



**GPRTA Board Meeting
Wednesday June 23, 2020
5:30 pm - Zoom Meeting
Meeting Minutes**

Present: Johnathan Clarkson (Chair), Chelsea de Ruiter, Cyndi Corbett, Daryl Beeston, Don Moon, Isak Skjaveland, Jackie Clayton, Linden Roberts, Sandi Neville, Sean McCallum, Tyler Olsen, Wendy Bosch, Rebecca Leah, Hetti Huls, Stuart Karol (William Joseph)

Regrets: Karna Germshield (Vice), Brittany Crouch (Treasurer), Paulette Butler

Staff: Terry Dow, Kimberly Kimpe

- 1) Call To order; **5:36pm called to order by J. Clarkson**
- 2) Approval of Agenda, with amendment of moving Marketing Update to item 3. **Agenda approved by S. Neville**
- 3) Approval of Previous Minutes (May 2020); **Previous Minutes approved by I. Skjaveland**
- 4) Marketing Report
 - a) William Joseph Update.
 - i) Review of the "Grande Plan" concept and updates. Campaign launching next week. Landing page and blog posts will be uploaded to the website. To increase public engagement a contest will be offered
 - ii) Two radio scripts were presented for discussion. One was chosen to air.
 - iii) WJ is willing to train the staff of the GPTA on updating the new landing page for the Grande Plan.
 - iv) Call for board and members of the association to submit high quality photos of the Region or their property. Photos can be sent to either Terry Dow or Stuart Karol s.karol@williamjoseph.com Categories for photos are 1)General Population, 2)Family Friendly, 3)Urban Adventures and 4)Outdoor Adventures; a more detailed list will be forwarded from WJ. Action:
 - v) A detailed list of what is needed for the campaign will be forwarded to Terry by Stuart, Terry will send to members.
 - vi) Stuart left meeting at 5:58pm
 - vii) Travel Alberta Cooperative Marketing Grant - Application will be submitted to TA by the GPRTA to cover costs of the WJ project.
 - viii) Tagline "Go Grande" will be revisited in the Fall
- 5) Finance Report
 - a) Refer to reports attached to agenda
 - b) Approved for the Canada Summer Job grant for two students at \$17.00 per hour
 - c) Approved for the CEWS benefits
 - d) Alberta Culture and Tourism has cancelled the Mobile Counselling for 2021. This is shown as income in the budget that we will not receive nor will be an expense.
 - e) McNabb and Lucuk still have not completed the 2019-year end financials. Further work is needed on the file.

***Motion to Approve the Finances as reported. L. Roberts - Motion – D. Beeston–
Second – Approved***

- 6) Executive Director Report
 - a) Highlight from the ED successes reported. Discussion on report were as follows:
 - b) Sharing social media content for members: Terry is to ask WJ to provide their criteria and strategy for sharing member information on GPRTA social media
 - c) Weekly meeting is held with WJ to discuss campaign, strategy, and social media
 - d) *Note: Board Members did not receive this information prior to the meeting. It was asked that Board Packages be sent one week prior to the meeting with all relevant information.*
- 7) Other Business.
 - a) Chamber of Commerce Golf Tournament \$1000 Sponsorship
 - b) Quote for a new laptop \$1800
 - c) Review of the GPRTA Policies is needed.
- 8) Roundtable Discussions
 - a) J. Clayton – Suggests a review of policies and procedures for the association: *Note: Board Governance sessions began pre COVID-19. Follow up sessions will be scheduled.* J. Clayton mentioned the funds GPRTA received for capital cost due to COVID-19 from Western Diversification Fund. She suggested a careful watch on spending the funds as City Hall may reduce funds given to the GPRTA. An Update was given as well on the city facilities and their open dates.
 - b) T. Olsen – rec facilities are open
 - c) W. Bosch – Buskers' program is starting the first week of July. The GPRTA is a sponsor of the events everything in the core is opening, looking for a graffiti artist
 - d) C. Corbett – looking to hire a new CAO for Beaverlodge; application intake closes in September; pool may be opening end of week, library is curb-side pickup and will be opening soon
 - e) I. Skjaveland – former councillor Don Jickling has passed away
 - f) D. Moon – busier at the park; outdoor movie screen is up
 - g) D. Beeston – need to highlight events happening in the week
 - h) R. Leah – no update
 - i) S. McCallum – Stacey Khran Memorial Park (mud bog park) has been redone and renovated, Canada Day decorating contest, arena had a fire
 - j) C. Chelsea – campground busy, Village of Caring campaign – nomination of neighbours for curb appeal
 - k) L. Roberts – Opening July 1, new landing page for website, sold 3 of 6 camps, and adding more, funding from Federal Government for hiring summer staff, focus on high value/low attendance programs
 - l) J. Clarkson – waiting on review of chairlift damage from landslide, campground is filling up Bears Paw golf course is busy, Father's Day golfing was a success, summer bike camps started on Tuesday operating out of South Bear Creek.

Note: Terry suggested that the Board meetings move forward using a Consent Agenda format. This was agreed to by Board members present.

- 9) Date of next meeting; **Wednesday, July 15, 2020 at 5:30pm; Place Centre 2000 & Zoom**