



**GPRTA Board Meeting
Wednesday August 26, 2020
5:30 pm, Beaverlodge AB and Zoom
MEETING MINUTES**

In Attendance: Cyndi Corbett, Daryl Beeston, Don Moon*Zoom*, Isak Skjaveland, Johnathan Clarkson (Chair), Karna Germsheild (Vice)*Zoom*, Linden Roberts, Paulette Butler*Zoom*, Sandi Neville*Zoom*, Wendy Bosch, Rebecca Leah (alternate for Jackie Clayton)

Staff: Terry Dow, Kimberly Kimpe

Regrets: Chelsea de Ruiter, Jackie Clayton, Sean McCallum, Tyler Olsen

1. Call to Order & Quorum Determination
 - a. Call to Order at 5:32pm J. Clarkson
2. Consent Items
 - a. Consent Agenda Items:
 - Minutes from previous meeting
 - Financial Report – End of June balance \$336,893.61, July revenue \$43, 660.67, July Expenses \$62, 935.88, July net loss of -\$19,275, End of July balance \$330,806.73; COVID-19 CRA wage subsidy will go until end of December.
 - ED Report
 - Marketing Report
 - Governance Committee Report
 - b. Motion to Accept Consent Agenda – I. Skjaveland – Motion
3. New Business
 - a. BuckWild Sponsorship – T. Dow
 - i. BuckWild proposal sent out; links to GPRTA from BuckWild, booth space in lobby of Revolution Place, complimentary event tickets, logos to appear on Sponsorship page, half page advertisement in event program, recognition of GPRTA as sponsor on promotional material, radio, print and video display; GPRTA to provide information for radio scripts, logos of both GPRTA and the “Grande Plan”, design and provide ad for program.
 - ii. GPRTA \$5000 cash sponsor for each year 2020 and 2021 with option to extend sponsorship an additional 2 years
 - iii. GPRTA has approved a budgeted for advertising and sponsorship and will go ahead with BuckWild PBR
 - b. AGM 2020 – T. Dow
 - i. GPRTA AGM will take place September 10, 2020, detailed email was sent out to covering the COVID-19 protocol.
 - ii. Modeled the AGM as a Grande Plan experience after the Travel Alberta SHIFT.
 - iii. Will have a Zoom link as well for those that cannot attend in person.
 - iv. Cyndi challenged to have auction items donated.

- v. Linden to show Terry and Kim how to use voting on Zoom.
- c. AGM Nomination Report – D. Moon
 - i. Requested to Return – Sandi Neville, Paulette Butler, Johnathan Clarkson, and Linden Roberts
 - ii. New Nominations – Dave Anderson (BuckWild/PRB), Francois Fournier (Retired GPRC Athletic Director), Joanne Peckmen (IMPACT Grande Prairie) and George Emmett (GR8 Solutions)
 - iii. Tuesday, September 1 Terry, Johnathan, Karna, and Don to meet with candidates.
 - iv. C. Corbett – How many open positions are there? With the new policies and vote at AGM on bylaw would open 6 positions on the board plus the vacancy Brittany left. 2 positions are reciprocal, Wendy and Linden are automatically on as Terry is a part of their boards. Total board would have 20 positions.
 - v. Secretary/Treasure is open for a one-year term, will be appointed after the AGM from elected executive board members.
 - vi. D. Beeston – Are the reciprocal members able to send proxies? Yes
 - vii. J. Clarkson – Add the term “or proxy” to the policies
 - viii. K. Germshield – Are reciprocal members allowed to vote? Yes
- 4. Round Table
 - a. Communication with Local Media & Partners
 - i. Wendy Bosch – news media likes controversy
 - ii. Linden Roberts – PJCM has the same problem with the media
 - iii. Karna Germshield – reach out and ask for airtime, spend money on local media to get airtime
 - iv. Johnathan Clarkson – Nitehawk budgets for media time spend, work on building relationships
 - v. Rebecca Leah – events are not stories; look at joint sponsorship and pitch stories.
 - b. Open discussion
 - i. Daryl Beeston – What is the Grande Plan? Radio advertising is not clear. – T. Dow the radio ad was written by William Joseph and board approved.
 - ii. Johnathan Clarkson - Terry should be able to say to William Joseph this is not representing what we want and should have the final say, if the ad is not right. The board has been too involved and needs to back off to allow Terry to do her job.
 - iii. Karna Germshield – Likes the campaign and one ad should not determine the whole.
 - iv. Linden Roberts – Looking at how things are managed it should be one person has the final say, and the board backs them, they can ask for the board’s opinion but feel empowered and backed by the board.
 - v. Terry Dow – Don Whiteford has advertising on the rural radio stations that is geared towards the DMF.
 - vi. Wendy Bosch – Add Board Member reports to the consented agendas, reports to include what is happening and any events going on.
 - vii. Johnathan Clarkson – Marketing Committee meets with William Joseph, Terry, and Gabby every second Tuesday of the month to offer advice. C. Corbett – Any concerns can go to the marketing committee as well.

- c. Terry Dow – Jim Barr with Seekers Media sent links to videos for Hinton, PJCM and Grande Cache; T. Dow to send links to Board Members; Hinton would like Terry to come discuss DMO.
- 5. Date of Next Meeting
 - a. September 23, 2020 5:00pm via Zoom
- 6. Adjourn
 - a. D. Beeston motioned to adjourn meeting at 6:33pm