



Attendance

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

Municipal Staff: Hetti Huls, Rebecca Dodd

Staff: Ken Loudon, Kimberly Kimpe

Regrets: Bruce Black, Gladys Blackmore, Kristen Smith

1. Call to Order & Quorum Determination

- 1.1. Meeting called to order at 5:00pm – J. Clarkson
- 1.2. Quorum is present

2. Approval of the Agenda

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

3. Consent Agenda Items

- 3.1. Minutes from previous meeting
- 3.2. Financial Report
- 3.3. **Motion to accept previous meeting minutes – C. Corbett**

4. Business Arising from Previous Minutes

- 4.1. Code of Conduct
 - 4.1.1. Reminder that board members still need to sign the Code of Conduct.

5. New Business

- 5.1. Board Appointment
 - 5.1.1. New Board Member application – welcome to Brian Grant of the Grande Prairie Regional Airport. He will be filling in the vacant position left by George Emmett and finishing out the term until the next AGM in June when an election will be held.
- 5.2. Brand Relaunch Review
 - 5.2.1. After many months of work a new message and image giving a clear voice of who we are, using an iconic symbol of where we are located married with colors of the Northern Lights to really represent our region. MP and MLA were in attendance with a strong messaging of support.

6. Committee Reports

- 6.1. Finance (C. Corbett)
 - 6.1.1. As of January 26, 2022 Main account \$149,348.51 GPRTA-DMF account \$315,365.20 for a total of \$464,713.71. Accounts receivables \$143,269.47, memberships were billed out on January 3, 2022, only 2 businesses have rescinded their membership after billing. We will be paying out William Joseph 2022 contract in full, with two payments, first payment was sent on January 15, second one will be towards end of March. Books will be going to McNabb beginning of February for our year end K. Kimpe will be leaving Doris' adjustment entries for her to correct.
 - 6.1.2. **Motion to approve the finance information as reported – L. Roberts – Motion – D. Anderson – Second.**

- 6.2. Membership Recruitment & Care (K. Smith) – K. Smith not in attendance – Committee report by J. Clarkson
 - 6.2.1. 2 new member application for approval
 - 6.2.1.1. Elevation Dogs – Aaron Peck
 - 6.2.1.2. Hythe Motor Speedway
 - 6.2.1.3. **Motion to accept new members – L. Roberts – Motion – D. Didow – Second – All in Favor**
- 6.3. Marketing & Branding (J. Peckham)
 - 6.3.1. Nothing to report
- 6.4. DMF Committee (P. Butler) – P. Butler not in attendance – Committee report by J. Clarkson
 - 6.4.1. Discussion on the Partnership Agreement contract – some our still outstanding. Even though it has been put through legal some committee members still have concerns on some of the wording.
 - 6.4.2. K. Loudon has had a conversation with Tracy Williams with the Four Point and will follow up. Still working on Holloway Lodging, Best Western and S. Neville with the Grand and Delta.
 - 6.4.3. Budget has been cut back and a 5-year cash flow projection is now in place. When Membership to the GPRTA-DMF increases the budget and cash flow will be adjusted to ensure that the Marketing Funds for the Association will be there.

7. President's Report

- 7.1. Nothing to report
- 7.2. Thank you to everyone for the Brand Relaunch.

8. Executive Director's Report

- 8.1. December met with Jim Barr and applied for the Western Tourism Relief Fund with a 5-year project valued at \$400,000. Partnered with the Seeker's Media, and French-Canadian Association to focus on the shoulder/winter season push. Have a follow up with the Western Development on February 2 to review the application. Giving a strong platform for the shoulder season to evolve and create succinct partnership within the Region.
- 8.2. Participated in the Chamber of Commerce Workforce Development Strategic Workforce session with the City of GP Economic Development, County of GP Economic Development, MD of Greenview Northwest Polytech and regional stakeholders. Take away is a desire of collaboration on marketing the region as a whole. Meeting with Northwest Polytech to discuss the marketing of the college.
- 8.3. Met with Minister Nate Horner to discuss a new Government of Alberta program focusing on Alberta Made by Albertans messaging. Working on the framework of the program that includes how to identify products, how to qualify the program, what type of messaging is needed, how this will play into the Indigenous Tourism as the ITAC (Indigenous Tourism Association of Canada) already identifies authentic Indigenous products. This is phase one of a three phase conversation. *Question from J. Clarkson – what about uniquely Alberta experiences?* As long as it fits the made in Alberta criteria the spectrum could be very broad.
- 8.4. Update – Tourism Town Hall has been moved to Tuesday, May 3. This will be put on by the TIAA (tourism Industry Association of Alberta) in partnership with Travel Alberta.

9. Roundtable Discussion

- 9.1. J. Peckham – Grande Con is taking place July 15 to 17, this is a fundraiser for the Odyssey House Grande Prairie. Tickets are available at Bonnetts Event Centre and working with Wonderland. K. Loudon has been in contact with Mike Anderson and sent a GPRTA Funding application.

- 9.2. W. Bosch – finalization for the Christmas Season events, see a lot of support for the shop local, the Grande North Winter Festival Downtown provided the entertainment. Waiting on the synopsis report. Working on the Downtown Association's year end.
- 9.3. D. Didow – has there been a reach out to the businesses of Grande Cache for membership? Sinister Sports for the Death Race. MD Communication is working on their Visitor Guide.
- 9.4. H. Huls – Business Support Network is working on a stigma and inclusion series starting end of February going to June focusing on domestic violence, substance use and abuse, gender, and cultural inequality. Job fair in March at Evergreen Park.
- 9.5. L. Roberts – closed thru January, Saturday, January 29 virtual speaker series featuring Julius Csotonyi a paleo-artist. February 4 quiz night in partnership with Grain Bin Brewery, this is also the Grain Bin anniversary, hoping to become a regular event. Grain is also coming out with a museum beer. Two staff are starting in April. Emily Bamforth from the T-Rex Museum in Saskatchewan and Vincent Doyle as the Program Manager. Hopeful the Escape Room will be opening this year.
- 9.6. D. Anderson – Stompede will be May 25 to 29. Recently put a call out for Artists in the Peace Country, more announcements are coming. Had a Travel Alberta elevation for the PBR, numbers were very encouraging hitting all targets. PBR will be back again September 30 to October 1.
- 9.7. R. Dodd – The Activity and Reception Centre now open on the east in the Smith division, they currently have the mobile skate park set up. Great center for both youth and adult programming. Grande North was specular and hope it helps with the quality of life in the region. Growing the North registration is open, and David Goldstein CEO of Travel Alberta will be speaking with a breakout session with J. Clarkson, K. Loudon, and Jim Barr of Seekers Media. Sunday from 5 to 7pm Roller-skating at the new Activity Centre. K. Loudon requested that programs at the new Activity and Reception Centre like the roller skating should be shared. Have K. Loudon reach out to the Roller-Skating club about possible membership.
- 9.8. K. Loudon – IF1 Air Races targeted for July 8/9, made presentation to City Council requesting a letter of support from both the city and the Airport. To date neither have been received, two of the landowners have now said no to the offer from organizers and no allowing air access. Organizers are now looking for another location in the Grande Prairie area to use. Abbotsford Airshow organizers are in collaboration with IF1. Change in staff at the GPRTA, Chrysanne resigned from her position on January 24, will be redrafting the job description, but already have had an application come in. Jackets have been ordered. LMS has created and donating an 8-foot Sundial replica of the new logo, should be ready next week.
- 9.9. J. Clarkson – T-bar is scheduled to open February 9. Over the Christmas season closed 12 out of the 15 possible days. Do have school and corporate bookings for the rest of the season and starting summer programming next month.

10. Date of Next Meeting

- 10.1. Due to Growing the North – date of next meeting will be Tuesday, March 1, 2022, at 5:00pm.

11. In-Camera Session

- 11.1. **Motion to move in-camera at 6:00 pm – C. Corbett**
- 11.2. **Motion to move out of in-camera at 6:17 pm – S. Neville**
- 11.3. **Motion to amend the GPRTA budget to include City of Grande Prairie Gift in Kind – C. Corbett – Motion – D. Didow – Second – All in favor.**

12. Adjourn

- 12.1. Meeting adjourned at 6:18pm.

GPRTA Executive Director's Report

December 2021 & January 2022

- Attended Centre 2000 Contract Review with GPRTA Executive
- Attended the Chamber of Commerce AGM, Awards & Chair Salute
- Met with Brian Grant, GP Airport E.D. re: Board participation & IF1
- Weekly WJ meetings
- Weekly Rotary meetings
- Met with Karna G. & Johnathan to discuss Girl Zone Try-it Sports Days
- Attended Centre 2000 Tenant Board meeting
- Attended Centre 2000 Board meeting
- Participated in the County of GP BREI Mtg
- Attended the PJCDM Board meeting
- Met with Aaron Peck – Elevation Sled Dogs re: membership
- Met with Cherene Griffiths re: Northwestern Polytech marketing
- Met with Jim Barr (Seeker's Media) catch up & regroup meeting
- Attended Minister Toews 2022 Budget presentation
- Met with Karna, Johnathan & Tyler Cole from W.B. Ec. Dev re: Sports Tourism
- Hosted the GPRTA Board/Staff Xmas Party
- Attended the GPRTA/City of GP Ec. Dev. & Centre 2000 Staff re: Contra contract conversation
- Met with Mark Keller – Elevation Helicopters re: membership
- Attended GPRTA Marketing meeting
- Attended Industry Roundtable – COVID 19 update with Minister Schweitzer
- Had conversation with Ian Burgess – Hythe Motor Speedway re: membership
- Northern Alberta Winter Tourism Relief Fund Application review & finalization with Jim Barr
- Attended SkiNWAB 2022 update & review with Jim Barr
- Met with Darren Reeder – T.I.A.A. re: membership & future direction of Tourism in AB
- Met with Jeremy Derksen-Seeker's Media re: Grande North Winter Festival
- Met with Sonja Vangilst re: IF1 Update
- Met with Jim Barr re: Western Tourism Relief Fund submission
- Centre 2000 VIC Contract signed

Christmas vacation Dec 24th-Jan 3rd

- Best of Alberta setup at Bonnetts Centre
- Rebrand Launch regroup meeting with W.J.
- Weekly Staff meetings
- Weekly Rotary meetings
- City of GP 2022 Operations Contract signed
- Centre 2000 – 2022 Reception Services Contract signed
- Rebrand speech & program review with Johnathan
- Met with Christopher Smith T.A. & Johnathan for 2022 forecasts & application process
- Attended the City of GP Council meeting for IF1 pitch
- Attended GPRTA Marketing meeting
- Attended County of GP Ec. Dev. BSN meeting
- Attended Chamber of Commerce Board orientation meeting

- Brand Relaunch set up, trial run & launch
- Grande North Winter Festival set up at Bonnetts
- Weekly W.J. meetings
- Attended the D.T.A. Directions/Promotions Board meeting
- Met with Tracy Williams Four Points Hotel re: DFM Partnership
- Met with the GPRTA Executive
- Attended the DMF Committee meeting
- Attended the Chamber of Commerce Board Planning Session
- Sang "O Canada" at the Storm Game
- Met with Ainsley Miller, County of GP Ec. Dev. to discuss County issues & set up a presentation date to Council
- Participated in the Chamber of Commerce Workforce Development Strategic Workshop session with the City of GP Ec. Dev., County of GP Ec. Dev., MD of Greenview, Northwestern Polytech & other key regional stakeholders
- Met with Christopher Smith T.A. & Dave Anderson to review BuckWild final funding submission
- Attended the PJCDM Board meeting
- Attended GPACOS meeting
- Attended "Made in Alberta" session hosted by Minister Nate Horner
- Participated in the E.D. Network meeting hosted by Volunteer Services