



**GPRTA Board Meeting
Wednesday July 15, 2020
5:30 pm via Zoom
MEETING MINUTES**

In Attendance: Chelsea de Ruiter, Cyndi Corbett, Don Moon, Isak Skjaveland, Linden Roberts, Paulette Butler, Sean McCallum, Hetti Huls (alternate for Daryl Beeston)

Staff: Terry Dow, Kimberly Kimpe

Guests: Stuart Karol (William Joseph), Kira Sideroff (William Joseph)

Regrets: Brittany Crouch (Treasurer), Daryl Beeston, Jackie Clayton, Johnathan Clarkson (Chair), Karna Germsheild (Vice), Tyler Olsen, Wendy Bosch

1. Call to Order & Quorum Determination

- a. J. Clarkson, K Germsheild and B. Crouch were not in attendance, D. Moon chaired the meeting.
- b. Amendment to move Marketing Update to item 2.
- c. **Call to Order at 5:34pm D. Moon**

2. Marketing Update Presentation: Stuart Karol and Kira Sideroff - William Joseph

- a. Grande Plan campaign was launched Friday, July 10
- b. Refer to attached marketing presentation
- c. Highlights from presentation
 - i. Content themes; Beautiful Peace Country, Open for Business, Outdoor Activities, Inspiration (Grande Prairie Spirit)
 - ii. Social media posting guidelines, 4 main questions to ask 1) Does it fit the approved content theme? 2) Does it promote tourism? 3) Does it feel like an ad? 4) Does it align with recommended posting frequency?
 - iii. William Joseph is requesting 24 to 48-hour notice with strong worded captions for any content you want shared, also include numerous clean images, context, and important details
 - iv. William Joseph will provide feedback as to why if a post does not fit GPRTA brand or scheduling
 - v. Do not promise or guarantee content posting for member businesses; final posting is left to the discretion of the team.
 - vi. Social Media Strategy on Instagram and Facebook was implemented May 12, the growth results are as follows.
 - a. Page Followers increased on both 100%
 - b. Post Engagements: Facebook increase 168%; Instagram 1200%,
 - c. Organic Reach: Facebook 1200 people, 31% increase
 - vii. **Questions and Comments from the Board:**
 - 1. Recommend that William Joseph refers to area as "Grande Prairie Region"
 - 2. Memberships have an agreement with GPRTA to share information – WJ focus is to create brand content that is

- applicable and aligns with the GPRTA brand and may have to use discretion on what it posted
3. Who decides on content? Team effort between WJ and GPRTA staff
 4. Time sensitive items will need to be streamlined.
 5. More information is needed for the County of GP, Beaverlodge, Hythe, photographer credit needs to be given.
 6. More content is needed as this campaign is only starting. Will need to ensure information and links on GPRTA website are up to date and correct. More itinerary blogs are to come.
 7. Online Digital Metrics for the GPRTA website.
 - a. Page Health has increased from 75% to 85%
 - b. Page Load Speed decreased from 20 seconds to 10 seconds
 - c. Pages per session increased 10%
 - d. Bounce Rate decreased 5% (this is time spent before leaving page)
 - e. Overall Visibility on Google increased from 1% to 16%
 8. There will be opportunities for members to have posts boosted for a fee.

3. Consent Items

- a. The GPRTA Board has moved towards having consent agendas for meetings. Information is sent to board members minimum 1 week prior to meeting and must be reviewed before meeting. A consent agenda groups routine items under one agenda item and unless any board member requests that an item be discussed, the routine items are approved at one time. Routine items include approval of previous minutes, finances, ED and membership reports, correspondence requiring no action, approval of contracts that fall within policy and dates for upcoming meetings.
- b. Financial reports: a treasurer's report is never approved at a meeting, it is merely filed for record, no motions are necessary. Only spending of monies or a year-end auditor report needs to be motioned and approved by the association.
- c. For a Consent Agenda the Chair will ask:
 - i. Anyone require removal of any item on the consent agenda? (If so, the item will be moved to New Business)
 - ii. Anyone require a Quick Point of Clarification on any consent agenda items?
 - iii. Motion to accept consent agenda.
- d. Consent Agenda Items:
 - Minutes from previous meeting
 - Financial Report
 - ED Report
- e. **Motion to Approve Consent Agenda – C. Corbett – Motion – C. de Ruiter – Second – Approved**

4. New Business

- a. T. Dow – 2Day FM proposal; Radio advertising for Grande Prairie food trucks that will run until October 4, 2020; Total Cost \$2700, only requesting a portion of funding. Currently there are 20 Food Trucks in the region, 7 are now new members of the GPRTA, Ron Goudreau of Cool Cat Grilled Cheese will be reaching out to all food truck owners to inquire about becoming members.

Motion to spend \$750 towards 2Day FM proposal to promote food trucks. P Butler – Motion – C. Corbett – Second – Approved.

- b. T. Dow – AGM Date, Thursday September 10, 2020 venue and time TBD. Due to current COVID restrictions a max of 50 people indoors or 100 people outdoors allowed in attendance. L. Roberts offered Philip J Currie Museum patio or gallery, D. Moon will send options for Evergreen Park ****Action Item; T. Dow to follow up with L. Roberts, D. Moon and Jason Halwa. ****
- c. T. Dow received Brittney Crouch resignation from the GPRTA Board of Directors as of July 15, 2020. This position will stay open until the AGM
- d. T. Dow had met with Holly Sorgen; it has been suggested that a sub-committee of 4(four) be formed to review the governance of the board. D. Moon and C. Corbett have put their names forward for this committee; anyone in a board position that was appointed is not valid for the committee. D. Moon is the chair of the nomination committee and will chair this committee as well. ****Action Item****
T. Dow to send out information to the board for the committee to be formed.
- e. T. Dow: Travel Alberta Cooperative Marketing Application for the GPRTA has been approved for \$82,000. This will help us continue with William Joseph until 2021. Travel Alberta will be sending their photographer and videographer to the Grande Prairie Region to create content that will be used by Travel Alberta and William Joseph to promote the area. The content will be available to members as well; the cost of this is approx. \$5000 and will be taken from the approved Cooperative Marketing funding to cover travel and accommodation costs. GPRTA will require shot list by Friday from members.
- f. T. Dow presented a Visitor Information Centre SWOT analysis since reopening to the public
 - i. 126 local visitors
 - ii. 63 other visitors from within Alberta, 17 BC, 7 Sask, 2 Man, 3 Ont and 3 Americans.
 - iii. Main information requested, moving to GP, camping, and hiking in and outside of the area, local museums, downtown area, buskers, and day use/picnic areas
- g. D. Moon referred to a comment from the previous meeting made by board member J. Clayton regarding surplus of funding. Clarifications should be made that tourism needs to be treated as an investment into the area, not a donation to a Non-For-Profit.
- h. D. Moon suggested that a proposal be prepared for the DMF committee to request an increase and top off funding for William Joseph. ****Action Item** T. Dow to prepare proposal for DMF Committee**

5. Round Table Updates

- a. **Hetti Huls – County of GP Economic Development** – Hosted a business support network event “Mastering the Pandemic” Tuesday, July 14, next one will be Tuesday August 11, register at Eventbrite <https://www.eventbrite.ca/o/county-of-grande-prairie-business-support-network-28688569015>. Working on a labor market needs assessment, Business Resiliency Task Force (BRT) going strong.
- b. **Isak Skjaveland – Town of Sexsmith Councilor** – Sexsmith Farmer’s Market opened the previous week and has been successful; Citizens On Patrol (C.O.P) has started up again with approval of AHS and GPREP and is helping to establish Hythe’s program.
- c. **Cyndi Corbett – Town of Beaverlodge Deputy Mayor** – Beaverlodge Economic Committee is running again after COVID, launching Aug 1 with a shop local campaign that includes retail and non-retail operators, and weekly draws, currently looking for prize donations. Campaign will run until October with the grand prize awarded at Beaverlodge Cup, more information is to come. Hired

William Vaverk to photograph the townsite, including drone pictures. Beaverlodge will be featured on a Canadian History Ehx PodCast focusing on History of Small Towns of Alberta.

- d. **Linden Roberts – Philip J. Currie Museum, Executive Director** – Museum is officially open, summer camps are filling up fast, running a winter program test with results looking successful. Attendance is good, have not reached max capacity set out by COVID yet. Filling and filing grants for September school programs to provide a substitute for field trips, qualified for a federal grant due to classification as a Heritage Site and a museum with a significant heritage bird collection. Trying to revive the Dino Derby as a Dino Decathlon for a fund raiser; looking for areas to host events.
 - e. **Paulette Butler – Sandman Hotel, General Manager** – Renovations are going well; scheduled to wrap up at the end of August, pool area will be open at the end of July. Lots of leisure and shopping guest coming thru, been giving them guides and promoting area
 - f. **Chelsea de Ruiter – Village of Hythe, Community Development Clerk** – Hythe Fair has been cancelled, looking at doing a different community event in the fall. Starting construction on a spray park this year that is scheduled to open 2021. Currently updating the website, with a new branding. Citizens On Patrol (C.O.P) program is starting, first meeting on July 21. The Peace Area Motorsport Association will be hosting a work bee at the Hythe Motorsport Park July 18 and 19 to prepare for season opener August 15 and 16 with a limit of 100 spectators.
 - g. **Don Moon – Evergreen Park, Marketing and Sales Manager** - Horse racing has started at Evergreen Park, it is mandatory to wear face masks while at the park. Catering has been busy. Gord Bamford performing July 24 at the Sunset Outdoor Movie theater, outdoor movie theater has been successful, next movie will be July 25.
6. **Date of Next Meeting** Wednesday, August 26, 2020; 5:00 PM In-person venue MPR Room, Beaverlodge Pool, 1024 4 Ave, Beaverlodge AB and online via Zoom; email invites will be sent out.
7. **Adjourn** Meeting adjourned at 7:12pm