



**GPRTA Board Meeting
Meeting Minutes
Wednesday, March 23, 2022, at 5:00 pm
Al Robertson Room Centre 2000 and via Zoom**

Attendance

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

Municipal Staff: Hetti Huls, Rebecca Dodd (Zoom)

Staff: Ken Loudon (Zoom), Kimberly Kimpe

Regrets: Gladys Blackmore, Jenny Daubert, Paulette Butler

1. Call to Order & Quorum Determination

- 1.1. Meeting called to order at 5:01pm – J. Clarkson
- 1.2. Quorum is present

2. Approval of the Agenda

- 2.1. C. Corbett - Addition to the agenda – 5.2 Board Member Development Training
- 2.2. **Motion to accept the agenda with addition – S. Neville**

3. Consent Agenda Items

- 3.1. Minutes from previous meeting
- 3.2. Financial Report
- 3.3. **Motion to accept consent agenda items - K. Rosvold**

4. Business Arising from Previous Minutes

- 4.1. N/A

5. New Business

5.1. GPRTA-DMF New Member

- 5.1.1. Approval of The Delta Hotel by Marriott GP Airport as applied to the GPRTA-DMF Partnership

5.1.1.1. Motion to accept The Delta Hotel by Marriott GP Airport to the GPRTA-DMF Partnership – D. Didow – All in Favor

5.2. Board Member Development Training

- 5.2.1. Pre-COVID new board members were provided with training or mentorship to understand roles and responsibilities.
- 5.2.2. Board Member Development Training
- 5.2.3. In 2021 we held a Board Member Orientation at Mr. Mike's with Holley Sorgen where Board Members received binders and covered the Marketing Plan with WJ.
- 5.2.4. Table until after the AGM in June
- 5.2.5. **Motion for K. Loudon to approach Holley Sorgen to arrange a Board Member Orientation post AGM. – C. Corbett – Motion – All in Favor**

6. Committee Reports

6.1. Finance (C. Corbett)

- 6.1.1. As of March 23, 2022, Main account \$60,327.32, GPRTA-DMF Account \$310,431.32 for a total of \$370,758.64. Accounts receivables \$132,407.80; this includes 2 outstanding Municipal membership and VIC Contract \$113,530.20, Business Memberships \$4,935, not-for-profit memberships \$787 and Visitor Guide advertising \$11,518.50.

- 6.1.2. Payment for the NPBRA Spring Car Show for \$15,750
- 6.1.3. McNabb and Lucuk LLP are still working on the year end.
- 6.1.4. Discussion on how the finances is reported.
- 6.1.5. Receiving from Travel Alberta \$40,000 for COVID-19 Relief Funding
- 6.1.6. **Motion – I move that reporting and budgeting be referred back to the financial committee for discussion and a recommendation back to the board on future reporting – B. Grant – Motion – All in Favor**
- 6.2. Membership Recruitment & Care (K. Smith)
 - 6.2.1. Seven new member application for approval
 - 6.2.1.1. Sheep Creek Back County Lodge
 - 6.2.1.2. Grande Cache Inn and Suites
 - 6.2.1.3. Wapiti Area Synergy Partnership
 - 6.2.1.4. Reel Shorts Film Festival
 - 6.2.1.5. Community Foundation of Northwestern Alberta
 - 6.2.1.6. Care In a Pinch Inc.
 - 6.2.1.7. Holiday Inn & Suites Grande Prairie Conference Centre
 - 6.2.2. **Motion to accept new member applications to the GPRTA – D. Didow – All in favor.**
- 6.3. Marketing & Branding (J. Peckham)
 - 6.3.1. No recommendation are coming from the Marketing Committee at this time.
 - 6.3.1.1. C. Corbett – What is happening with the rack cards that were discussed? K. Loudon – WJ dropped the ball with timelines, Top Things to Do cards were completed and delivered to WJ office in Calgary and picked up for the Calgary Outdoor Adventure Show – received 1000 Winter and 10,000 Spring/Summer; used all the Winter cards at the show. WJ realized their mistake and now deadlines will be included on all projects – Winter will be in print from August/September.
 - 6.3.1.2. C. Corbett – Was a decision made on the Roger’s Hometown Hockey? J. Clarkson – It was decided with K. Loudon was going to be in contact with the Bonnetts Centre to see if we could have a static display. K. Loudon – Roger’s did not respond and the Bonnetts did not have any latitude to decide. W. Bosch – Are we doing any advertising for this? No, this item was not in the budget and with the time frame we were given we did not have the time.
- 6.4. DMF Committee (P. Butler) – J. Clarkson reported
 - 6.4.1. No recommendations are coming from the GPRTA-DMF Committee at this time
 - 6.4.2. The GPRTA-DMF Committee is working on a Spring/Summer campaign
 - 6.4.3. Will need to review the Terms of References regarding when properties join and campaigns that are taking places. What is the timeline from being included into a campaign?
 - 6.4.4. J. Clarkson and K. Loudon met with Dan and Denise with Evergreen Park regarding their GPRTA-DMF Partnership agreement and gave clarification on some of their questions. J. Clarkson and K. Loudon will all be presenting to the Rotary Campground as well next week.

7. President’s Report

- 7.1. Nothing to report.

8. Executive Director’s Report

- 8.1. Excited to be receiving the \$40,000 from Travel Alberta for the COVID Relief, this money will be put towards operational costs.
- 8.2. Trip to Grande Cache on March 4, met with Grande Cache Inn and Suites and presented Membership and the GPRTA-DMF partnership, they joined and are looking into the DMF partnership, lunch meeting with Tyler Olsen, Duane Didow, Jenny Doubert (Grande Cache Tourism), Garry McDonald, and Courtney with AWN to discuss the regional aspects and growth engagement of tourism. Met with Gina Goldie Wild Blue

Yonder to discuss the Tourism Townhall. Overall, it was a good trip to connect and engage with Grande Cache as its own entity for tourism in the region.

- 8.3. Calgary Outdoor Adventure show – with Sandi Neville and Jenny Doubert was successful, met with Ryan Semchuk, of Canalta, owners of the Hampton Court Inn and presented the GPRTA Membership and the GPRTA-DMF partnership package for his review. In total presented and discussed the GPRTA-DMF partnership to 5 hotel properties in the month of March.

9. Roundtable Discussion

- 9.1. K. Rosvold – comments – can we have Johnathan and Ken to present to the County Council – *K. Loudon – we are schedule to present on April 28 at 11am; why are the actions items from the previous meeting not in Business Arising and what is happening with those action items? K. Loudon – reached out and waiting to hear back from Wembley, the ad hoc committee for new board members has not transpired and still forthcoming, the QR code is done.*
- 9.2. D. Anderson – two months away from Stompede; *J. Clarkson – are we selling Midway passes at Centre 2000? – K. Loudon has reached out to the Stompede board and waiting to hear. GPRTA has secured the diamond sponsorship for the Bull Riding.*
- 9.3. C. Corbett – the Gun Show is April 8, 9 and 10 at the Beaverlodge Arena
- 9.4. H. Huls – Business Support Network job fair at Evergreen Park last week, 41 exhibitors, that included oil and gas, municipalities, support services, retail, with about 400 job seekers coming through the door. Stigma and Inclusion Workshop, if you are interested, please contact H. Huls.
- 9.5. J. Clarkson – thank you to the municipality representative that attended the Nitehawk T-bar ribbon cutting, closing the ski hill in the next week, and getting ready for golf at Bear Paw and looking for staff.

10. Date of Next Meeting

- 10.1. Wednesday, April 27, 2022, at 5:00 pm

11. In-Camera Session

- 11.1. N/A

12. Adjourn

- 12.1. Meeting adjourned at 6:18 pm.

GPRTA Executive Director's Report

March 2022

- Zoom meeting with James Lappin re: T.A. Tourism Town Hall agenda & guest list
- Attended weekly Rotary Mtgs
- Attended ¼ Planning Mtg with W.J.
- Attended the Chamber of Commerce Monthly Board Mtg
- Presented GPRTA Membership to Terry Scerbak – Reel Short Films – Joined
- Presented the GPRTA Membership & DMF Partnership to James Clothier (Holloway Lodging Group)
- Traveled to Grande Cache:
 - Presented the GPRTA Membership & DMF Partnership Agreement to Lisa & Katrina from Grande Cache Inn & Suites – Joined but working through the DMF
 - Lunch meeting with Tyler Olsen, Duane Didow, Jenny Doubert, Garry McDonald & Courteney (AWN)
 - Met with Gina Goldle – Wild Blue Yonder
- Attended ExploreNWAB Mtg with Jim Barr
- Presented GPRTA Membership to Sheep Creek BackCountry Lodging – Joined
- Met with Dave Anderson & Sarah Card re: Bear Creek Folk Festival 2022 – Set Mid Aug
- Presented DMF Partnership Agreement to The Delta Sr. Management – Joined
- Presented GPRTA Membership to Rent A Tote – Joined
- Attended Hidden Gems Mtg with Carmen Haakstad
- Attended Monthly GPRTA-Marketing Committee Mtg
- Attended T.A. & the GPRTA COVID Relief Funding for 2022 – Approved for \$40k
- Met with Chris Anderson & Jeremy Walker (Side Group) re: New asset development in Wembley next to the Dino Museum
- Attended W.J./GPRTA Bi-weekly Mtg
- Met with Ryan T. Stuart C. (W.J.) to discuss Marketing Committee's concerns
- Met with Dave Milner (Rock'n Horse Band) re: Regional Guitar Camp in July
- Attended the GPRTA-DMF Committee Mtg
- Attended the Chamber of Commerce Community Pulse
- Presented GPRTA-DMF Partnership Agreement to Ryan at Redwood Inn
- Attended a zoom Mtg with Jamie Kamps re: AriDNA & Air B&Bs in the Region
- Attended the Calgary Outdoor Adventure & Travel Show with Sandi & Jenny
 - Presented the GPRTA Membership & DMF Package to Ryan Semchuk (Canalta, Owners of Hampton Court Inn)
 - Had in-person meeting with W.J. re: Website & forecasting 2022
- On the drive home presented the GPRTA Membership Package to Trapper Gords & Crooked Creek General Store
- Follow up with Wayne from GP Chrysler, emailed him the GPRTA Membership Application form & Visitor Guide Spec Sheet
- Set up Mtg with the Kleskun Hills Museum Society next week to discuss asset development & Site promotion
- Set up Lunch Mtg with Justin Elliott re: East Coast Garden Party

- Follow up phone calls to both Gord @ Trapper Gords & Tracy @ Crooked Creek General Store
- Follow up email to Ryan from Canalta re: Hampton Court Inns