



GPRTA Board Meeting  
Wednesday March 25, 2020  
5:30 pm - Zoom Meeting  
Meeting Minutes

**Present:** Johnathan Clarkson (Chair), Karna Germshield (Vice) Brittany Crouch (Treasurer), Linden Roberts, Wendy Bosch, Jackie Clayton, Cyndi Corbett, Hetti Huls, Tyler Olsen, Sean McCallum, Rebecca Leigh, Chelsea de Rueter, Paulette Butler, Don Moon

**Regrets:** Isak Skyavelend, Sandi Neville

**Staff:** Terry Dow, Kimberly Kimpe

- 1) Call To order; 5:39pm **J. Clarkson**
- 2) Approval of Previous Minutes; update of actions arising from minutes; J. Clarkson - accepting administration role on Facebook page, T. Dow - has completed sending board policies and bylaws, T. Dow - reconciling of the books to see if a forensic audit needed be done there wasn't, T. Dow -Holly Sorgen was to receive the memorandum of understanding for the DMF and that has been done. **C. Corbett approved the previous minutes as presented.**
- 3) Approval of Agenda; with amendment of adjusting agenda to include approval of agenda as item #3 **P. Butler**
- 4) Finance Report
  - a) Year End update – T. Dow - year end update, year to date and budget is combined
  - b) Year to date update
  - c) 2020 Budget - J. Clarkson (*see attached report*)
    - i) Review of Revenue sources: Memberships; Municipalities based on per capita Associate, Commercial, Executive and Accommodations; DMF and GPRTA Advertising and Marketing Revenue; Services for members, #SkiNorth AB campaign, Visitor Guide, Fundraising, Bus Tours, AGM Special Event; Contracts; includes applied for grants and funding, Visitor Information Services; Reimbursements for Travel and Tradeshows will now be Geofencing around Tradeshows instead of attending this will be a trial run this year; Sponsorships – private donations to the GPRTA, Contra – exchange of advertising, Centre 2000 reception services, Gift Shop Sales, Board of Directors Lunches, Office Support.
    - ii) Review of Expenses; Cost of Goods Sold, Payroll - decreased from last year due to replacing and adjusting some positions, Administration and Operating Expenses, Advertising and Marketing - a lot of these expenses are offset by revenue incomes; Promotional Give Away has been decreased as these will only be given to members \*Action item; T. Dow to look more into the GPRTA Sponsorships and Promotional Give Away\* Travel Alberta Expenses to cover attending Travel Alberta meeting and conferences; Visitor Guide Expense printing expense was reduced as we kept

- designing in house; Trade Show Expense, VIS Vehicle Expense, Social Media Campaign, Professional of other Fees that include the HR Consulting, Year End Accounting Fees, and Temporary Bookkeep Fees.
- iii) K. Germshield GP Sports Connect will not longer be utilizing the office support so the GPRTA will lose that income.
- d) ***Motion to Approve 2020 Budget as presented. C. Corbett – Motion, L. Roberts – Second – Approved***
- 5) Discussion of the Financials K. Kimpe – Review of the accounts receivables showed entries 91+ days that need to be moved to contra accounts or written off as bad debt as there has been no communication; current receivables and payables are up to date with payment made; income statement is up to date as of February 29, 2020 as is the bank reconciliation. Kim is keeping the books under control and working towards streamlining the bookkeeping there is still a couple accounts that need to be reconciled and further explanations on. Year end has been dropped of with Terri Boucher at McNabb and Lucuck. *\*Action item; Terry Dow to get a further explanation from McNabb and Lucuck as to the year end and dealing with the unreconciled accounts.* ***K. Germshield motioned to accept the financial reports as information with the action items of getting further explanations to some of the accounts.***
- 6) Roundtable Discussions - Impact of Covid-19
- a) Cyndi – Beaverlodge everything closed; grocery stores doing extreme risk business and they are doing an amazing bring in essentials. Town office is open just must make an appointment, town council still meetings twice a month GPEP media release will be shared to GPRTA for them to share Feel good storey Will Am R feed staff at hospital
  - b) Don – Evergreen Park; everything cancelled, still no decision on Stompede, horse racing is up in the air, large layoffs, restaurant is doing a “Fresh or Frozen” meals to order; made deals for the ag show, Casino closed, other events are looking at other dates
  - c) Jackie – not much to report; 2<sup>nd</sup> round of GPEP has been signed, reached out to Bear Creek Folk Fest
  - d) Chelsa – not much to report, all recreational events cancelled
  - e) Hetti – all business support events on hold, working with City of GP and Chamber to create a business reliance task force and uploading to website to help business, working on having Webinars weekly, Chamber kicking of Love Local GP to encourage local shopping and spend
  - f) Karna – GP Sports Connect; bid committees forming for future events if it continues may lose long term, been in contact with Volunteer Service Bureau and Edmonton Chamber of Commerce, they have a letter to write to MLA and politicians for clarity in regards to AGMS for not-for-profits and lines of supports and financial aid
  - g) Wendy – Downtown core has drastically changed, business have felt the effects immediately, keeping website updated and current, involved in the economic survey, business are utilizing working from home, website sales and curbside pick up, pushing the gift card sales for future use, marketing aligned with support local business, working with municipal partners, provincial and federal to mimic their response for small businesses
  - h) Linden – PJCM closed, restaurant open for take-out, most working from home, museum day moved to labour day, festival still planning, but watching Evergreen to follow suite, no summer programs will go, April version of March Madness on-line, Facebook online activities has been heavily engaged, lobbying for federal support for museum
  - i) Paulette – business down 30-40%, skeleton staff, have guests staying that are self-isolating, staff taking extra precautions, Denny’s still open but running limited will soon go to takeout, renovations has come to a stop

- j) Tyler – 59 day layoffs, mostly casual, part-time and students, rec centres are closed, offices closed to public, fire department closed all practices will only go out on calls, changed some policies to have meetings online EMS has changes some procedures in responding to calls
  - k) Johnathan – Tuesday March 24 all ski areas have been shut down by the province; layoff of seasonal employees 3 weeks early and temporary layoffs for year around staff will re-assist after, restaurant is closed, RV park is still operating with increased cleaning procedures, still getting inquiries, social media presents is focused on getting out into the wide open, little contests on line, slush cup cancelled but doing a “Make a Splash” online campaign;
- 7) Tourism Opportunities Destination Management Project - Long Term Marketing Communications Strategy - T. Dow – Created Coles notes for the Marketing Plan will send out after meeting, and will create Coles notes for the product Development Plan, spoke with Richard with NWC and will have the overall Destination Management Plan report by next week then we can finish paying of that grant, has attended many Travel Alberta conferences and now our location has become a positive as we have more open area. Received all proposals from marketing firms, will have a subcommittee review proposals. Purchased rights to “Best Camping Alberta” after a Webinar used it as an example and will be using that when we come out of this.
- 8) Marketing Committee set up to review proposals
- a) Current Marketing Committee for the GPRTA; Brittney, Cindy, Don, Sandi, Wendy and Breanna
  - b) Evaluation Committee 3 from GPRTA 3 from DMF; Johnathan GPRTA, Karna GPRTA, Cindy GPRTA, Jason DMF, Don Moon DMF will need a 3<sup>rd</sup> from DMF
- 9) Economic Impact to Region
- a) DMF questionnaire; Lodging
    - i) T. Dow sent out a questionnaire to members to see how COVID-19 is affect them; Travel Alberta is wanting to know the economic impact in the Northern region and there could be economic relief to come out of this if we can give them as much information as possible so we encourage members to take part
    - ii) W. Bosch suggested tag on to EDA survey, she will send Terry the link so that it can be sent out to members
    - iii) R. Leigh – the City of GP, County and the Chamber formed the Business reliance task force pushing the EDA survey link has been emailed out it is also available at <http://www.edaalberta.ca/>. Chamber website also has link. Through economic development and GPEP team has been reaching out calling each week to hotel to keep a baseline of occupancies, impacts and inventory of services available Best Western has closed, has had contact with the energy oil and gas industry on optional housing programs
  - b) Event/Tournament Cancellations Impact – T. Dow – Has Kim keeping a spreadsheet of cancellations, please send your information to Kim so that we can keep that up to date, Kim’s email is [admin@gptourism.ca](mailto:admin@gptourism.ca)
- 10) Other Business – No other business
- 11) Date of next meeting; Wednesday April 29, 2020 5:30pm via Zoom