



GPRTA Board Meeting
Wednesday April 29, 2020
5:30 pm - Zoom Meeting
Meeting Minutes

Present: Johnathan Clarkson (Chair), Karna Germshield (Vice), Linden Roberts, Wendy Bosch, Jackie Clayton, Cyndi Corbett, Tyler Olsen, Sean McCallum, Rebecca Leigh, Chelsea de Reuter, Paulette Butler, Don Moon, Isak Skyavelend, Sandi Neville, Daryl Beeston

Regrets: Brittany Crouch (Treasurer), Hetti Huls,

Staff: Terry Dow, Kimberly Kimpe

- 1) Call To order; 5:31pm **J. Clarkson**
- 2) Approval of Agenda. **S. Neville**
- 3) Approval of Previous Minutes; **D. Beeston approved the previous minutes as presented.**
- 4) Finance Report
 - a) Monthly Update: **Motion to Approve the Finances as reported. P. Butler Motion - C. Corbett – Second – Approved**
- 5) Executive Director Report
 - a) Highlights from meeting with Minister of Tourism Meeting – recovery for Alberta will be slower than any other province in Canada; as their main focus is on the health of the residents; opening will look like mass testing for everyone and tracking cases and contact, stronger border screening, quarantine orders with smart phone apps, masking for mass transit and gathering, no real plan for tourism at this point. Justin Trudeau has not even mentioned the tourism industry in any of the national updates. Terry put out at the beginning of the meeting that this is a good time to look at the tourism levy and DMF levy and maybe have it provincially collected and regulated like other provinces; she had a wonderful response from the other tourism directors. Question from K. Germshield – what is the reason for Alberta to be one of the last and slowest to recover? T. Dow Alberta is facing three challenges right now; COVID-19, the crash in the economy and the global shut down. Comments: K. Germshield has heard different; J. Clayton believes the Economic and Tourism Minister is contradicting the Premier and losing faith in the minister; K. Germshield; there is not a consistent message coming from our governments and there needs to be. Everyone is speculating and making it up as they go along. During the meeting with the minister, Terry's most important item was the collection of DMF funding and tourism levy being allocated to the proper areas as they are both extra taxes and trying to get our fair share of the funding for tourism in the north as her previous experience though out Canada has shown that at times that money is not being utilized properly. – C. Clayton; had concerns and believes that the DMF

funding and tourism levy should have been brought before the members first as the Grande Prairie municipality does not want to take that on as there is too many municipalities across the county have mishandled the DMFs and the Alberta Hotel and Lodging Association has fought that the municipalities do not collect it; any privately DMFs are heavily audited provincially and federally.

- b) 30, 60, 90+ Communication Plan – Terry sent to the board a 30, 60, 90+ Communication plan and we are currently working on the 30 days

6) Marketing Update.

- a) William Joseph; J. Clarkson: the GPRTA and DMF have decided to go with William Joseph based on recommendation on by subcommittee; starting with a COVID-19 soft sell campaign, and doing the background work for when we come out of the restrictions. They are working on the search engine optimization and have all the user names password for the website and social media to start the analytics. No further question or comments were made on the marketing campaign.

7) Roundtable Discussions –

- a) Daryl Beeston – County of Grande Prairie focusing on getting business, parks, and campground ready for when restrictions are lifted; question if we have a lot of people are traveling and are self contained should we be looking for areas that can be used for one night over night camping? J. Clarkson – most times we refer to another DMP or the Wal-Mart parking lots, L. Roberts – museum is not licenced as a campground but have allowed people to stay one night in the parking lot; they just don't provide amenities. J. Clarkson – currently province guidelines are for long term with increase of sanitation and staff on site, Nitehawk is only taking bookings of 4 weeks or more currently.
- b) Issak Skyavelend – Town campground is closed; waiting to hear from AHS to when they can open; had lots of volunteers during the flood and the town did not flood
- c) Tyler Olsen – no updates; minor flooding in one area near Grande Cache
- d) Cyndi Corbett – Beaverlodge town campground; hoping to open May 15, waiting to hear from AHS; C due to COVID-19 cause Gone with the Whisk Catering closed; Town meeting are still going on twice a month
- e) Sean McCallum – Sunset Park Lake Campground is still closed and will stay closed for the year as the managers are seniors. J. Clarkson – good recourse for campgrounds <https://ccrvc.ca/>
- f) Don Moon – Horseracing Alberta is applying for Government funding; horseracing will not continue in Alberta this year without it as most of the revenue is made from casinos at the venues; campground will depend on horseracing, currently the campground is reserved for horseracing people because is horseracing is a go they will be swamped with horse owners, no spectators, know more in 7-10days, will have an isolation area; story in local paper about County of GP helping with funding, starting to install plexiglass in some areas, AGLC has been in to asses the casino for social distancing, Food services has been really good, will have a Mother's Day special; in discussion with having a drive in movie at the park, problems may be washrooms
- g) Chelsea de Reuter – Hythe Campground will be opening on May 7th to self contained units; Hythe business Soups and Scoops has closed, but a new business is going into the old location, hotel is only other food service and they are only doing dinner as take out. Hythe is doing a rebranding process; surveys are ready to go. Hythe is also having a viable survey done as well.
- h) Jackie Clayton – South Bear Creek and Rotary is are still closed; caretaker is on site now at Rotary. Motion was passed to support the province in a region by region opening City of Grande Prairie may be a good place to start some of the opening testing as we

are not affected they way Calgary or other centres were affected, will have the mayor write a letter of offer to the premier on this approach.

- i) Wendy Bosch – Park Hotel is official down with a new development coming up, still running status quo; some events have not yet been cancelled; summer ones may change, working on the details, businesses are struggling, but are settling in rent reduction may be the key. Concerns for the fall and social distancing, and if a second wave many downtown businesses may not survive, another concern is when they start opening up are we going to be categorized as health zone or municipality zone and how will AHS split up the province for lifting restrictions. Focusing on marketing, 20 restaurants in the core that are still doing delivery and curbside pickup: promoting the Park Hotel's story. J. Clarkson – radio stations have downtown association gift card on their auction sites, they can be used at any of the businesses in the downtown core? W. Bosch – yes they are, they are the number one promotion focus for they're members, there is a caveat on the gift card that they may have to wait till businesses open again, and can be used anywhere you can use currency; looking for an online gift card system, one business is easy, multiple business a little more difficult.
- j) Paulette Butler – Hotel is quiet; extended layoffs an addition 60 days, moving forward with reno, offering disaster relief rates for anyone needing them; working on new policies and procedures for cleaning and sanitization, taking care of guest they do have. J. Clarkson – have you reached out to GPREP? GPREP has been in contact
- k) Sandi Neville – same as Paulette; but seen a small spike in stays, still lots of travelers coming thru to go home to Alaska and other northern regions, and little bit of industry workers are staying. Question for Wendy - Where can the Downtown Association gift card be purchased? W. Bosch – Call the Downtown Association and Wendy will have them sent out; J. Clarkson to Sandi – Did you have guests from Bonneville? Yes, some people are wanting to get out of the hot zones and away from their home for a change of scenery.
- l) Linden Roberts – Museum is closed; Saskatchewan is allowing museums to open as a part of their phase one; unsure if Alberta will follow suite, but are preparing to be ready to open if Alberta gives the go ahead, under consideration is a time ticket system so that person can purchase a ticket for a specific time spot, a system like this is what is used at busy museums and exhibitions, this provides a person with a sense of not being in an overfilled museum or having to wait in lined. J. Clarkson – what will you be doing regarding traffic control in the museum? Foot traffic control goes against the grain of how museums work, one of the opportunities they have is to get Canada Summer Work Students, to walk thru and cleaning to help people along and deal with the bottle necks. Summer camps will be worked either online or onsite, working with some international partners and Telus World of Science, but can not unveil full details at this time, no one that is booked for summer camps have cancelled or asked for refunds. Museum of Canada will be joining together to approach the federal government for funding to cover the cost of admission till December, and the museums would offer free admission in exchange to the public just so that they can get people thru the doors as people may not want to go to museums and science centres any more to touch things. No field work this year, the organizations that run the field work in the area are not doing any paleo field work, the museum itself is considering opening the bone bed if possible and run the paleo for a day as they are small groups; this is depended on if the County opens the park and what they are asking for social distancing practices. – Question from Wendy Bosch – How can the paleo for a day increase the number of participants? Linden; Paleo for a day has always been limited to 5 due to area access to the bone bed and space at the site, with people driving themselves to the site this year the museum could increase the number to 8-10 and still remain under the maximum 15; Wendy – after COVID can you apply to the government to not have as much control and increase number of

participants and increase the profit you earn from Paleo for a Day? Linden: the museum is hoping to work toward that; Concern from Karna – would increase the cost and could it dilute from the experience? Linden – the optimum would be to run the program for half a day and have two groups of 15 per day it would require 4 staff members; right now it is 2 staff members for every 5 public, and because it is a paleo site the museum would have to apply for licensing so that the area can remain protected, the Dino Safari down the river would be more viable to have 30 participants in two rafts at a time. Wendy- open opportunities to work with the provincial government as they are wanting Not-For-Profits and Businesses to succeed.

- m) Karna Germshield – Many facilities are closed to end of May, others have cancelled their seasons altogether, concerns right now is the return to play and what that will look like for Sport Tourism, sports organization that are not active the facilities costs is the largest cost in those organizations budgets, does this mean a shift in the type of sports played at those facilities? Currently there is a Provincial Advocacy Group that is a sports leadership group that is meeting with the minister to put together key messages, and advocate for funding to subsidise facility costs even before COVID many municipalities lost grants and funding, a lot of conflicting information on the return to play, larger event that are further away are already pulling the plug do to panic, long ripple effect for sports, some are looking to 2023 already. Great opportunities for low-cost high-quality sporting and finding creative uses for the funding that is coming putting it towards more group sports then individual programming. Running some virtual events, gaming online
- n) Rebecca Leigh – Jackie covered most; main focus is on the Business Resiliency Task Force and planning for the re-opening;/re-covering; City and County Economic departments have partnered with the Chamber; rolling out programs to help business to during this time that include weekly webinars, supporting shop local, business advisor services, and help with website and operational changes; the newest branch falls under GPREP and focuses on open and operating essential services and has reached out to find any problems that they have had in operating with the new procedures of operating, first phase has focusing on data collection to use that to support the next phase of business to reopen. Karna; how is the province been with guidance in the crisis response and unity? Rebecca – regular lines of communication have been focused on the crisis response, GPREP follows similar format, and business aspect is new for GPREP, hoping for more line of communications to open.

8) Other Business – No other business

9) Date of next meeting; Wednesday May 27, 2020 5:30pm via Zoom

10) Meeting adjourned at 6:50pm