



GPRTA Board Meeting
Wednesday, February 24, 2021 at 5:00 pm.
5:00 pm via Zoom
MEETING MINUTES

Present: Johnathan Clarkson (Chair), Karna Germsheid (Vice Chair), Cyndi Corbett (Secretary-Treasurer), Charmain Willier-Larsen, Christine Young, Daryl Beeston, Dave Anderson, Don Moon, Dennis Stredulinsky, George Emmett, Joanne Peckham, Kristen Smith, Linden Roberts, Paulette Butler, Sandi Neville, Tyler Olsen, Wendy Bosch

Staff: Ken Loudon, Kimberly Kimpe

Guests: Rebecca Leigh (City of Grande Prairie)

Regrets: Jackie Clayton

1. Call to Order & Quorum Determination

- 1.1. Meeting called to order at 5:04 pm.
- 1.2. Quorum is present.

2. Approval of the Agenda

- 2.1. Addition to the agenda, item 10 In-Camera Session
- 2.2. **Motion to accept the Agenda with the addition of Item 10. – J. Peckham – Motion – All in favor.**

3. President's Remarks – J. Clarkson

- 3.1. J. Clarkson welcomed our New Executive Director Ken Loudon to the meeting and had C. Willier-Larsen introduce herself. J. Clarkson, K. Germsheid and C. Corbett continue to meet with the GPRTA staff. K. Kimpe and Christopher Smith with Travel Alberta have been working on all outstanding funding grants to get them complete and ensure GPRTA receives the funding applied for. The Executive Team, Ken Loudon and the entire GPRTA staff will be having an in-person meeting once Ken starts. Jennifer Casley of Casley Consulting has been helping with the on-board of Ken into the Executive Director position. J. Clarkson has been the GPRTA representative in attendance at the Philip J. Currie Dinosaur Museum Board meeting.

4. Consent Items

- 4.1. Minutes from previous meeting
- 4.2. Financial Report
- 4.3. ED Report (not applicable for this meeting)
- 4.4. GPRTA Special Board Meeting Minutes 02-08-2021
- 4.5. GPRTA Special Board Meeting Minutes 02-12-2021
- 4.6. **Motion to accept the Consent Items – C. Corbett – All in favor**

5. Business Arising from Previous Minutes

- 5.1. Cost per picture from ModernSpeak – J. Clarkson. The cost of additional photos from ModernSpeak is \$75 per edited digital file. The association did purchase 60 photos. J. Clarkson will send out a link to the board. ****Action Item – Send out link of the ModernSpeak content to the Board Members.****

6. Committee Reports

- 6.1. Finance – C. Corbett – set Ken up with the RBC access and reinstated the Executive Director credit card under his name. The DMF account has been set up with Paulette Butler added as a signing authority and the funds have been transferred from PWC to the GPRTA-DMF account.
- 6.2. Marketing & Branding – J. Peckham – no motions have come out the subcommittee meeting, encouraging board members to use tags for social media (#gprta, @gprta, #GPTourism, #GrandePlan, #SupportLocal) and fill in the content calendar from William Joseph. J. Clarkson added that the Marketing Committee is looking at a contest amongst the board members using the tags on social media. D. Moon asked what the cost was of the ModernSpeak content collection. ****Action Item – K. Kimpe to pull information on the ModernSpeak.**** T. Olsen can we include the communication contact from the municipalities? ****Action Item – Have the Municipalities send contact information for their communication contacts.****
- 6.3. Membership Recruitment & Care – K. Smith – Will be having a meeting on February 25, 2021, more of an update next month.
- 6.4. Governance & Policy – D. Beeston – looking at having the first committee meeting in the 2nd week of March. ****Action Item – Email to be sent out for a consented date.****
- 6.5. Board Development and Succession – D. Moon – Meeting in March with the plan to meet quarterly.
- 6.6. Partnership & Collaboration – D. Anderson – Meeting in March once Ken has started.
- 6.7. Human Resources – K. Germshied – hired new Executive Director and a new release has been sent out. Travel Alberta has been reaching out to Ken. **Action Item – Send Media Release to Board Members.****
- 6.8. Ken Loudon – complements to the hiring committee and the process of hiring him.

7. New Business

- 7.1. RBC Bank access for new Executive Director Ken Loudon
 - 7.1.1. **Motion to grant Ken Loudon access to the GPRTA RBC Bank account and have a credit card issued to him. – C. Corbett – Motion – J. Peckham – Second – All in favor.**
- 7.2. Rotary Bus Tours
 - 7.2.1. The DMF has discussed doing a virtual tour for the Rotary Bus Tours. Don Whiteford has offered to help and do the voice over.
- 7.3. Moving Shared Drive to DropBox
 - 7.3.1. K. Kimpe – switching the shared drive to DropBox as Google Suite is too limited on who can access the files and will not support all emails.

8. Roundtable Discussion

- 8.1. D. Beeston – no update, family friends have had their ski trip to Kamloops cancelled by the ski hill unless they were willing to quarantine when they got there. It has been noted many ski areas in BC are not allowing out of area visitors. Many BC festival have been cancelled this year.
- 8.2. C. Corbett – Tourism Ireland contacted Town of Beaverlodge, and the town will be lighting the beaver green for St. Patrick's Day. Suggested the Centre 2000 and the GPRTA join in and light the sun dial green as well. **** Action Item – Inquire about light the sundial green.****
- 8.3. D. Anderson – met with James Lappen with Travel Alberta, looking forward to BuckWild 2021 and 2022.
- 8.4. K. Germshied – bids are going out and be awarded for events, GP Curling has received the bid for the Pizza Cup, GPRC has a bid in for a national volleyball.

- 8.5. J. Peckham – Odyssey House has announced they are hosting a Comic Con in Grande Prairie. No date has been set yet. A new comic hero has been created for Grande Prairie. Is now sitting on the police advisory board for Grande Prairie.
- 8.6. L. Roberts – museum is still closed, looking at doing a festival in June that would take the public out on walks to explore the dino beds, and other paleontologist sites. Summer camps for the museum will be held down at Pipestone Campground. Unsure when the museum will open again with the current COVID restrictions in place.
- 8.7. C. Young – Nothing to report.
- 8.8. P. Butler – renovations are coming to an end after 3 years; pool will be opening in the next week. Amazing promotions starting to promote leisure travel in the region. Really push for “stay-cations” in the months of March and April.
- 8.9. C. Willier-Larsen – BannockNBed is located close to Jousard, annual ice fishing tournament March 13. Looking at doing cultural events at the BnB. Also sits on the Indigenous Tourism Board of Alberta.
- 8.10. S. Neville – Starting renovations at the hotels, starting last week on March. Hearing of more cancellations of vacations in BC including camping on the island.
- 8.11. R. Leigh – Chamber of Commerce is hosting a series called “Serving Up Knowledge” that is a webinar each week. All webinars will be available on the City of Grande Prairie YouTube channel. Grants are still open for the Local marketing and Beautification of Patio. There is a survey open for the Recreation Reception Centre Plan until the end of the week. **** Action Item – R. Leigh to send links for the Serving up Knowledge, grants and survey to K. Kimpe who will share with the Membership. ****
- 8.12. W. Bosch – Downtown AGM was today. Working at promoting the city core and feels there is a really good relationship between the GPRTA and the GPDTA in supporting Urban Tourism. Downtown construction will be starting in a couple months, working on the marketing plan for it. Showcased 3 video that were done thru regional tourism and Travel Alberta, will share with the GPRTA. Set all events for the year. Construction will be encompassing near CIBC and Cards, 101/100 intersection then working east to 99 street, start date of May end date of October. Will still be going ahead with Art in the Alley, and the Buskers Program. At the AGM shared video of GP’s infrastructure from 1952 that is the same infrastructure that is in place 70 years later, will be sharing the video more as construction starts.
- 8.13. T. Olsen – the MD of Greenview has started their year photo contest, signed leases for Alberta Parks that were schedule to close, there campgrounds are the Smoky River South and Sheep Creek. Alberta Parks camping reservations open March 4.
- 8.14. D. Moon – Tera Centre offers take out on Fridays. Northern Classic Bull sale will be held this year both in person and live streaming. Starting to get bookings, the NPBRA Spring Car Show, the Wedding Show, Stompede and Horse Racing. New name for the Casino will be reveled in a month, first process that William Joseph did for Evergreen. Casino Lounge and Family restaurant are open. Outdoor rink is starting to melt.
- 8.15. K. Smith – opening campground, Saddle Hills county has acquired Spring Lake Campground from the province, will be offering seasonal campsite. Upgrading boat launch at the Cotillion Campground on the Peace River. Toboggan hill is open and has been a successful this year.
- 8.16. G. Emmett – nothing to report.
- 8.17. J. Clarkson – ski hill still has lots of snow and will be open to the end of March, working with schools to bring out physed classed. Currently meeting to plan summer, just signed a 5-year contract with the City of Grande Prairie for the Bear Paws Golf and RV park. Planning in the works for the Summer Bike Park programs, hinged on the Geo-tech side and the slide recovery.

9. Date of Next Meeting

9.1. Wednesday, March 24, 2021 at 5:00 pm

10. In-Camera Session

10.1. **Motion to go In-Camera at 6:16 pm – C. Corbett**

10.2. **Motion to go out if In-Camera at 6:27 pm – C. Willier-Larsen**

11. Adjourn

11.1. **Motion to adjourn the meeting – S. Neville – All in favor.**

11.2. Meeting adjourned at 6:27 pm