



GPRTA Board Meeting
Wednesday October 28, 2020
5:00 pm Zoom
Meeting Minutes

Present: Christine Young, Cyndi Corbett, Daryl Beeston, Don Moon, Francois Fournier, George Emmett, Jackie Clayton, Joanne Peckham, Johnathan Clarkson, Karna Germshield, Kristen Smith, Linden Roberts, Paulette Butler, Sandi Neville, Tyler Olsen, Wendy Bosch

Staff: Terry Dow, Kimberly Kimpe

Guest: Stuart Karol (William Joseph)

Regrets: Charmain Willier-Larsen, Chelsea de Ruiten, Dave Anderson

1. Call to Order & Quorum Determination

1.1. Call to Order at 5:03pm – J. Clarkson

2. Consent Items

2.1. Agenda

2.1.1. Amendments to agenda

2.1.1.1. Addition of Secretary/Treasurer appointment carried over from last meeting.

2.1.1.2. Addition of Hythe and Wembley to Membership Report.

2.2. Minutes from previous meeting

2.3. Financial Report

2.4. ED Report

2.5. Motion to accept consented items with amendments to the agenda – L. Roberts

3. Secretary/Treasurer Appointment

3.1. Review of current bylaw 5.4.1 - All Municipal Members appointed to the Board and Members elected to the Board hold equal rights to vote and be elected into an Officer position on the Board of Directors and bylaw 5.4.2; The term of office shall be deemed to start at the closing of the meeting during which the member was elected.

3.2. W. Bosch motions to nominate of C. Corbett to the role of Secretary/Treasurer; non-opposed – Motion passed

4. Marketing Report

4.1. Update from Stuart Karol - William Joseph – refer to attached presentation

4.1.1. Website – updated and fixed performance of website.

4.1.2. Social Media – comprehensive strategy to structure content into themes and pillars; using more refined photos, better captions with detailed information, and a more consistent overall look. Tagging more businesses across the region. Increase in shares of the content.

4.1.3. Grande Plan – campaign to revitalized travel within the region. Help people rediscover the local region. Created a Grande Plan landing page, radio campaign over the summer and social media advertising.

- 4.1.4. Spending results
 - 4.1.4.1. Facebook and Instagram – Totals; Spend \$2364; Reach 1118,157; Impressions 644,928; Clicks 22,046: Cost per Click \$0.11; Click thru Rate; 3.42%
 - 4.1.4.2. Google – Totals; Spend \$1033; Reach N/A; Impressions 110,680; Click 802; Cost per Click \$1.29; Click thru Rate 0.72%. More spending thru summer for the months of July and August. Some of the optimizations that were performed included turning off non-performing search terms, and ad sets. Now switch over to the Google Ad account worth \$10,000 per month
 - 4.1.4.3. Grande Plan – Totals; Pageviews 12,165; Unique Pageview 9,871 Avg Time on Page; 1:23 Bounce Rate; /70.16%
 - 4.1.4.4. Blogs – September; Pageview 483; Unique Pageview 427; Avg Time on Page 3:15; Bounce Rate 74.89%. Blogs were launched towards the end of September.
 - 4.1.4.5. Examples of the most recent blogs include Fall Fun in the Grande Prairie Region and Date Night in Grande Prairie.
 - 4.1.4.6. More blogs and Grande Plans will be released soon.
 - 4.1.4.7. Created a Hotel promo page with the DMF with Stay and Play packages.
- 4.1.5. Question: D. Beeston – When will there be feedback from the hotels and is there any way to track for other facilities that are being used in this program? – S. Karol – should have some feedback and reports for the Marketing Committee Meeting in November. Can reach out to the organizations and ask if they are seeing or hearing people mentioning the promo page. Currently limiting the page to the DMF rather than having it as a catch all page for promos. Still possible to branch the page out, but just want to highlight the DMF partnership.
- 4.1.6. J. Clarkson: have the staff of the GPRTA reach out to partners involved in the Grande Plans to see if they noticed any increases. We have other hotels as members of the GPRTA and any that are DMF will have a DMF logo beside their listing.
- 4.1.7. C. Corbett – We should send out a survey to the partners for them to fill in on if they noticed any increases or had any results from the current marketing campaign.
- 4.1.8. Membership letters have been created that are tailored to specific types of organizations including a restaurant, hotel and generic. Gabby has been out recruiting new members.
- 4.1.9. T. Dow – update on how many more blogs and Grande Plan before the end of the year? Initial goal of 8 Grande Plans and 8 blogs; currently there are 2 Grande Plans and 2 blogs live, 2 Grande Plans and 2 blogs ready, leaving 8 more content pieces left. Have learned that the Plans are more region specific whereas the blogs are more open.
- 4.1.10. S. Karol left meeting at 5:34pm

5. Membership Report

- 5.1. Approval of new members – currently there is not a policy in place that has the board approving member applications; this is something that may need to be looked at
 - 5.1.1. Update of new members – Red Rock Urban and Fresh Coast Investments, waiting for confirmation of The Mercantile Café in Valhalla.
- 5.2. Village of Hythe and Town of Wembley – will not be renewing for the 2021 years due to economics; J. Clarkson and T. Dow will meet with the municipal reps later.
 - 5.2.1. Discussion was held as to other possible reasons as to why the municipalities withdrew and ways that the GPRTA could help in supporting them and recovering tourism after COVID-19.

6. Committee Appointments

6.1. T. Dow is working remotely and working on drafts of the terms of references and will send them to the executive for review. Once the terms of references are done they will be sent to the board members for them to choose their top 3 choices. All bylaw, policies and procedures and terms of references should be filtered thru the Governance and Policy committee. A code of conduct has been drafted as well.

- 6.1.1. Governance & Policy
- 6.1.2. Membership Recruitment & Care
- 6.1.3. Marketing & Branding
- 6.1.4. Finance
- 6.1.5. Board Development and Succession
- 6.1.6. Partnership & Collaboration
- 6.1.7. Human Resources

7. New Business

7.1. J. Clarkson played a video from Travel Alberta and the World Tourism Organization; T. Dow will send out link <https://www.youtube.com/watch?v=cK8jHuk3ozE>

7.2. Roundtable about video

- 7.2.1. G. Emmett – Calgary Airport is the area for new testing as people come into the county to minimize quarantine time. Mexico is sending out cards stating what they have done to make it safe for people to travel.
- 7.2.2. C. Corbett – update on the shop local campaign; a total of \$564,705 spent locally in 9 weeks.
- 7.2.3. D. Beeston – currently on Vancouver Island; the only prerequisite is to wear a mask and it is busy.
- 7.2.4. L. Roberts – masks have been required since September; have been receiving phone calls on what is the museum making their visit safe.
- 7.2.5. J. Clarkson – face covering will be mandatory at Nitehawk. Slogan for the year is “Don’t Be the Reason We Lose our Season”
- 7.2.6. K. Germshield – invited by Tourism Calgary to sit on a provincial sport tourism board.
- 7.2.7. C. Corbett – Oct 31 the Community Economic Development Committee will be hosting a Treat or Treat with protocol for COVID-19 and a maximum of 500 kids; Chamber has decided not to do the Christmas Craze this year.

8. Date of Next Meeting

8.1. Board Retreat will be November 18, 2020.

8.2. November 25, 2020 5:30pm via Zoom

9. Adjourn

9.1. Motion to adjourn meeting at 6:38pm – K. Germshield