



**GPRTA Board Meeting
Wednesday, August 25 at 5:00 pm
Via Zoom
Meeting Minutes**

Present: Johnathan Clarkson (Chair), Cyndi Corbett (Secretary-Treasurer), Christine Rawlins (alternate for Daryl Beeston), Dave Anderson, Dennis Stredulinsky, George Emmett, Jackie Clayton, Joanne Peckham, Kristen Smith, Linden Roberts, Sandi Neville, Tom Burton (alternate for Tyler Olsen)

Staff: Ken Loudon, Kimberly Kimpe

Regrets: Daryl Beeston (Christine Rawlins – alternate) Paulette Butler, Tyler Olsen (Tom Burton – alternate), Wendy Bosch

1. Call to Order & Quorum Determination

- 1.1. Meeting Called to Order at 5:03 pm
- 1.2. Quorum is present

2. Approval of the Agenda

- 2.1. **Motion to approve the agenda – J. Peckham – All in favor**

3. Consent Agenda Items

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

4. Business Arising from Previous Minutes

- 4.1. **N/A**

5. New Business

- 5.1. Vice President
 - 5.1.1. J. Peckham nominated S. Neville for the position of Vice President
- 5.2. Bank Signing Authorization
 - 5.2.1. **Motion to remove former vice president Karna Germshied and add new vice president Sandi Neville to the RBC Bank signing authority – Motion – C. Corbett – Second – L. Roberts – All in Favor**
 - 5.2.2. **Motion to rescind GPRTA-DMF Chair Paulette Butler's signing authority on the RBC Banking as per GPRTA Bylaw 6.3 – Motion – C. Corbett – Second – S. Neville – All in favor**
 - 5.2.3. Discussion on the RBC Bank accounts
 - 5.2.3.1. J. Clarkson – goal is to move the GPRTA-DMF account to a third party and off the GPRTA books to keep the funds at arm's length of the association.
 - 5.2.3.2. C. Corbett – Nowhere in the GPRTA Bylaws, Policies or Terms of References does it say that the GPRTA cannot be the Trustee of the GPRTA-DMF account, what is the issues with the GPRTA being the trustee of the GPRTA-DMF account, where is the urgency coming from to move this account, and is the something that the board needs to vote on? J. Clarkson – this is a recommendation that would need to be brought forward by the GPRTA-DMF Committee to the GPRTA Board to vote on. C. Corbett so until the time that the GPRTA-DMF brings forward that recommendation we should not be discussing this? K. Loudon – as long as we are maintaining a distinction between the GPRTA and the GPRTA-DMF then it is an issue as

there is ownership of funds a third-party trustee would bring a neutrality to the situation. When we recognize that the Destination Marketing Fee that is remitted is actually the GPRTA property and not the property of GPRTA-DMF Committee or their revenue streams, but GPRTA's revenue stream that we utilized via the participating properties. The contract the properties sign is with the GPRTA not the DMF Committee as the committee itself, does not have contractual capacity. The question that needs to be fully dialoged through is this account belongs to the GPRTA, even though it has a label of DMF, it's really the GPRTA marketing banking account, and as long as there are the two entities that are not seeing the vision and cohesiveness of the overall governances of this organization, then a neutral party is required because there will not be agreements of how and where that money is spent. The DMF was formed in 2008 to provide the GPRTA with a marketing budget, with the sole purpose to market the region as a whole with the DMF properties receiving preferential treatment, not self-serving unto themselves. The DMF was not to become the stand-alone entity that is has now migrated too. This is all a part of the realignment of the Organization as a whole. Having a third-party would not be needed if we change our mentality and our terminology to recognize this is the GPRTA's money and not the DMF's money.

5.3. GPRTA 2025 – A Vision for Driving the New Economy – Holly Sorgen's Report

5.3.1. This was just an FYI for those who were unable to attend the board retreat.

5.3.2. T. Burton – wording and grammar concerns

6. Committee Reports

6.1. Finance (C. Corbett)

6.1.1. A/R Balance July 31 \$19,695.92 – consist of Visitor Guide Advertising, County of GP #ExploreNWAB and 5 new membership as of today (August 25) we have received \$11,417.95 of the outstanding from July 31. Main Bank Balance as of July 31 \$340,051.96, DMF Bank Balance as of July 31 \$448,429.59 Total Bank Balance as of July 31 \$788,481.55. Gift Shop Sales for July \$2202.48 seen more sales in the month of July compared to the first 6 months of 2021. Payments over \$5000 made in July Alberta Food and Beverage Expo Sponsorship (\$5250) and McNabb and Lucuk (\$11,500). Items on Budget for Revenue that we did not receive AB Culture and Tourism – Budget \$20,000 – did not receive as Travel Alberta pulled that funding province wide CRA COVID-19 CEWS – Budget \$40,000 – did not qualify for funding and should not have been a budget item. Ken and Kimberly will start working on the 2022 budget in September. **Motion to accept financial report as information – J. Peckham.**

6.2. Marketing & Branding (J. Peckham)

6.2.1. GPRTA Stakes at Evergreen Park only 12 were in attendance, dino races were cancelled for that day.

6.2.2. William Joseph Grande Plan page views on Facebook reached 1 million viewers, Instagram reached 400,000+ viewers. First meeting with William Joseph on new brand and logo presentation, not impressed, will be meeting again in September.

6.2.3. Christmas in July, leaning toward not supporting next year, Rumble Alberta concerns that obligations were not met, K. Loudon has been in email contact with organizers. T. Burton – written letter outlining our concerns and put on file.

6.3. Membership Recruitment & Care (K. Smith)

6.3.1. 3 new members applications for approval

6.3.1.1. Stolen Harvest

6.3.1.2. Farm 2 Table on 51

6.3.1.3. McGrovens RV Centre

6.3.1.4. **Motion to accept new members – K. Smith – All in Favor**

6.3.2. Accolades to K. Loudon and the staff of GPRTA in continuing to grow the membership of the GPRTA.

6.4. Governance & Policy (D. Beeston)

6.4.1. C. Corbett and K. Loudon reported for D. Beeston

6.4.2. Revamped the GPRTA-DMF Terms of References and waiting for them to sign.

6.4.3. Revised Policy B-13 to reflect the changes to the Funding Guidelines and Application that we will now operate under.

6.4.4. **Motion to accept the amended Policy B-13 – Motion – C. Corbett – All in favor.**

6.5. Board Development and Succession (S. Neville)

6.5.1. Nothing to report – this is more so needed for the AGM

6.6. Partnership & Collaboration (D. Anderson)

6.6.1. Email to Committee to set meeting to review Terms of References

6.7. Human Resources (G. Emmett)

6.7.1. K. Loudon review due for September 1, 2021

6.8. DMF Committee (P. Butler)

6.8.1. J. Clarkson reported for P. Butler

6.8.2. The GPRTA-DMF Committee has accepted the Terms of References

6.8.3. **Motion to accept the amended GPRTA-DMF Terms of References – Motion – C. Corbett – All in Favor**

6.8.4. **Motion to accept new funding guidelines and funding application – Motion – C. Corbett – All in Favor**

7. President's Report

7.1. Thank you to the GPRTA and the Board for the wedding gift.

8. Executive Director's Report

8.1. See attached report

8.2. Attended the Grande Prairie Petroleum Association Golf Tournament, the GPRTA was a Food and Beverage sponsors with 8 other sponsors. Very well attended, great networking opportunity, and was discussed how the Oil and Gas Industry plays into the Tourism Industry

8.3. Thank you to S. Neville for standing in during the Grande Prairie Chamber of Commerce Golf tournament. The GPRTA had two cooler baskets to give away valued at over \$3000 combined.

9. Roundtable Discussion

9.1. **C. Corbett** – shop local program has started – 3rd week and numbers have doubled over last year. September 11 will be the Beaverlodge Arts and Culture mural reveal.

9.2. **L. Roberts** – Successful summer, Dino derby was cancelled due to the rain, the Dino shoot was popular, 90% of visitors were from out of town many staying for more than one day, attendance was as good as summer 2019, with gift shop sales higher. Summer Camps well received; many campers stayed at the Pipestone Campground while attending the summer camps. Piloting a rafting experience. Lifting a skull from the Red Willow River. International Museum Day, on Sunday August 29 in partnership with the City of GP. New assistant curator starting this fall. MD of Greenview has a Museum membership thru their library that residents can sign out and use. Rink and Holiday Camps around Christmas.

9.3. **S. Neville** – Day 26 of the Hotel open. Opened the pool, hot tub and steam room. Stayed at the Sheep Creek Cabin adventure – highly recommend.

9.4. **D. Anderson** – BuckWild PBR is 5 weeks away, ticket sales on target, Crazy Bull Saloon has been announced with Streetheart the headliner on Friday night, and Tyler Joe Miller on Saturday night. Planning a Chamber ribbon cutting, possibly on the Thursday. Tickets are available for board members, will be in contact with K. Loudon. Also sit on the GP Stompede board, hoping to have an AGM soon.

9.5. **K. Smith** – nothing to report

- 9.6. **D. Stredulinsky** – Sexsmith Community BBQ and Car Show on Saturday August 28 9am to 3pm. Museum will be hosting David Letter, an author of local history.
- 9.7. **G. Emmett** – nothing to report – Street Race August 28/29 in Beaverlodge
- 9.8. **T. Burton** – August 21 was Debolt Fair and Festival, Cranberry Lake Rodeo Association held a music festival with a corn boil and chili for 2 days.
- 9.9. **C. Rawlins** – Capital assistance and major capital grants are open until September 15. With the dissolution of the Village Hythe the Speedway is now with the County and would like help to promote it. Archeologists research at the Old Bezanson Townsite.
- 9.10. **J. Clarkson** – Weekly Wax Wing Wednesdays at South Bear Creek in preparation of the Roots and Ruts Run on September 17, Nitehawk Comedy Fundraiser October 2, looking for auction items, ticket are \$80 each or a table of 10 for \$800, Ski Swap November 5 and 6, targeted winter opening November 20th.

10. Date of Next Meeting

- 10.1. Wednesday, September 29, 2021 at 5:00 pm – Hybrid – Delta Marriot Grande Prairie and via Zoom

11. Adjourn

- 11.1. **Motion to adjourn meeting at 6:20pm – L. Roberts**

GPRTA Executive Director's Report

August 2021

- Collaboration meetings with W.J. & Explore NWAB
- Weekly Staff meetings
- Participated at hole 12 in the GPPA 3 Day Golf Tournament Thurs-Sat (food & Beverage Sponsor)
- Attended weekly WJ meetings
- Attended weekly Rotary meetings
- Met with Justin Elliott to discuss potential of a Carnival Day in September
 - After logistic & financial review by the Marketing Committee it was deemed not viable
- Met with Maggie Davidson from Explore Edmonton Association to discuss challenges & best practices which also included a conversation regarding DMF Management
- Finalized the GPRTA-DMF Term's of Reference
- Developed & designed the GPRTA-DMF Funding Guidelines & Funding Application Form
- Attended GPRTA Marketing Mtg
- Developed the GPRTA Code of Ethics & Conduct
- Revised Policy & Procedure B-13
- Sent email to the City, County & MD regarding participation in the Calgary Outdoor Adventure & Travel Show in March 2022
- Had conversation with AHLA & James Leppan from Travel Alberta regarding GPRTA-DMF management
- Gathered contributions from our membership for 2 Gift Coolers for the Chamber Golf Classic with combined totals of \$2,338.00
- Sent email request to our members for free participation of the GPRTA Stakes at Evergreen Park & coordinated the VIP Booth
- GPRTA was represented at the WASP Showcase & tradeshow held at the PJCDM
- Attended the Travel Alberta Northern Alberta Tourism Partners Mtg
- Met with Laird Ferguson from Westkey Graphics
- Get In The Loop participants are now at 6 members
- Attended the City of GP Budget Engagement Presentation hosted by the Chamber of Commerce
- Connected with Jim Barr (Seekers Media) on updates & current progress
- Attended the Growing The North Committee meeting for the upcoming 2022 event
 - Looking at GPRTA to partner with C.F. & GPRIN in hosting a "Taste of the Peace"
- Participated in a Fam Tour of the Marriott with Johnathan
- Attended the Air Races 2022 Information session at the GP Airport
- Celebrated our amazing staff & summer students dinner night out at Casino
- Took the week of Aug 16 – 23rd off for vacation time
- Obtained 3 additional new members this month Stolen Harvest; Farm to Table on 51; McGovern's RV
- Finalized the Good Sam ad & commentary
- Emailed River Road B&B a Membership Package
- GPRTA representation participation at the Chamber of Commerce Annual Golf Tournament (thank you Sandi) & the Summer Students managed the hole which we sponsored
- Participated in the WJ Brand presentation meeting
- Participated in the GPRTA-DMF Committee meeting
- Met with the CrowdRiff Organization & registered for the Tackling the Challenges of Return-to-Travel Webinar on Aug 31st