



**GPRTA Board Meeting
Wednesday November 25, 2020
5:00 pm via Zoom
Meeting Minutes**

Present: Karna Germsheid (Vice Chair), Cyndi Corbett (Secretary-Treasurer), Christine Young, Don Moon, Dennis Stredulinsky, Francois Fournier, George Emmett, Joanne Peckham, Linden Roberts, Paulette Butler, Tyler Olsen, Wendy Bosch

Staff: Terry Dow, Kimberly Kimpe

Guest: Jim Barr (Seekers Media)

Regrets: Johnathan Clarkson (Chair), Charmain Willier-Larsen, Daryl Beeston, Dave Anderson, Jackie Clayton, Kristen Smith

1. Call to Order & Quorum Determination
 - 1.1. K. Germsheid chaired the meeting.
 - 1.2. Called to order at 5:03pm.
2. Introduction of new municipal appointed member Dennis Stredulinsky for Town of Sexsmith
3. Approval of the Agenda
 - 3.1. **Motion to amend the agenda to include 1) approval of the agenda and 2) add acceptances of the Terms of References. – C. Corbett – Approved - Carried**
4. Consent Items
 - 4.1. Minutes from previous meeting
 - 4.2. Financial Report
 - 4.3. ED Report – K. Germsheid highlighted from the ED report the addition monies to the grant from Travel Alberta for the GPRTA marketing campaign and the approval of the #SkiNorthAB.
 - 4.4. F. Fournier – looking for a better understanding of the consent items. Brief discussion was held regarding understanding some of the consent items. ****Action Item – Setup a new board member orientation meeting via Zoom with T. Dow, J. Clarkson, and K. Germsheid to explain items like the consent items, financials, acronyms, and some of the history of the GPRTA.****
 - 4.5. **Motion to accept the consented items – C. Corbett – Approved - Carried**
5. Marketing Report
 - 5.1. Update from Seekers Media - Jim Barr – please see attached presentation.
 - 5.1.1. Seekers Media background information – founded from the 2010 Olympics, focus is to connect communities to experiencers who look for opportunities to explore regions. Currently working on two major projects with the GPRTA.
 - 5.1.2. #ExploreNWAB – partners with the GPRTA, PJCDM, Wild Blue Yonder Rafting, Grande Cache Tourism, Town of Hinton, Bike Hinton, and Travel Alberta. Campaign idea started in July with a release date of August and ran until the end of September. First time GPRTA and Hinton have worked together. Marketing

targeted Grande Prairie, Hinton, Dawson Creek and North/West Edmonton. Some of the statistics includes; Average time on Page – 3 to 6 minutes, Total Click thru Rate; forecasted 1800 actual was 5985; in 2 months social media reach of over 250,000 generating over 52,000 video views published on 10 articles and 3 different networks. Staycation movement now due to COVID. All new content is co-licensed. Tracking the #ExploreNWAB shows over 700,000 impressions with 26,466 engagements. The main audience for Seekers Media is the 25-55-year-old mountain equipment co-op shoppers in Edmonton, Calgary, and Vancouver. Due to COVID the E-Commerce trend is on the rise.

5.1.3. #SkiNorthAB –In the 3rd year of this marketing campaign there has been an increase to 9 community partners and Travel Alberta. Now connected with the Travel Alberta director, Tom Babin, of content for social media. Working on new connections with the craft breweries of Alberta to be “content cheerleaders”. This means they will receive lift passes in exchange for sharing social media content. New this year is the How To #SkiNorthAB; Ski and Stay packages have been set up with partner DMF Hotels. It was hoped a further Wapiti Ski Club partnership would be added this year.

5.1.4. W. Bosch requested a report on the percentage per region reached. ****Action Item - Have Jim Barr send a percentage report. ****

6. 2021 Budget Approval

6.1. **Motion to defer the 2021 budget approval to a December Meeting – C. Corbett – All in favor - Carried.**

7. Terms of References

7.1. **Motion to accept the Terms of References as presented – L. Roberts – All in favor – Carried.**

8. Committee Appointments

8.1. Governance & Policy – Chair - Francois Fournier, Members – Darryl Beeston, Cyndi Corbett, George Emmett – Executive Official – Johnathan Clarkson.

8.2. Board Development and Succession – Chair – Don Moon, Members – Dennis Stredulinsky, Francois Fournier, Executive Official – Karna Germsheid

8.3. Partnership & Collaboration – Chair – Dave Anderson, Members – Jackie Clayton, Charmaine Larsen, Tyler Olsen, Executive Official – Karna Germsheid

8.4. Membership Recruitment & Care – Chair – Kristen Smith, Members – Linden Roberts, Dave Anderson, Executive Official – Johnathan Clarkson

8.5. Marketing & Branding - Chair – Joanne Peckham, Members – Wendy Bosch, Cyndi Corbett, Christine Young, Executive Official – Johnathan Clarkson

8.6. Human Resources - Chair – George Emmett, Members – Paulette Butler, Joanne Peckham, Executive Official – Karna Germsheid

8.7. Executive/Finance – Johnathan Clarkson, Karna Germsheid, and Cyndi Corbett

8.8. Questions and Comments:

8.8.1. F. Fournier – Asked if someone is not on the committee can they still attend the meeting? This idea is not currently reflected in the terms of references. G. Emmett suggested that committees can invite subject matter experts to sit in on the meetings. ****Action Item – Governance & Policy Committee to discuss and bring forth a recommendation to the Board. ****

8.8.2. C. Corbett – Share contact information with others. ****Action Item – K. Kimpe to resend out links to shared drives for the Board Members****

8.8.3. T. Dow – The chair of each committee should call meetings, some may wait until January, others will need to meet in December for example the Marketing & Branding and Finance should meet in December. ****Action Item – Each**

committee chair is to call the first meeting in either December or January.

- 8.9. **Motion to accept the Committee assignments as presented – F. Fournier – All in favor – Carried**
- 8.10. W. Bosch received a message from Jackie Clayton requesting to join the Marketing & Branding Committee. Jackie Clayton was added.
9. New Business
 - 9.1. Update banking access for staff members Kimberly and Terry
 - 9.1.1. **Motion to give Kimberly Kimpe administration access to the GPRTA RBC bank account. – C. Corbett – Second – L. Roberts – All in favor - Carried**
 - 9.1.2. **Motion to change Terry Dow to a Service Administrator with the GPRTA RBC bank account– G. Emmett – Second – L. Roberts – All in favor – Carried.**
 - 9.2. Travel Alberta Marketing Restrictions - How does that affect our marketing plans? – T. Dow
 - 9.2.1. Travel Alberta has stopped all marketing until further notice. This came after just Travel Alberta launched the Winter Warmth Campaign. We are unsure at this time how this will affect operations. T. Dow has received updated information and will refer to the Marketing & Branding Committee for discussion.
 - 9.2.2. The Geofencing campaign has been launched. This is a 6-week marketing campaign with 4 different marketing concepts; Hotels, Shopping, Winter Activities, and Stay and Play Packages. Mobile devices are targeted with push notifications. It was decided to target devices from November and December of 2019 as well as the past September, October, and November of 2020. The ROI for this campaign can be counted to an actual number of sales as Mell Media can monitor phones that opened the ads and actually visited member properties or entered the City of Grande Prairie.
10. Round Table
 - 10.1. L. Roberts – The PJCDM summer attendance was approx. 30% of last year, will have outdoor activities this year such as an outdoor skating rink. A press release will be coming out soon.
 - 10.2. J. Peckham – IMPACT is leading the way with family violence prevention month. Unfortunately, all stats regarding family violence and mental health is up due to the pandemic.
 - 10.3. D. Stredulinsky – part of the museum society of Sexsmith and looking forward to finding ways to promote the Town of Sexsmith and be involved in tourism on a larger level.
 - 10.4. W. Bosch – Changed the Halloween parade, skating oval is currently being built and will be for public use only. Vegas Days was 3 days and successful. Black Friday is coming up. The Santa Claus parade has been cancelled. Downtown Association will be producing and releasing Christmas video commercials. The annual tree lighting will be virtual on Facebook live and will include the boys' choir, a message from our Mayor and Santa. Customer appreciation night has been cancelled. Elf on the Shelf will continue. Has partnered with the DMF and the Chamber of Commerce Small Business Week.
 - 10.5. C. Young – Currently have open advertisement sales with The City Grande Prairie Guide with focus on local businesses.
 - 10.6. D. Moon – Casino and restaurant still open, no live action at the casino. Skating rink is being prepared, hiking and riding trails are open. Sled dog rides starting December 3. Possibly of Christmas movies at the Sunset Theater. November 26 will be the last day of the Festival of Trees, they unfortunately must shut down early due to the new provincial regulations coming into effect but still have things happening online. The

annual Christmas Craft Show has been cancelled. Barns and riding arenas may stay open, but all clinics and events have been cancelled and the Tara Centre will be closing.

10.7. P. Butler – partnered with the DMF and the downtown core for the Winter Getaway Package. Finding ways to attract people into Grande Prairie.

10.8. G. Emmett – Past President of the NPBRA and feel that they have one of the best kept secrets with the Annual Car Show and have brought a lot of people into the region with the bracket racing. Looking forward to working with tourism and the club to bring more recognition to the area. Still planning and hoping for the Car Show to return in Spring of 2021.

10.9. C. Corbett – Halloween update, 109 kids in total with leftover candy. The Chamber is hosting an event December 4th “Christmas Craze in Crazy Times” that will promote local shopping and businesses. Beaverlodge Famer’s Market is exempt from the new regulations and will be going ahead with their Christmas Market December 4th. The Town of Beaverlodge will be selling limited edition Christmas ornaments at \$10 each with proceeds going towards the Beaverlodge Health Complex at this market. A local light up will take place with Santa riding in a firetruck.

10.10. K. Gernsheid – Sports has been in crisis mode lately with all the new regulations; from the tourism aspect there has been a lot of provincial advocacy for sports and sports development to be prepared for when the world opens up again. Over 60% of Albertans are involved in some type of sports.

10.11. T. Dow – Municipal reps can give the ED report to the CAO to include in the board package for council. Still working remotely from Ontario.

11. Date of Next Meeting

11.1. Wednesday, December 9, 2020 at 5:00 pm via Zoom – please note this will be a Board Budget Meeting to review and approve the 2021 budget.

12. Adjourn

12.1. Meeting adjourned at 6:40 pm