



GPRTA Board Meeting
Monday, May 2, 2022, at 5:00 pm
Sandman Hotel Grande Prairie and via Zoom
MEETING MINUTES

Attendance:

Board Members: Johnathan Clarkson (Chair), Sandi Neville (Vice Chair), Cyndi Corbett (Secretary-Treasurer), Amanda Frayn (Alt), Brian Grant, Dave Anderson, Linden Roberts, Paulette Butler

Municipal Staff: Jenny Daubert

Staff: Ken Loudon, Kimberly Kimpe

Regrets: Bruce Black, Gladys Blackmore, Duane Didow, Joanne Peckham, Karen Rosvold (Alt), Kristen Smith, Wendy Bosch, Hetti Huls, Rebecca Dodd

1. Call to Order & Quorum Determination

- 1.1. Meeting called to order at 5:12 pm – J. Clarkson
- 1.2. Quorum is present

2. Approval of the Agenda

- 2.1. **Motion to approve the agenda – C. Corbett**

3. Approval of Minutes from Previous Meeting

- 3.1. **Motion to tabled approval of meeting minutes until next meeting as minutes did not attach to email package send out. – B. Grant**

4. Business Arising from Previous Minutes

- 4.1. **N/A**

5. New Business

- 5.1. **N/A**

6. Committee Reports

- 6.1. Finance (K. Loudon/C. Corbett)

- 6.1.1. Review of balance sheet – still some outstanding issues from 2020 with deferred revenue and income from when the association transitioned from PWC to our own trust. Accounts listed were generated by McNabb to defer revenue and expense, once tax season is over, we will be working with McNabb to reconcile those accounts.

- 6.1.2. Current assets \$41,775.55; Current Liabilities (\$59,245.29); Total \$101,020.84

- 6.1.3. Income Statement from March and the GPRTA 2022 Budget Actual March column correlate together as the numbers are coming from the income statement with the year-to-date actual totals on the last column. From the income statement the total revenue for March is \$108,643.29, we are seeing an influx of paid membership, visitor guide sales are low, we will not hit target of sales for visitor guide advertising sales, but the expense of the visitor guide printing is less than what was forecasted. We are still waiting on the final bill for printing and shipping of the visitor guide, our estimate is approximately \$18,000. Under the Advertising/Marketing/Sponsorship 5700 our Promotional Give Away line item will be over as it was a best guess on how much we were going to use and with

everything reopening now and the rebranding it will be remedied in the 2023 budget.

6.1.4. J. Clarkson – regarding the deferred account Ken has highlighted that Doris from McNabb has added in, those account need to be reconciled to what we have spent. The revenue is in a deferred account until it is spent. Not for Profit accounting with deferred accounts is not common accounting practices is different from regular accounting practices, McNabb is willing to set up a training session with K. Loudon and K. Kimpe.

6.1.5. **Motion to accept the financial information – C. Corbett.**

6.2. Membership Recruitment & Care (K. Smith) – J. Clarkson

6.2.1. Twelve new members for approval

6.2.1.1. GP Curling Club

6.2.1.2. Passport to the Peaks

6.2.1.3. Trapper Gord's

6.2.1.4. Edward's Factory Outlet

6.2.1.5. Bullets & Broadheads Shooting Centre

6.2.1.6. Hampton Inn & Suites

6.2.1.7. Podollan Inn & Spa

6.2.1.8. Kleskun Hills Museum Society

6.2.1.9. Crooked Creek General Store/Donut Truck

6.2.1.10. GP Night Market - Oais Foundation

6.2.1.11. Red Arrow Motorcoach

6.2.1.12. Commandeur Mechanical

6.2.2. **Motion to accept new member application to GPRTA – P. Butler – All in favor**

6.2.3. K. Loudon – after the first quarter of 2022 we have 25 new members bringing our total number of active members to 146.

6.3. Marketing & Branding (J. Peckham) – C. Corbett

6.3.1. Quarterly report from William Joseph – more traffic to the website

6.3.2. Need more tagging on the social media platforms

6.3.3. Discussion about offering discounted or free membership to local influencers

6.3.4. Encouraging Board Members and Membership to connect with GPRTA on LinkedIn

6.3.5. Still looking for more content for the social calendar please forward any events to Helen at info@gptourism.ca so that it can be sent to Kira.

6.3.6. Upcoming events – Grande Prairie Pride June 10/11, East Coast Garden Party July 21 to 24.

6.4. DMF Committee (P. Butler)

6.4.1. **Recommendation to the board to have a 10x20 vendor's booth at Grande Con July 15 to 17 for the cost of \$750 and will be looking for volunteers from the Board and Committees to work. Will have a condition of the recommendation based on finding volunteers. P. Butler – Motion – S. Neville – Second – All in Favor.**

6.4.2. Peace Region Energy Show Golf Tournament at the Golf and Country Club is Tuesday, May 17, we have preapproved the hole sponsorship of \$500 in the 2022 budget. We will have a present on the hole with a Deck and Dog, originally it was to be a Dog and Shot but have decided on a deck of cards instead of a shot, with a 10x10 tent, Jeep parked on the hole and a Stay and Play package draw. We will only be charge on what is consumed. The Show is May 18/19 at Evergreen Park, GPRTA will have a booth in the Show as well.

7. President's Report

- 7.1. Attended the State of the Region at the Delta Hotel, ICF between the City and County of Grande Prairie. Tourism Townhall is Tuesday, June 3 at the Delta Hotel from 10 am to 1pm with a meet and greet tonight at 8pm. Wednesday, June 4 will be attending the Indigenous Tourism meeting on behalf of the GPRTA.

8. Executive Director's Report

- 8.1. Having one-on-one conversation that have turned into membership.
- 8.2. Met with the Rotary Campground regarding their GPRTA-DMF Membership to review their two-year trial. After the presentation the Rotary will maintaining their membership with the GPRTA-DMF with no end date. This came after a similar meeting with Evergreen Park.
- 8.3. The art exhibit "\$10 and a Dream" has officially open on Thursday, May 26 with works of art by Carmen Haakstad, Suzanne Sandboe, Jim Stokes and Tim Heimdal. Carmen Haakstad has work with us on redesigning the Gift Shop at Centre 2000. Both Carmen and Suzanne have product in the Gift Shop.
- 8.4. May 4 planning on leaving with S. Neville to the Yellowknife Chamber of Commerce Trade Show on Mother's Day weekend.
- 8.5. Met with Christopher Smith regarding the Travel Alberta Funding; parameters that were laid out on the website when the funding was opened were fulfilled and covered in the application, Travel Alberta came back with an email requesting additional requirements that would cause a complete rewrite of the application. Letters of support from our municipal partners can be included in the application. Could investigate hiring grant application writers and offer it as a service for members.

9. Roundtable Discussion

- 9.1. L. Roberts – Dino Derby is returning to Evergreen Park on the last race on August 28; would like to have GPRTA host a dinosaur.
- 9.2. C. Corbett – Town of Beaverlodge will be hosting an Intermunicipal meeting in September.
- 9.3. D. Anderson – Stompede is returning May 25 to 29 with a parade and bust out on May 24; expecting over 40,000 spectators, GPRTA is the Diamond Bull Riding Sponsor. The Midway Pass is all digital this year. Stompede 2019 did not fulfill the requirements and meeting were held, then COVID cancelled Stompede for 2020 and 2021. **Action Item – Pull prior Stompede Agreements to review.**
- 9.4. J. Daubert – MD of Greenview, oversee operations at the Grande Cache Tourism Centre. Getting ready for peak season.
- 9.5. A. Frayn – County of Grande Prairie, alternate for K. Rosvold.
- 9.6. B. Grant – Flare Air is returning to the Grande Prairie Airport they have postponed their relaunch to June 1; they will be trying for a trial run of services to Tucson Arizona. Working towards to having a Customs clearing services here for those flights.
- 9.7. P. Butler – J. Clarkson thanked Paulette for hosting the board meeting.
- 9.8. S. Neville – Hotel is busy, after 8 months, had two sell outs.
- 9.9. J. Clarkson – Mother's Day run at Muskoseepi Park; registration closes on May 4. Multi-sport equipment swap May 28 at South Bear Creek Park, drop off is May 27. Toughest 10 Foot Race June, Aztec Family Fun Golf Tournament June 4, starting construction on the hill, Mountain Bike Camp starting up with a shuttle service. Bear Paw driving range schedule to open May 5/6 and Golf Course May 7/8 if dry enough.

10. Date of Next Meeting

- 10.1. Wednesday, June 1, 2022, 5:00 pm Grande Prairie Airport and via Zoom.

11. In-Camera Session

11.1. **N/A**

12. Adjourn

12.1. Meeting adjourned at 6:32 pm.

GPRTA Executive Director's Report

April 2022

- Initiated a conversation with Holly Sorgen regarding Board Development training session following the AGM in June. A doodle poll was issued to determine a common date
- Engaged the Board Succession Committee & forwarded a concise profile of each existing Elected Board Member's terms & application form for those who are letting their name stand for either 1 or 2 year terms moving forward
- Multiple conversations with WJ regarding new Summer Top Things to Do
- Met with Terry from Redwood Inns & presented our DMF Profile & opportunity to join
- Weekly Staff meetings
- Sunrise Rotary Club presentation on the GPRTA
- Met with Justin Elliott to discuss the return of the East Coast Garden Party & how the GPRTA can assist
- Met with the Kleskun Hills heritage Society & presented our GPRTA membership package – Joined with ½ page in V.G.
- Met with the Executive/Finance Committee to review monthly statements & establish new protocols of reporting
- Presented on the GPRTA at the Chamber of Commerce Community Pulse Series
- Attended Weekly Rotary meetings
- Met with the Rotary Campground Executive with Johnathan & presented of the benefits of staying in the DMF
- Met with Jenny Weaver & Caralee Parr from 2DayFM to discuss media marketing profile for 2022
- Picked up Street Performers banners from the downtown business to get rebranded
- Met with W.J. to review T.A. Funding requirements & began to develop our application
- Had a conversation with Luke Panek on Digital Nomadism & how this persona can be marketed & supported in this region
- Attended the Chamber of Commerce Ribbon Cutting at DuraGuard Surfaces Ltd
- Met with Robin from Bullets & Broadheads to discuss membership – joined with ad in V.G.
- Met with W.J. for ¼ ly Planing Meeting
- Met with Tertius regarding new phone systems & TV for front
- Attended the Chamber of Commerce Board of Director's meeting
- Bi-weekly W.J. meeting to discuss summer pushes & focus points
- Attended W.J. continued conversation on T.A. Funding application
- Attended the Suicide Prevention Awareness Evening
- Attended a meeting with Christopher Smith-T.A. to review all funding requirements for the Cooperative Investment Grant Application
- Attended the Chamber of Commerce Community Pulse Series
- Met with the Executive
- Contacted Lefty's regarding AGM Catering & finalized menu & all details
- Presented to Harry Singh at the Podollan Inn regarding membership & a complete overview of the DMF – joined GPRTA

- Send Harry a complete detailed overview email regarding the DMF for him to forward to his Ownership
- Met with Jim Barr & Johnathan to discuss ExploreNWAB catchup
- Attended the GPRTA Marketing Meeting
- Emailed the GPRTA Board regarding tickets for the NPBRA Gala & Fundraising Dinner
- Opened a conversation with the Stompede Association regarding the GPRTA selling advance Mid-Way Passes
- Met with W.J. to further hone & discuss our T.A. Funding application
- Met with Jim Barr & Johnathan to review SkiNorthAB 2021-2022 Campaign & sent Jim the slide deck on travel personas
- Met with Conner Peta, Jim Barr, James Leppan (T.A) to discuss WTRF application. From this conversation, we need to modify our ask substantially
- Attend the GPRTA-DMF Meeting
- Held a conversation with Meaghan Carey from the City of GP Rec & Cultural Strategy
- Dinner menu for the AGM finalized with Lefty's
- Reached out to Kim from Holloway Lodging re: DMF
- Hosted the ExploreNWAB 2022 Summer campaign collective meeting
- Set up at the Tara Centre for the Home & Garden Trade Show
- Attended the launch of the Art Gallery Show at Centre 2000 & Heritage Museum
- Attended the Chamber of Commerce's State of the Region with the City, County & the MD of Greenview
- Worked the Home & Garden Trade Show Friday-Sunday
- Attended a breakfast meeting at the Delta with Jason Schreiner regarding EOS & connecting to the Community
- Attended the Chamber of Commerce's Ribbon Cutting at the Swan City Rotary's Cash & Camping trailer
- Prepped for the NPBRA Trade Show
- Met with Tosh Mugambi from the GP Night Market Festival to discuss sponsorship & funding support as well as how the GPRTA can market this event
- Met with the executive of the GP Rotary Club to discuss the return of the Rotary Bus Tour & what this would look like for 2022, the schedule & cost sharing
- Met with W.J. to further review & discuss our T.A. Funding Application
- Attended the Chamber of Commerce Community Pulse Series
- Met with James Leppan regarding our up coming Tourism Town Hall on May 3rd