



Attendance:

Board Members: Sandi Neville (President) (Zoom), Cyndi Corbett (Secretary-Treasurer), Danny Roy (Alt – Zoom), Duane Didow, Gladys Blackmore, Karen Rosvold, Lee Swaile, Linden Roberts (Zoom), Paulette Butler, Wendy Bosch, William Stewart (Alt)

Municipal Staff: Hetti Huls, Rebecca Dodd

Staff: Ken Loudon, Kimberly Kimpe

Regrets: Johnathan Clarkson (Past President), Brian Grant (Alt Sent), Bruce Black, Dave Anderson, Kristen Smith (Alt Sent), Naomi Ducklow, Jenny Daubert

1. Call to Order & Quorum Determination

- 1.1. Meeting called to order at 5:04 pm – S. Neville chaired
- 1.2. Quorum is present

2. Approval of the Agenda

- 2.1. **Motion to approve the agenda – K. Rosvold – All in favor**

3. Approval of Minutes from Previous Meeting

- 3.1. **Motion to approve previous meeting minutes – C. Corbett – All in favor**

4. Business Arising from Previous Minutes

- 4.1. **N/A**

5. New Business

5.1. Selection of Vice President

- 5.1.1. K. Loudon would like to engage in conversation with S. Neville then do a one-on-one connect with those interested
- 5.1.2. Anyone interested in the position is to contact S. Neville
- 5.1.3. **Motion to defer the selection of Vice President to the next meeting in September. – C. Corbett – Motion – All in favor**

5.2. Selection of Sub-Committees

- 5.2.1. After last meeting everyone was to think about what committees they would be interested in sitting on
- 5.2.2. Marketing Committee – C. Corbett will move to the chair position, others interested in the Marketing Committee includes P. Butler and W. Bosch to continue, B. Black, L. Swaile, K. Rosvold, N. Ducklow to join
- 5.2.3. Membership Recruitment & Care – K. Smith will continue to chair, others interested in the Membership Recruitment & Care Committee includes D. Anderson and L. Roberts to continue and L. Swaile and S. Neville to join. S. Neville will be the Executive Official overseeing the committee.

5.3. Selection of Meeting time

- 5.3.1. Committee meeting will be taking place before the monthly board meetings
- 5.3.2. GPRTA-DMF Committee meets the third Tuesday at noon, Marketing is the second Monday at 10am with hybrid options
- 5.3.3. Each Committee Chair is to send out an email regarding the meeting times and dates.

- 5.3.4. The Board meeting is the fourth Wednesday at 5:00pm, a doodle poll will be sent out regarding the change in time. Historically the meeting would be at 12noon. G. Blackmore recommends meeting at 4pm without a meal.

6. Committee Reports

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

6.1.1. Main account \$79,868.76 GPRTA-DMF account \$254,994.55 Total Cash \$336,796.56. Total current assets \$206,003.21 total current liabilities \$26,152.04. Accounts Receivables account was adjusted with the year-end entries from McNabb and Lucuk, this is only a paper number as items were moved to the deferred accounts and will be use up by the year end. Balance sheet has been cleaned up.

6.1.2. Year to date budget spends, nothing to be concerned about to the end of July

6.1.3. Received an email from Christopher Smith of Travel Alberta with the approval of funding in the amount of \$250,000, line item 4312 will be renamed from Travel Alberta Co-operative Marketing to Destination Management. Application process started in February; end of April Travel Alberta changed the parameters of the grant. The money from Travel Alberta is rebranded from Destination Marketing Fund to Destination Management Organization Fund with an increase of funds from \$100,000 to \$250,000, these funds will cover asset development, marketing plans, strategic development, and a management plan. The perimeters of operations for GPRTA will change from a Destination Marketing Organization to a Destination Management Organization.

6.1.3.1. Questions.

6.1.3.1.1. *L. Roberts – if we are going from a Destination Marketing to Destination Management plan does that require a different committee? I suggest that it does. L. Roberts has worked close with Travel Alberta and would be interested in that committee.*

6.1.3.1.2. *W. Bosch - \$80,000 to \$100,000 has already be dedicated to the Management plan, \$97,000 still to come out from the Sponsorships that were already paid out. Is there a plan for the reminder \$50,000 to \$70,000 and will we know the potential spends going forward? K. Loudon – Yes, we have from April 1 to March 31 to spend the money.*

6.1.4. VIC Contract from County of Grande Prairie was received in August and will be reflect in August financials.

6.1.5. Only budget line that is over is item 5715 Promotional Give Aways, nothing was purchased over the last two years of COVID, then with the rebrand required all new items, any items purchased now will be deferred to 2023. Some cost will be covered by the Travel Alberta grant we were just approved for.

6.1.6. Discussion on the overspend and how was it approved. Concern was raised by K. Rosvold, discussion on how overages are delt with. The Board has been made aware of the overages at each board meeting during the financial reports. C. Corbett suggestion to have the Policy and Governance Committee review the policy.

6.1.7. **Motion to accept the financial report as presented today. – Motion – G. Blackmore – Second – C. Corbett – Ten approved - One opposed.**

6.1.8. **Motion to refer Policy S-2 Executive Limitations to the Policy and Governance Committee for review. – Motion – C. Corbett – All in favor**

6.1.9. **Motion to have a detailed written report on the financials of the Destination Management Plan that will include where and what the money will be spent on. – Motion – W. Bosch – All in favor**

6.2. Membership Recruitment & Care (K. Smith)

6.2.1. Noting to report

6.3. Marketing & Branding

6.3.1. No meeting in July

6.3.2. K. Loudon, and C. Corbett attended a quarterly report meeting with William Joseph. Usually, these meeting are just with William Joseph and staff C. Corbett was invited as she is taking over the chair position of the Marketing Committee.

6.4. DMF Committee (P. Butler)

6.4.1. Looking at going ahead with the Hotel Christmas Winter Campaign in the amount of \$25,250 for November and December that will include \$4250 for \$50 Gift Cards to Grande Prairie Downtown and a vehicle pass to the Northern Spirit Light Show. The Campaign will be advertised on the Out-Of-Town markets via radio stations, two stations in Peace River, Fort St. John, and Dawson Creek in the amount of \$21,000. The advertising starts beginning of November and last 6 to 7 weeks long. GPRTA will push thru their social media and Grande Prairie Downtown will help push the campaign thru their Social Media Channels as well.

6.4.2. Reviewed the Pinty's on-ice logo, the placement will be on the home end behind the hack line. Sponsorship includes 4 on ice logo appearing on televised shots, rink board advertising, program guide full page, 8 ticket packages, program thank you mention, 2 VIP passes, in-venue booth display, online recognition, sponsor day that includes promo giveaway, in-venue digital signage, in-venue signage, and live in-venue mentions.

6.4.3. Canadian Coasters are in Grande Prairie the weekend of August 27 at the Rotary Campground. Rotary will hold a BBQ for them on the Saturday night and invites to the GPRTA Board an GPRTA-DMF members to join and visit the cruisers.

7. President's Report – S. Neville

7.1. nothing to report – looking forward to fall

8. Executive Director's Report – K. Loudon

8.1. Refer to attached Executive Director's report

8.2. Partnered with the City of Grande Prairie for Canada Day in the park, ran a Toonie Carnival fund raiser with 4 stations and raised \$2164 for the Grande Prairie Friendship Centre, we were more successful than expected and had to shut down early as we ran out of prizes

8.3. David Goldstein of Travel Alberta Tour of Love took place in the beginning of August, met in Grande Cache to explore the area, back to Grande Prairie for an invited selected guest meeting at the Delta that included municipal representatives and 5 industry stakeholders in the tourism sector, then a tour of the Grande Prairie area that included Pipestone dig site, Beaverlodge, Centre 2000 and Downtown Grande Prairie. David was very enthusiastic with what our area has to offer.

9. Roundtable Discussion

9.1. **P. Butler** – painting on the outside is completed

9.2. **C. Corbett** – report for W. Bosch – Downtown Busker's program went very well over the summer

9.3. **C. Corbett** – September 10 is the Harvest Festival at the South Peace Centennial Museum, Family movie September 8, invite to participate in a parade for the Harvest Festival, C. Corbett will send out an email

9.4. **L. Swaile** – question regarding internal membership benefits, do we offer member to member benefits? – *K. Loudon – will add to membership meeting to discuss member to member benefits.*

9.5. **G. Blackmore** – Experience Grande Prairie Festival this weekend starting Friday night with a free concert by Trooper, Saturday more family-oriented activities, this festival will

be happening every fall moving around the city. Grand opening of the Grande Prairie Regional Hospital on Saturday

- 9.6. **K. Loudon** – September 9/10/11 Veterans Memorial Garden & Interpretive Centre is hosting an unveiling commemoration ceremony for permanent displays relating to Canadian First World War Internment Camps, Residential Schools and Their Survivors, Ukraine Soldiers, and Essential Front-Line Workers and Responders. GPRTA will be present at the ceremony on the 9th, the 10th and 11th will be a community block party.
- 9.7. **L. Roberts** – Dino Derby on Sunday, August 28, Secrets of the Wapiti rafting float is running well, visitors from Edmonton and Calgary have been attending and spending 2 to 3 days in the area, will be running the rafting trip until middle of September, cost is \$150 per person with an increase coming next year
- 9.8. **K. Rosvold** – County BSN is hosting the Chamber Mixer, Thursday August 25 at the Crosslink Sports Centre and a job fair September 15 at Evergreen Park Tara Centre

10. Date of Next Meeting

- 10.1. **Wednesday, September 28, 2022, time, and place TDA.**

11. In-Camera Session

- 11.1. **N/A**

12. Adjourn

- 12.1. Meeting adjourned at 6:23pm.

GPRTA Executive Director's Report

June

- Met with David Richards, Scott & Travis from Diversified to discuss economic climate & tourism/business opportunities within the region
- Weekly staff mtgs
- Board Orientation set for July 13th with Holly, Centre 2000
- Meeting with Jim Barr, Seekers Media to follow up on Regional campaigns
- Attended Centre 2000 Tenant Mtg
- Interviewed potential Summer Students with Helen
- Attended Weekly Rotary mtgs
- Attended Centre 2000 Tenant Mtg
- Spent 2 days distributing 2022 Visitor Guides throughout the Region
- Met with Jason Schreiner to discuss business opportunities & regional tourism
- Presented to the Town of Wembley Council the benefits of membership of the GPRTA
- On-site visit to review Kleskun Hall in preparation for the AGM
- Traveled to Stolen Harvest to pick up contribution for gift basket
- Attended W.J. bi-weekly mtg
- Attended the PJCDM Board mtg
- Met with representation from the GPA Masterplan Consultation group along with representation from the Chamber of Commerce
- Arranged through Thunder Bird Inc an Elder to attend the AGM & present the blessing
- Worked on the GPRTA Bylaws & Policy & Procedure Manual
- Coordinated with Jim Roberson & Maxine from Kleskun Hills Society on the AGM & facilities
- AGM Preparations including Liquor License
- Coordinated & finalized with Lefty's Café on food requirements & menu for AGM
- Logo preparation & layout for Pinty's GSC
- TRF conversation with Jim Barr
- Oversaw the new phone system installation in the office
- Met with Jason Schreiner
- Finalized the GPRTA Bylaws & updated the Policy & Procedure manual
- Attended the GPRTA Marketing & Branding Committee mtg
- Attended the DTA Strategic Direction & Promotion Committee mtg
- Attended the GPRTA DFM Committee mtg
- Met with Johnathan & Sandi for my one year review
- Redesigned the DMF Funding Application form for a Renewal abbreviated version
- AGM setup at Kleskun Hill Hall
- GPRTA AGM
- Attended the W.J. bi-weekly mtg
- Met with Justin Elliott, In The Zone Party Rentals re: Canada Day Carnival
- Attended the NorthStar & Constellation Group mtg with T.A.
- Met with Christopher Smith, T.A. on regional update
- Held the C&C Early Bird Winner Announcement here at Centre 2000 & did the F.B. live presentation

- Canada Day preparations included obtaining the trailer & candy
- Met with Dennis & Eddie Sandboe regarding the 2022 NPBRA Car Show & forecast for 2023
- Met with Catherine Ridgeway & Jill Lorenz, City of GP regarding the Grande North Winter Festival 2023 & PBR for this year
- Met with Jim Barr regarding the Indigenous Roots video production

July

- Worked Canada Parade with GPRTA float & Toonie Carnival at Muskoseepi Park raised \$2,126.00 in support of the GP Friendship Centre
- Contacted Open Roads Adventures to arrange set up for Indigenous video production
- Weekly staff mtgs
- Attended weekly Rotary mtgs
- Met with Canadian Cruiser's organizers & representatives from the GP Rotary Club for upcoming event in Aug
- Met with Sydney Schreiner from Ballard Consulting Group on potential business opportunities
- Delivered flags to Downtown business in readiness for Buskers
- Met with Lenore Tochor & Leon Small from Open Roads Adventures to discuss tourism opportunities & how to support their business & upcoming Indigenous Video production
- Met with James Leppan to discuss T.A. updates & transitions plus a complete overview of the itinerary of David Goldstein's Tour of Love this summer in Aug
- Attended the C.O.C. Board mtg
- Met with W.J. weekly meeting to discuss updates & current promotions Restaurant Take-Over (OMG & The Den)
- Invited Regional Municipality Mayors & Reeves to attend David Goldstein's Tour of Love Evening Mixer
- Reached out to several key Tourism Operators to attend David Goldstein's Tour of Love Evening Mixer
- Set up & attended Seeker's Media Indigenous Video shoot at Kleskun Hills
- Took Summer Students on a Fam. Tour
- Attended GPRTA Board Orientation with Holly Sorgen
- Booked the GPRTA Presentation to City of GP Council for Sept 6th
- Meeting with Christopher Smith on new role with T.A. & the GPRTA
- Grande Con set up
- Met with Colin from GP Curling Club regarding the Pinty's Grand Slam of Curling event
- Attended the GPRTA Marketing meeting
- Attended the DTA Strategic Direction & Promotion Committee mtg
- Attended the W.J. Quarterly Planning mtg
- Attended the GPRTA DMF Committee mtg
- Finalized David Goldstein's Tour of Love attendees
- Big Cheque presentation to the GP Friendship Centre for the monies raised (\$2,126.00) with Sandi
- Connected with Christopher Smith, T.A. to review progress on annual T.A. funding application
- Vacation from July 21st through to Aug 1st

August

- Final Preparations for David Goldstein's Tour of Love
- Met with Daniel Becker, new E.D. for the AGGP
- Brought Daniel Becker to Rotary
- Booked attendance for Sandi & myself for the ITA Tourism Summit in November
- Joined David's Tour in Grande Cache
- Attended David's Tourism Mixer at the Delta with selected key operators & Regional Municipal Representatives
- Participated in David's tour to PJCDM
- Brought David Tour to Centre 2000 to present gifts & photo op with the Sundial
- Vacation from Aug 8th through to Aug 12th
- Weekly Staff mtgs
- Attended weekly W.J. mtg to discuss CTV Media Proposal; Social Media update & new Membership platforms for 2023
- Participated in the Chamber of Commerce Hub International Golf Classic as well as sponsored a hole with the GPRTA tent & swag giveaway as well as Hole Prize
- Vacation from Aug 17th through to Aug 22nd