



GPRTA Board Meeting
Wednesday May 27, 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, Tyler Olsen, Sean McCallum, Rebecca Leigh, Chelsea de Reuter, Paulette Butler, Isak Skyavelend, Sandi Neville, Daryl Beeston, Hetti Huls

Regrets: Don Moon

Staff: Terry Dow, Kimberly Kimpe

- 1) Call To order; 5:33pm **J. Clarkson**
- 2) Approval of Agenda. **C. Corbett**
- 3) Approval of Previous Minutes (April 2020); **I. Skyayvelend**
 - a) Business Arising; there were no action items from last meeting, no business arising
- 4) Marketing Report
 - a) William Joseph Update
 - i) Johnathan reviewed the William Joseph marketing campaign that was presented to the GPRTA on May 22, 2020
 - ii) Discussion over the “Grande Plan” and “Go Grande or Go Home”, was not the soft COVID-19 sell we were looking for that was in the contract
 - iii) C. Corbett – Have William Joseph to tweak the “Go Grande or Go Home” to just “Go Grande”, T. Dow already has them refining what was presented.
 - iv) Discussion on missing the COVID-19 soft sell window
 - v) Discussion on who would have control over the content advertised and who would put it together; J. Clayton suggested that regional tourism marketing association should have the control
 - vi) Discussion on the MD and Municipal members showcasing businesses in their area but the business is not members – this is an opportunity to sell memberships.
 - vii) Marketing campaign needs to be brought before DMF committee before final decision is made
 - viii) Informal votes for “Grande Plan” and “Go Grande”. ***Action Item* T. Dow to contact William Joseph and have them refine and change “Go Grande or Go Home” to just “Go Grande”; create an email vote for the marketing campaign and send to GPRTA board and DMF board and have it clear on “Grande Plan” “Go Grande or Go Home” or “Go Grande”**
- 5) Finance Report – Kimberly Kimpe
 - a) Monthly Update: Review of finances as of April 30, 2020, year end is still with McNabb and Lucuk. ***Motion to Approve the Finances as reported. P. Butler Motion – L. Roberts – Second – Approved***
- 6) Executive Director Report.

- a) Visitor Guides are being delivered this week and mailed out by end of week. GPRTA will be doing a mail drop of the visitor guides to a 250km radius of Grande Prairie. The cost will be \$3500 to send out 12,000 guides. ***Motion to Approve the sending of \$3500 on the mail drop. C. Corbett Motion – W. Bosch – Second - Approved***
 - b) GPRTA has moved the rack cards and brochures into the old Sports Connect office so the public is not touching; staff will collect and give them to the public
 - c) Cooperative Marketing Funding thru Travel Alberta Update; Applications opens June 1; https://industry.travelalberta.com/programs-tools/coop-investment?utm_source=Economic+Development+Newsletter&utm_campaign=7861ec6849-EMAIL_CAMPAIGN_2019_08_23_03_35_COPY_01&utm_medium=email&utm_term=0_8e318bfdac-7861ec6849-174703577 ****Action Item* T. Dow to contact Christopher on if funding is retro-active***
 - d) refer to written report T. Dow provided; ***Motion to Approve ED report as presented, C. Corbett***
 - e) Terry attached the highlights of the marketing plan and product development plans to her ED report that was sent out.
- 7) Roundtable Discussions
- a) Wendy Bosh – downtown has opened; businesses are opening.
 - b) Isak Skyavelend – will be back to in person meeting next week with masks on
 - c) Cyndi Corbett – campground opened and is open to everyone; all full services sites are booked to the end of season; office open; annual fair in august cancelled, annual garage sale postponed, community garden has been planted.
 - d) Daryl Beeston – travelled into BC and was well received.
 - e) Karna Germshield – sent out survey report; indoor looking for ways to go outdoors and return to play. Sport Travel will be slow to recover. Virtual “Try it Day” online will be June 6, 2020. <https://gpsportconnect.ca/>
 - f) Brittany Crouch – No update; radio is willing to help with advertising
 - g) Sean McCallum – Wembley is starting to open and a raise in people moving about.
 - h) Sandi Neville – room bookings are coming in mainly business focus but some weekends
 - i) Chelsea de Reuter – businesses are cautiously starting to extend hours, hotel restaurant is open for lunch and new restaurant is open, campground is open; fair not cancelled, having a meeting next week on it.
 - j) Paulette Butler – calls and walk-in have increased; have started bringing back staff and restaurant is open
 - k) Tyler Olsen – most restaurants are opening; all MD buildings other than the rec centre will be opening next week.
 - l) Linden Roberts – museum will be opening to the public July 1, weekend before July 1 will be for members so they can do a dry run, running summer camps, Paleo-for-a-Day and Bone Bed Tours are going ahead; limited run of PJCM facemasks.
 - m) Johnathan Clarkson – Nitehawk had a landslide that affected chairlift; looking at ways to run the summer bike program at South Bear Creek, Bear Paw Campground will be opening and Nitehawk RV will be accepting weekend camping starting June 1
 - n) Jackie Clayton – administration is looking at ways to start meeting in person; playgrounds are opening June 1;
- 8) Other Business
- a) Terry needs a new laptop computer. ****Action Item* T. Dow to price out new laptop***
- 9) Date of next meeting; Wednesday June 24, 2020 5:30pm meeting place to be determined later.
- 10) Meeting adjourned at 7:25pm. ***Motion to adjourn meeting. W. Bosch***