



GPRTA Board Meeting
Wednesday, May 26, 2021 at 5:00 pm.
Via Zoom
MEETING AGENDA

Present: Johnathan Clarkson (Chair), Karna Germsheid (Vice Chair), Cyndi Corbett (Secretary-Treasurer), Daryl Beeston, Dave Anderson, Don Moon, Dennis Stredulinsky, George Emmett, Jackie Clayton, Joanne Peckham, Kristen Smith, Linden Roberts, Paulette Butler, Sandi Neville, Tom Burton (alternate for Tyler Olsen), Wendy Bosch, Yad Mihas

Staff: Ken Loudon, Kimberly Kimpe

Guests: Rebecca Leigh (City of Grande Prairie)

Regrets: Christine Young, Tyler Olsen (Tom Burton – alternate)

1. Call to Order & Quorum Determination

- 1.1. Meeting called to order at 5:05pm
- 1.2. Quorum is present.

2. Approval of the Agenda

- 2.1. **Motion to accept the agenda – S. Neville – Motion – All in favor**

3. Consent Agenda Items

- 3.1. Minutes from previous meeting
- 3.2. Financial Report
- 3.3. **Motion to accept consent items – J. Peckham – Motion – All in favor**

4. Business Arising from Previous Minutes

- 4.1. **N/A**

5. New Business

- 5.1. **N/A**

6. Committee Reports

6.1. Finance (C. Corbett)

- 6.1.1. K. Kimpe reported for C. Corbett – from the 90+ \$1292.81 was collected in May, many members are struggling with COVID, some not open until after May Long weekend. Any membership unpaid by May 31 will have membership revoked. McNabb is still working on year end, received our Corporate Return on May 19. DMF RBC account is up and running with properties remittance coming to us.

6.2. Marketing & Branding (J. Peckham)

- 6.2.1. CMTA Christmas in July and Rumble Alberta contracts have been signed with caveats and expectations in place
- 6.2.2. GPRTA has an upcoming summer promotion to partner with the DMF on; more information to follow
- 6.2.3. *Marketing and Promotions RFP* – the Marketing Committee received 4 RFP applications in total – 3 were interviewed. Each interview was approx. hour long

with questions sent to the applicants prior to. 2 applicants were very close, William Joseph was chosen based on the local component, they have opened an office in Grande Prairie now, and they have a year history with the GPRTA. A strategic planning session will need to take place and a reset of the budget. On May 27 notification will be sent out to all applicants, with the contract commencing on July 1.

6.2.3.1. Motion to go accept Marketing & Branding Committee recommendation to award William Joseph Communications the RFP Marketing Contract for 3 years after legal has reviewed. – J. Peckham – Motion – All in favor

6.3. Membership Recruitment & Care (K. Smith)

6.3.1. *New GPRTA Member – Riverstone Golf Course*

6.3.1.1. Motion to accept River Stone Golf Course as a Member of the GPRTA – K. Smith – Motion – All in favor

6.3.2. *New Membership Package – Review of the GPRTA Membership package, benefits and pricing after a survey was conducted of the current membership. The benefits and levels of membership needed to be realigned and restructured to reflect our Bylaws. The new Membership would come into effect for 2022*

6.3.2.1. Motion to accept new membership package and pricing for 2022 and present to membership at the AGM– K. Smith – All in favor

6.4. Governance & Policy (D. Beeston)

6.4.1. *New Bylaws – Review, rewrite, and update of the Bylaws to be presented at the June AGM. The 2019 bylaws have now been accepted by Corporate Registries.*

6.4.1.1. Motion to accept and present new Bylaws at AGM – D. Beeston – All in favor

6.4.2. *New Policy Manual - Review, rewrite, and update of the Policies to reflect and align with the new Bylaws. Still working on the Terms of References and a Code of Conduct.*

6.4.2.1. Motion to accept new Policies with amendments to B-3 1.1 addition of Sports and B-4 Approved By – G. Emmett – Motion – All in favor

6.5. Board Development and Succession (D. Moon) – no openings on the board, no election at this AGM and no meetings.

6.6. Partnership & Collaboration (D. Anderson) – no meetings currently. Once the Governance is finished and the AGM is over a committee meeting will be held.

6.7. Human Resources (G. Emmett) – nothing to report – couple of items came out of Governance, HR committee will be meeting May 27 at 2 pm to discuss and report back.

6.8. DMF Committee (P. Butler) – J. Clarkson and D. Moon reported for P. Butler

6.8.1. Starting of the Summer Campaign total of \$70,000 between all properties

6.8.2. Just finished off the Spring Campaign and \$10,000 Giveaway: winners from Slave Lake \$5,000, Edmonton \$3,000, and Calgary \$2,000

6.8.3. Virtual Rotary Bus Tour – The Distillery Film Company award the production contract

7. President's Report

7.1. Attended meetings for Marketing RFP Applications and interviews, Policy & Governance. Thank you to K. Loudon and the GPRTA team for all the work put in the last month updating everything.

8. Executive Director's Report – see attached report

8.1. Travel Alberta Corporative Investment Grant – review of 2020 and 2021 application

8.2. AGM setup for June 23

8.3. Completion of computer install

- 8.4. Attended meetings
- 8.5. Attended Roger's Tourism webinar
- 8.6. Spoke at PROBUS
- 8.7. Bylaw and Policy amendments and finalization
- 8.8. DMF Spring Campaign Spring Giveaway
- 8.9. FAM tour with Kira from William Joseph
- 8.10. RFP Application interviews
- 8.11. Revised and posted Summer Student Tourism Ambassador positions
- 8.12. Met with Sports Connect and DMF representative to discuss sports tourism

9. Roundtable Discussion

- 9.1. C. Corbett – Beaverlodge is going ahead with small tourism booklets – Anticipate the booklets to be out by September.
- 9.2. D. Anderson – June 15 PRB announcement ticket sales start June 18; would have been the first day of Stompede, BuckWild is looking at other events to bring to Grande Prairie.
- 9.3. Y. Mihas – looking forward to the reopening
- 9.4. G. Emmett – nothing to report
- 9.5. W. Bosch – phase 4 of the Downtown Construction started May 3, marketing campaign going with Construction Carl going well, going forward with the Street Performers, late night shopping/dining/entertainment one night a week for the summer starting in June, storybook walk thru Downtown, Summer Buskers, and collaborations with the RCMP on foot patrol and mobile outreach thru the core.
- 9.6. D. Beeston – County campgrounds are filling up on weekends
- 9.7. D. Stredulinsky – Sexsmith Museum Society is hosting an online 50/50 raffle and online auction, starting on the 3 or 4 with the draw on June 12. D. Stredulinsky will send an email to K. Kimpe to pass along to the members of GPRTA.
- 9.8. T. Burton – June is PSTD Awareness month for first responders.
- 9.9. K. Germshied – working on the Alberta North Sports Conference, sitting on a Sports Tourism board
- 9.10. J. Peckham – Modernization of 911; by 2023 the next 911 system will support real time texting.
- 9.11. P. Butler – lots of summer programs coming, working on a “Back to School” promo thru the DMF, renos are still going looking toward September to be finished.
- 9.12. S. Neville – Marriot renos will be starting June 24, major issues with shipping and cross board, hiring new employees is going great
- 9.13. D. Moon – a lot of events planned for the Fall, Friday the Grande Prairie Boys’ Choir will be having the premier of Muted followed by their graduation, Disc Golf has opened, Community Dinner did not take place so instead the kitchen will be doing Soup for the Soup Kitchen in downtown, Lewis Hawks reno has started.
- 9.14. K. Smith – nothing to report
- 9.15. L. Roberts – planning to open the museum weekend before Canada Day, camps and bonebed tours down at Pipestone, doubled the summer camps as they are filling fast, half day palio for a day and mid-July a Paloplazo – summer actives
- 9.16. J. Clarkson – in a holding patter on the Biking Camp, the landslide recovery still waiting on details from the geo-tech, looking at a T-Bar lift to install over the summer, RV Park is booking up. Bear Paw is open, planning a Family Golf Day July 24 as a Fundraiser for the Nitehawk Landslide Recovery and launching online Golf Booking
- 9.17. J. Clayton – nothing to report

10. Date of Next Meeting

- 10.1. Wednesday, June 23, 2021 at 5:00 pm via Zoom

11. Adjourn

11.1. Motion to adjourn meeting at 6:37 pm – K. Germshied

GPRTA Executive Director's Report May 2021

Fielded numerous back/forth questions over several weeks from Chris (T.A.) re: CIG Application w request for DMF Properties Stats & projections

Met with Higher Logic Consultant Co. re: Membership Software Co. Marketing Automation & Customer Retention Management Company

Travel Alberta C.I.G. submitted for GPRTA, BuckWild & ExploreNWAB

AGM Doodle Pool out & completed set June 23rd – Noon

Office computers were completely install & upgraded (Fusion Bus. Sol.)

Attended CoC & City of GP State of the City

Attended Roger's Sport's & Media Decoding Tourism Webinar – Top 10 Trends projections

Attended CoC Meeting with Economic Minister Doug Schweitzer re: AB Recovery Program

Attended ExploreNWAB Regroup meeting

Held one-on-one question time with each RFP Proposers

Total review of our T.A. – CIC applications w T.A.

Attended the CoC Board Mtg

Attended GPRC's Announcement – New Poly-Tech Status

Attended Centre 2000 Tenant Mtg

Attended Marketing & Branding Mtg

Spoke at Probus Mtg on Tourism Trends 2021

Fielded communications with Corporate Registries on our 2019 Bylaw submission – 2019 Approved!

Spent numerous hours/days on amendments & finalization of the Bylaws

Participated in the GPRTA-DMF Committee Summer Sizzler Draw & contact each winner

Participated in the RFP interview screening questions with Marketing Committee

Set up a Fam Tour for Kira (W.J.) & accompanied her to Broken Tine Orchard

Spent numerous hours/days on amendments & finalization of the Policy & Procedures Manual

Attended the DTA Board Mtg

Attended the GPRTA-DMF Committee Mtg

Contacted "The Distillery" to notify them of Rotary Virtual Bus Tour chosen vendor

Pattison Group – Summer Selfie Promotion passed on the Marketing Committee

Participated in the Travel Alberta DMO Social Program Mtg – each DMO will receive 20K worth of promotion via T.A. to push the Website Landing page

Attended the PJCDM Board mtg

Set up/coordinated the 3 RFP Proposers Interviews/Presentations

Revised job description & Indeed Ad & posted Summer Students Tourism Ambassador positions

Participated in the GPRTA – Marketing Committee RFP Final Review conversation

Forwarded the DTA – Summer Busker DMF application & the Pattison Group Summer Selfie Sponsorship request to the GPRTA-DMF Committee

Met with Sports Connection & DMF Representative to discuss Sports Tourism Hosting & initiate a conversation to develop a Sports Tourism Strategy

Met with CMTA & Food Tourism Representatives to discuss Rumble in Alberta Influencers coming to GP on June 8-10 & sent out request for reduced accommodations for them (SPIS \$104.99/Encore \$139); Video interviewing, food tasting & profiles on our member restaurants, wineries, breweries & distilleries; Coming also in June will be influencers to focus on “All Things Kids”; PJCDM; & Motorcycle Tourism & Points of Interest in the Region

Attended the GP E.D. Network Mtg, Not-for-profit Shredding Party on June 11th, 9am – 3pm at the Community Village, food starts at 9am with lunch at 11am. RSVP to GPVSB if interested in attending

Forwarded The Distillery” Production Agreement on to Johnathan for signing

Attended Centre 2000 Board Mtg, new tenants GP Regional Archives move in 2023, SuperNet internet to be installed; will add a \$90/monthly charge for ever tenant