



**GPRTA Board Meeting
Meeting Minutes
Tuesday, March 1, 2022, at 5:00 pm
AI Robertson Room Centre 2000 and via Zoom**

Attendance

Board Members: Johnathan Clarkson (Chair), Sandi Neville (Vice Chair), Cyndi Corbett (Secretary-Treasurer), Bruce Black (Zoom), Dave Anderson, Duane Didow, Gladys Blackmore, Joanne Peckham, Karen Rosvold, Linden Roberts, Paulette Butler, Wendy Bosch

Municipal Staff: Hetti Huls (Zoom), Rebecca Dodd

Staff: Ken Loudon, Kimberly Kimpe

Regrets: Kristen Smith

1. Call to Order & Quorum Determination

- 1.1. Meeting called to order at 5:13pm – J. Clarkson
- 1.2. Quorum is present

2. Roundtable Introduction

- 2.1. Karen Rosvold – County of Grande Prairie Councillor
- 2.2. Brian Grant – CEO of Grande Prairie Airport
- 2.3. Dave Anderson – Grande Prairie Stompede and PBR
- 2.4. Gladys Blackmore – City of Grande Prairie Councillor
- 2.5. Duane Didow – MD of Greenview Councillor
- 2.6. Cyndi Corbett – Town of Beaverlodge Councillor, GPRTA Secretary-Treasurer
- 2.7. Linden Roberts – Executive Director Philip J Currie Museum
- 2.8. Rebecca Dodd – City of Grande Prairie Economic Development
- 2.9. Ken Loudon – GPRTA Executive Director
- 2.10. Wendy Bosch – Grande Prairie Downtown Association and City of Grande Prairie Councillor
- 2.11. Paulette Butler – General Manager of Sandman Hotel and GPRTA-DMF Chair
- 2.12. Sandi Neville – Delta Marriott and Grand Inn and Suite, GPRTA Vice President
- 2.13. Johnathan Clarkson – General Manager Nitehawk Year-Round Adventure Park, GPRTA President
- 2.14. Kimberly Kimpe – GPRTA Administrative Assistant
- 2.15. Bruce Black – Town of Sexsmith Councillor
- 2.16. Hetti Huls – County of Grande Prairie Economic Development

3. Approval of the Agenda

- 3.1. **Motion to accept the agenda – K. Rosvold**

4. Consent Agenda Items

- 4.1. Minutes from previous meeting
- 4.2. Financial Report
- 4.3. **Motion to accept consent agenda items – S. Neville**

5. Business Arising from Previous Minutes

6. New Business

- 6.1. Formation of Board Development & Succession Ad Hoc Committee
 - 6.1.1. AGM is in June; final date has not been set yet.
 - 6.1.2. Executive official is S. Neville; need personal to help vet nomination applications

- 6.1.3. Of the 6 elected officials, 5 are up for election. J. Clarkson will move from President to Past President for 1 year, S. Neville will be moving from the Vice President to President for 2 years leaving the Vice President position open.
- 6.1.4. Moving forward will need to re-establish the off-set years, 2 of the 5 will be 1-year terms, 3 of the 5 will be 2-year terms, this will be determined by who will let their names stand. Up for elections is B. Grant, D. Anderson, J. Peckham, and P. Butler. The board consists of 6 appointed, 6 elected and 2 reciprocal positions.
- 6.1.5. The GPRTA does have a board member application with a skills matrix that would be vetted by the committee. All board members are encouraged to have conversation with members and find people interested in sitting on the board, these names are to be forwarded to the committee, then the committee can take the lead.
- 6.1.6. The Policy and Procedures Manual lays out the acceptable industry sectors.
- 6.1.7. Interested in sitting on committee is G. Blackmore, and K. Rosvold will help with the vetting process.
- 6.1.8. ****Action Item - K. Loudon will send an email out the membership with the board application and matrix any application that come back the committee with vet and bring a recommendation to the board. ****
- 6.1.9. The main criteria that the member is in good standings.
- 6.1.10. Bylaws will be revised to rescind the nominations from the floor at the AGM.
- 6.1.11. **** Action item - S. Neville to send an email to G. Blackmore and K Rosvold to set up meeting for the Ad Hoc Board Development and Succession committee. ****
- 6.2. Meetings - In Person/Hybrid
 - 6.2.1. Prior to COVID meeting were In-Person with a meal provided that was then billed back to the board members. Would the board like just snack or an actual meal? Going forward, menus will be sent out with the board packages, but still have the Zoom option for those that are unable to attend in person.

7. Committee Reports

- 7.1. Finance (C. Corbett)
 - 7.1.1. As of March 1, 2022, Main account \$146,927.76 GPRTA-DMF account \$309 728.84 for a total of \$456,656.60. Accounts receivables \$138,041.46 for Membership and Visitor Guide advertising, reminders were sent out on February 24, Visitor Guide billing was sent out February 28. The remainder of the William Joseph bill for the 2022 contact has been paid.
 - 7.1.2. Most of the Account receivables is for outstanding business membership
 - 7.1.3. Contacts for Wembley Noreen or Kelly Peterson
 - 7.1.4. **Motion to accept the financial information as presented – D. Didow – Motion – G. Blackmore – Second – All in favor.**
- 7.2. Membership Recruitment & Care (K. Smith) – J. Clarkson reported
 - 7.2.1. One new member application for WeStrech
 - 7.2.2. **Motion to accept new members – B. Grant – All in favor**
- 7.3. Marketing & Branding (J. Peckham) – J. Clarkson reported
 - 7.3.1. William Joseph and K. Loudon meet weekly, working on the next quarter coming into spring
 - 7.3.2. The GPRTA now has the website, Facebook Page, LinkedIn Page, and a Facebook Group page for locals.
 - 7.3.3. Marketing programs underway, taking to print, is the Top 5 Things to Do in Winter and working on the final edit for Top 5 Things to Do in Summer, these will be delivered to the hotels. This is a broad categorizing of things to do that then encompassed many members. Members need to help with letting the GPRTA know what is going on.

- 7.3.3.1. W. Bosch – why is it not Top 10? Or just Top Things keeping it very broad.
- 7.3.3.2. **** Action Item - Need to have a call to action – add “Learn more” with a QR Code. **** Tack clicks thru on the QR Codes
- 7.3.3.3. L. Roberts – need to find anchor point that will then draw people to a research point to plan an experience.
- 7.3.4. Sheets will be delivered to locations that will have What is Happening in the Region this Month with the focus on educating the front-end staff.
- 7.3.5. Home and Garden Show April 22 to 24 – discussion was had about having personal at the entrance taking postal codes, Ken has been in contact with the organizers, and they will allow us to conduct the survey, but they will not give us a reduce fee. K. Loudon will send out an email to the board members to volunteer.
 - 7.3.5.1. **Motion to collect postal code on Saturday, April 23, 2022, from 10:00 am to 6:00 pm at the Home Show by Board Member volunteers. – C. Corbett – Motion – All in favor.**
- 7.3.6. Rebranded the Gift Shop – New Name – “Hidden Gems Gift Shop” with local artisans
- 7.3.7. About to unveil our Sundial Replica logo that was created by LSM. It will be picked up on Thursday and delivered to Evergreen Park to be on display for the Ag Show. It is 9 feet tall and 8-foot base. This will be taken to trade show and when not at trade show it will be on display at Centre 2000. LSM has a plaque at the bottom with their name on it. The first out of town trade show will be at the Calgary Outdoor Show. Suggestion to add a QR code to the Sundial.
- 7.4. DMF Committee (P. Butler)
 - 7.4.1. **Recommendation to fulfill the pre-existing contract with the North Peace Bracket Racing Association for their annual Spring Car Show in the amount of \$15,000 that was put on hold due to COVID.**
 - 7.4.2. **Motion to accept the recommendation for the NPBRA – K. Rosvold – Motion – D. Didow – Second – All in Favor**
 - 7.4.3. **Recommendation to support the ACFA Maple Sugar Festival in the amount of \$1000 for 10 room nights for March 5, 2022.**
 - 7.4.4. **Motion to accept the recommendation for ACFA – W. Bosch – Motion – D. Anderson – Second. – All in Favor**

8. President’s Report

- 8.1. Met with Dan and Denise Cook with Evergreen Par regarding their GPRTA-DMF Membership. They will be continuing their partnership.
- 8.2. Meeting with the Rotary Campground on March 30 to clarify something on the contract for their GPRTA-DMF partnership as well. They have questions on the selection of membership and the changes to the GPRTA-DMF and the realignment.

9. Executive Director’s Report

- 9.1. Western Diversification Fund - Working with Jim Barr of Seeker’s Media and 16 regional partners of the North to promote the shoulder season tourism, asset development and awareness campaigns. This is a 5 year approx. \$380,000 project.
- 9.2. Travel Alberta Cooperative Marketing deadline is April 30, opening April 1. Waiting for the Capital Investment program from Travel Alberta.
- 9.3. Growing the North Breakout with Jim Barr, bring forward a collaboration of a single voice as a collective whole. Different ways of measuring success is a good story goes a long way. Tourism can build a quality of life.
- 9.4. Attended the first in-person Chamber Mixer with a booth set up.

10. Roundtable Discussion

- 10.1. C. Corbett – Town of Beaverlodge is hosting an opioid exhibit at the Community Centre

- 10.2. L. Roberts – all dinosaur facility in Alberta and BC are putting out a Dino-Road trip that would go from Drumheller, Dinosaur Provincial Park, Grande Cache, Philip Currie Museum, Tumbler Ridge and Prince George. This would be in collaboration with the new Jurassic Park Movie.
- 10.3. P. Butler – Renos are finally complete, will be hosting an open house March 24. Working with the Dunes on a Stay and Play package.
- 10.4. D. Didow – opening May a dinosaur virtual reality exhibit at the Grande Cache Tourism Centre in collaboration with the Lethbridge College. Grande Cache and MD of Greenview is putting out a visitor guide. Jenny will be joining K. Loudon and S. Neville at the Calgary Outdoor Show.
- 10.5. K. Loudon – going to Grande Cache on Friday to make some cold calls. Travel Alberta Tourism Town Hall May 3 at the Delta 10am to 1pm, it is free but need to register.
- 10.6. K. Rosvold – use to attend the rural tourism conference in Camrose; can we look at buying the rights? This is a conference was cancelled before COVID.
- 10.7. J. Clarkson – T-Bar ribbon cutting on March 12.

11. Date of Next Meeting

- 11.1. Wednesday, March 23, 2022, at 5:00pm, Centre 2000 Al Robertson Room and via Zoom

12. In-Camera Session – N/A

13. Adjourn

- 13.1. Meeting adjourned at 6:56 pm.

GPRTA Executive Director's Report

February 2022

- NWPC Vision & Strategic Development Planning Session with Justin Kohlman
- Attended Chamber of Commerce After 5 Mixer at Grant Berg Gallery
- Book Booth at Home & Garden Show – April 22-24th
- Bi-Weekly WJ Mtg
- Re-branded the Gift Shop to “Hidden Gems Gift Shop”
- Follow-up Conversation with Tracy Williams – Four Points re: DMF (not this year)
- Weekly Staff Mtg
- Conversation with Jenny (G.C.) re: Calgary Outdoor Adventure Show & Passport to the Peaks sales in GP
- Breakfast meeting with Justin Kohlman & Cherene Griffiths re: Regional Marketing
- WJ Visitor Guide Mtg
- Chamber of Commerce Talinity Presentation
- MTG with Michelle Ouellette re: Stompede Advertising
- Contacted winner of Seeker's Media/GPRTA SkiNorthAB Western Canada's Winter Experience Getaway – Amber Harvey Johner from Grimshaw (2 Nitehawk Lift & Tube Zone Passes/2 Night Jacuzzi King Suite at Sandman Hotel
- Weekly Rotary Mtgs
- Sent Hype Video to Mayor Clayton, MLA Martin Long, MLA Travis Toews
- ACFA Funding Application submission review
- Setting up Stompede Midway Ticket Sales at GPRTA Guest Services
- Western Diversification Mtg re: GPRTA's Tourism Relief Fund Application Review
- BSN – County of GP Ec. Dev. Job Fair March 17th Noon-8pm Organizational Mtg
- Attended Chamber of Commerce Monthly Board Mtg
- Completely updated the GPRTA Team Member Handbook
- Lunch Mtg with Mayor Clayton & Johnathan
- Attended Alberta Chamber of Commerce Labour/Immigration Recovery Plan Presentation by Minister Sandro
- Attended Centre 2000 Tenant Mtg
- Attended GPRTA Marketing Committee Mtg
- Attended Chamber of Commerce W2BI (Waste to Biofuel) Presentation & regional economic impact targeted to open in GP 2023-2024
- Hosted a Mtg with Kristeva Dowling (Stolen Harvest) re: Lt. Gov. Regional Wine Award & event development – Target Sept 9-11
- Attended Centre 2000 Board Mtg
- Received a call from Alana re: 150-200 Vendor Swag Bags for GP Ag Show
- Attended COVID-19 Measures & Relief with Minister Schweitzer
- Attended GTN Breakout SkiNorthAB Mtg preparations with Jim Barr
- Reached out to Brian Bildson re: Sheep Creek Back Country Lodge & Cabins membership (says he will join)
- Attended Chamber of Commerce Ribbon Cutting & Membership Presentation at Mr. Pretzel
- WJ Visitor Guide Conversation with Helen

- Reached out to AWN re: Social Media Blog for March
- Met with Kevin Kisilevich (East of Edmonton DMO) – T.A. conversation
- Travel Alberta Mtg with Christopher Smith
- Attended Chamber of Commerce Special Committee Mtg
- Attended GPRTA – DMF Committee Mtg
- Participated in the GPACOS Committee Mtg
- Attended the GTN Breakout Session Dry Run with Jim Barr
- Engaged a conversation with Dave Milner re: Mighty Peace Guitar Camp at 5 Mile Hall July 17-22
- Participated in conversation with Mighty Peace & Seeker's Media re: W.D. Tourism Relief Fund Application
- Participated in GTN Breakout Session on SkiNorthAB with Jim Barr, Johnathan, Mary Lee Prior (Ec. Dev. Town of Vermillion)
- Attended Chamber After 5 Mixer at Holiday Inn sponsored by Community Futures Grande Prairie & Region, Grande Prairie Regional Innovation Network, Grande Prairie Regional Tourism Association, the Chamber, and Chambers Plan Group Insurance Benefits
- Johnathan & I met with Dan Gorman & Denise Cook re: DFM
- Met with Caralee & Jenny from 2DayFM re: Regional Marketing
- Attended Chamber of Commerce Ribbon Cutting at Towne Centre Golf