette mentioned 30+ rooms booked at Sandman. Linden mentioned 50% discount for evacuees at the Dino museum – offsite events updated later in the meeting. We're paying insurance and gas on the Jeep, DMF covering the wrap, Jeep sponsored by National/Revolution.

MARKETING, ADVERTISING & PROMOTIONS

After my CDME course, I determined the need to create the possibility for us to leverage ourselves as a marketing organization and provide additional marketing services for our members and partners beyond tourism, into branding, design and promotions. We have secured a wholesale account with a vendor that enables us to offer our members paper printing items, signage, business cards, some promotional items etc. We are in the early stages of testing out this program with a member we have created some marketing materials for. Our goal is to offer better than retail rates (since we offer a service as a non-profit to our members). Once we have determined the strategy and program, we will update our membership packages to include this opportunity. Market ourselves outside of tourism alone. HomeGrown Design – non-profit contracted rate for design – already did one member's inserts for presentation folders.

The Tourism Association has partnered with the Regional EMS Foundation for their AED Passport. This program is to raise awareness of the AED's present in public areas in case of emergency. Fellow participants are the Prairie Mall, Eastlink Centre, and GP Museum. The Passport requires individuals to travel to each spot and discover the letters attached to the AED itself. Once all locations are visited, the letters create a phrase. The passport can be picked up at the Tourism Office and the Eastlink Centre. There is a Facebook event page as well. The completed forms must be brought to the Tourism Association to be entered for the prize. The contest runs until 12pm on June 21, 2019. Prizes have been donated by all participating members. 3 winners will be chosen

Our DMF provided some additional marketing dollars (\$15,000) for the Stompede group to assist with the marketing campaign, including the Stomp and Stay package. We also have been selling midway tickets at the VIC to assist the Stompede organizers. Good to collect metrics, slow start to the season. Our annual Tourism Guide is now available - with two cover options – arrived here on May 2. VIC team getting them distributed.

CoOp marketing campaigns that have received approvals are:

(Travel Alberta has funds for events, festivals, communities – look for collaboration, regional marketing gets full 50% - want to see that we are bringing people from outside the region; Discussed ATIS and its value when applying for funding – answered some questions from Wendy Bosch regarding ATIS and its website capabilities and health score.)

BEAR PAW/NITEHAWK – TBA and #EXPLOREGRANDEPEACE TBA

HIGH LEVEL RODEO - \$8150

WORLD JET BOAT CHAMPIONSHIPS - \$8850

BEAR CREEK FOLK FESTIVAL - \$15860

PEACE REGIONAL AIR SHOW - \$15600

FALHER HONEY FESTIVAL - \$8750

GPRTA WEBSITE CONTENT DEVELOPMENT - \$7500

NORTHERN CLASSIC ARM WRESTLING - \$5900

WEBSITE

The technical side of website is complete, we are in the process of reviewing and editing the content now. We do have some funds remaining for further content addition to the website which we are looking at. ATIS side went well and we are in the final testing stages. Launch could be within a few weeks.

COMMITTEES

BSN - Business Support Network in the County is moving from strength to strength.

In May attended – Best practices for Managing Government Hiring programs.

Our next event will be “Cannabis at Work- Employers Obligations Rights & Responsibilities” ...

I am attending the Dino Museum AGM on June 6 and running for the board of the River of Death and Discovery Museum Society.

Breanna is a member of the Strategy & Promotions committee for the DTA.

We are looking at putting together a large-scale sport bid committee, so we don't have to create a new team every time we are looking at bidding for an event

CONFERENCES

I attended CDME in early April and my paper was on moving from a one-night stand into a marriage – essentially moving partnerships from once offs into regular collaborations. Next CDME is in July in Missouri. Will have a more updated report once my paper is marked and I can give a better break down of the program. Destination Marketing Planning was day 1 and 2 (core course) and day 3 and 4 was Destination Partnerships & Innovative Funding.

AHLA convention was a great way for me to connect with AB EDTT and other provincial hospitality providers. Joel Hollingsworth from Four Points was present, along with Travel Alberta's Shelley Grollmus, Attended the Tradeshow and Reception on the Sunday night. On Monday, I attended a Labour Market workshop and some award presentations. On Tuesday, I attended the Insight on Government workshop and further presentations. GPRTA is now an associate member of AHLA. AGM and gala evening was a success, a lot of energy in the room. Elections went well, bylaw changes accepted. Food was great. Overall larger expense than we initially had in mind, but we will fund raise to cover them over the next few months. DMP update provided, marketing report and highlights for 2018. We also did a silent auction (raised approx. \$1300).

STAFFING

We hired two summer staff (MADISON & TAYLOR) from May 1 – mid August through the STEP program. \$8,000 will be received from STEP.

We also hired KRISTA full time to replace SHEILA who is moving to casual.

JENN, CRYSTAL, KRISTA, MADISON and TAYLOR attended SPRING SHOWCASE training. Summer season started officially May 17 – extended hours 830-630. As part of EDTT \$37,000 contract, attended Spring Training.

Bus Tours start first Tuesday of June – Don Whiteford & Sheila Schaab will be tour guides, first practice run June 4th 7pm – 830pm. Tues, Wed and Thurs June, July, August

Welcome Wednesdays June 5th first one until last Wednesday of August

8. Old Business – refer to ED Notes

9. New Business

- a. **Staffing update – labour hours for guide** – Staffing update with ED notes – breakdown of hours as per Visitor Guide –198.05 hours over 6-month period between 6 staff lead by Jenn Vos. Awaiting advertiser payments.
- b. **New sub committees (James)** – Merge marketing sub committees of DMF and GPRTA. Chair remains Cyndi Corbett, along with Don Moon, Brittany Crouch, Wendy Bosch, Sandi Neville – marketing meeting coming up 10am June 12 at centre 2000. Governance – Johnathan, Tom Burton, Karna Germsheid (chair) – policies coming up for review. Fundraising – ad hoc as is needed

- c. **Roaming Schedule (James)** – Attachment passed around and discussed. Any additional events to be sent to info@gptourism.ca
Beaverlodge Summer Fair (Aug.16 and 17) needs to be added – Cyndi
Music events at Dinosaur museum – Linden
Fire Truck Pull (DTA) – Wendy
Reporting on these events as part of our contract
Multiple events – Jeep will be in one place or maybe make it to two places
Johnathan queried about volunteers or board members helping – not for reporting purposes but very welcome. Very beneficial to sport events such as National Fastball championships

2019 Off site events

1. May 16 Petroleum Show
2. May 29 – June 2 Stompede – Evergreen Park
3. June 1 Chautauqua Day – Town of Sexsmith
4. June 8 – 9 1/8 Mile Bracket Race – Beaverlodge Race Strip (Airport)
5. June 15 GP Pride Carnival
6. June 15 – 16 PCORA Mud Bog – Wembley
7. June 17 County open House at the South Peace Centennial Museum
8. June 19 County Open House at the Whispering Ridge School
9. June 20 County open House in Bezanson
10. June 27 Municipal Government Day – Revolution Place / Musko Park
11. June 29 - 30 Rio Grande Rodeo – Rio Grand
12. Last Week of June Rock Downtown
13. July 1 Canada Day – Dependant of staffing needs
14. July 4 & 5 Race the 8 – Rycroft
15. July 11 – 14 TP Creek Rodeo – TP Creek
16. July 17 – 19 Jet Boat Races – Show & Shine Location (usually Centre 2000)
17. July 19 – 21 Street Performers - Downtown
18. July 20-21 Pioneer Days – South Peace Centennial Museum
19. July 19 Ribfest – Montrose Cultural Centre Green Space
20. August 3 – 4 Canadian Death Race – Grande Cache
21. August 9 – 11 Agricultural Fair – Town of Valleyview
22. August 16 – 18 Bear Creek Folk Festival – Muskoseppi
23. TBD Alberta Derby Day – Evergreen Park
24. TBD June Jamboree – Spirit River
25. TBD Fan Appreciation Weekend - Hythe Motor Speedway
26. TBD Grande Prairie Pow Wow – Evergreen park

- d. **SHIFT report (Dino Museum)** – TBA, report coming from Ramona Rollins – will mention it at AGM for Dino Museum on June 6, and will send us a written report, awaiting more details. Johnathan described to the group what SHIFT is all about and that Grande Prairie Region is on the horizon for one in 2021. Destination Canada developed SHIFT, they send you tools, pricing, international tourism. Travel Alberta will be in Grande Prairie in September, looking to host an industry mixer, and hold board meetings at the Dinosaur museum. Johnathan mentioned the TAIC conference in October for networking and for a delegation from Grande Prairie and region so we can have a bigger presence. ALTO award opportunities are being looked at - #SkiNorthAB as a Marketing Partnership nominee.

10. Round Table Discussion:

Cyndi Corbett: Cyndi attending Stompede as visiting dignitary (also Cyndi's birthday). June 8 – Town of Beaverlodge Community Garage Sale. Reaching out to Wapiti Area Synergy Partnership (Oil & gas networking) – open house at Wembley Rec center June 11. Partners looking for opportunities. Want to contribute. Every second Tuesday of the month they have meetings – land-owners, municipalities. Lots of new people coming in for work. Vista, Tidewater, Pipestone, Pembina are examples. June 3- Spirit River soccer

Brittany Crouch: Through EverythingGP, Q99, Big Country all have event calendars for events. Lots of events going on, but the more the better.

Karna Germsheid: National Fastball Championships in August – drive spectators into Downtown core, out to local community areas. Working with GPRTA and DTA to spread the word.

Isak Skaveland: Chautauqua day is June 1 in Sexsmith (GPRTA will be attending as roaming travel counsellors)

Linden Roberts: Jazz on the patio music events are starting. Paleo for a Day is lagging behind in presales. Will be meeting with a journalist in Edmonton with RAM as the backdrop – get some folks to attend 9th and 10th June with journalist and photographer (1-day program – Friday, Saturday or Sunday). Can sign up online or phone visitor's services. Ages 16+ more for adults. \$275 per person. True paleo event – includes two meals. At least one day full – 5 people in a group. Asking for referrals. Someone who likes to be on camera.

Paulette Butler: Lots of evacuees from High level, plus renovations. Looking forward to a busy summer with lots of ball hockey teams.

Wendy Bosch: With no construction, now the DTA can market the City Centre. Lacking visitors to the Core – rather "City Centre" brand. Urban mindset now. Historical pride. Teamed up with regional tourism – marriage makes sense. 400 members in DTA can be offered as something for tourists to attend/visit/go to. Focus on quality of life – where you want to be. Create a want – money will flow. Work with GPRTA on a culture piece – 5 different art galleries can be promoted as a group, some fun interactive stuff. Breanna and Wendy are working with Al's News – focus on the oldest member in the community. "Historical Destination" designation for them. Photo shoot done by Tanya Sedore with him and his parents (95/96 years old). GPRTA recommended someone to write the article. Johnathan suggested looking at cooperative marketing for content development too. June – busking program – tag on with the City's food truck Fridays. Right now, we are paying – some costs as it is a new event. \$5000 cost to share – we need photos and need a consultant to bring in vetted entertainers. 2019, 2020 will need capital, after that the buskers pay us. It is about the experience. Working on a program to bundle gaming stores – Cards, Laser tag, Wonderland etc., "game-hopping". Street Performers and Rotary Ribfest working together to get locals to come downtown. (Johnathan mentioned downtown parking is an issue) most people go downtown for Vegas Night and Street performers and that is it. Tree-lighting/Santa Parade successful. People are looking for experiences. GPRTA needs to grasp the Urban angle for GP. New initiatives for members to get them involved. Breanna mentioned as a part of the Strategic Planning / Promotions committee for DTA and she does a great job. Refacing storefronts is key according to Johnathan – we need to look the part. Some talk about the vacant hotel owned by 214 Place. Talk about the sign "welcome to Grande Prairie" – City Centre and skyline with rope lighting for effect. Permit for patio seating in the Summer – tables, chairs, merchandise tables. Art in the Alley shared grant – must be approved by DTA. James requested Wendy utilize our DMF website to request the busker's sponsorship. Markers will be there for the official busking with enforcement on standby.

Sandi Neville – survived first month at Four Points by Sheraton training. Hosting scuba diving for try it day, busy start to Summer.

James Leppan (with Karna Germsheid) – City identified a gap – we need an existing sport bid committee and tourism should chair that committee. Sports Connection makes recommendations traditionally. Have stakeholders already committed in place, can roll into the host committee. Most sports tourism strategies are a product of the tourism association, formal committee with terms of reference, create a 10-year strategy, have it in existence, with VSB, Regional sports and rec, Sports Connection, other community partners. It needs to be a group effort. Red Deer example is available. Sports Tourism is the biggest tourism driver, for example National Fastball Championships.

Johnathan Clarkson – Nitehawk is open and going strong. Wednesday Bikers program (70 people involved). For next 6 weeks. Summer camp programs July, August. Will be part of Try it Day – June 8th Golf at Bear Paw. June 10 – 200-person race – hosting a patio party on June 22, Solstice ride night. RV park 120% full – building pads where possible. Good for restaurant. 40+ program and ladies' program for downhill riding. Group sites booked up right through to end of September. Would like 83 new stalls. Doug Marshall Golf tournament June 6th at the Dunes – team of 4 \$1000 breakfast, lunch dinner. Raffles and prizes. Annual comedy night program is October 2 with headline comedians for fundraising. Red Arrow was out there for a meeting about tourism opportunities, they're looking to build traffic North. Linden mentioned Telus World of Science wanted to partner with the Dino Museum and Red Arrow could be a great partner for this. Karna mentioned partnering for packaging would be a good idea. Johnathan mentioned reciprocal agreements. Red Arrow bus is handicap accessible.

11. Next Meeting – June 26, 2019 at 5:30 PM to 7:00 PM Nitehawk Year-Round Adventure Park

12. Motion to Adjourn Meeting: at 7:45pm: -*Karna Germsheid* – **Carried**