



**Attendance:**

**Board Members:** Sandi Neville (President), Cyndi Corbett (Secretary-Treasurer) (Zoom), Brian Grant, Bruce Black, Dave Anderson, Duane Didow, Karen Rosvold (Zoom), Kristen Smith (Zoom), Kristeva Dowling (Zoom), Lee Swaile (Zoom), Linden Roberts, Naomi Ducklow, Wendy Bosch,

**Municipal Staff:** Jenny Daubert (Zoom), Rebecca Dodd, Kim Pinnock

**Staff:** Ken Loudon, Kimberly Kimpe

**Regrets:** Johnathan Clarkson (Past President), Gladys Blackmore, Paulette Butler, Hetti Huls

**1. Call to Order & Quorum Determination**

- 1.1. Meeting called to order at 4:04 pm – S. Neville chaired
- 1.2. Quorum is present

**2. Approval of Consent Items**

- 2.1. Minutes from previous meeting
- 2.2. Financial Report
- 2.3. **Motion to accept the consented items as presented – D. Didow - All in favor**

**3. Approval of the Agenda**

- 3.1. **Motion to accept the agenda – L. Roberts – All in favor**

**4. Business Arising from Previous Minutes**

- 4.1. Selection of Vice President
  - 4.1.1. One person was interested but they are not eligible to hold the position
  - 4.1.2. The position must be held by an elected official, municipal appointed and reciprocal officials are not eligible.
  - 4.1.3. This then secures a position on the board for two years while S. Neville is president then the succession plan to move into the President's role following those two years.
  - 4.1.4. The position of Vice President services as a part the Executive Committee that deals with finance, budget, any major issues and specificity Executive Director K. Loudon direct report to the board. This role is a shadow of our president with no real heavy lifting until moved into the President's role.
  - 4.1.5. Questions and Comments
    - 4.1.5.1. *C. Corbett – would it be more palatable for someone to try the position for a year? If there is no interest, could we table to next month? We have already tabled this item from last month, S. Neville would like some more time to conduct one-on-one discussions with potential candidates. If the chair finds an eligible candidate, we could hold an email vote prior to the meeting as the Executive Committee will need to be engaged for the 2023 budget preparation.*
    - 4.1.5.2. *K. Dowling – what happened if we don't find one? Could we function without? - We could effectively function, but it is not a good place because there is no the succession plan. The next AGM in June 2023, there will be 3 positions up for election, there may be interest at that time. There is*

allowance for S. Neville to serve 2 consecutive terms. Would be ideal that the candidate has served at least one year on the board.

**4.1.6. Motion to table selection of Vice President to October meeting – S. Neville  
Motion – All in favor**

**5. New Business**

5.1. 2023 Budget – K. Loudon

5.1.1. First draft of the 2023 budget is ready for review by the Executive Committee

5.1.2. Will be presented to the board at the October meeting

5.1.3. Influencing factor include funding from Travel Alberta as those spends are itemized by Travel Alberta

5.1.4. The surplus will give us a contingency amount for any upcoming unexpected advertising or sponsorships opportunities that may arise in 2023.

5.1.5. \*\*Action Item – K. Loudon to send out a meeting invite for the second week of October to the Financial Committee for meeting to review 2023 Budget.\*\*

**6. Committee Reports**

6.1. Membership Recruitment & Care (K. Smith)

6.1.1. Two new membership application for approval

6.1.1.1. Grande Prairie Friendship Centre

6.1.1.2. My Lifestyle Agents Re/Max Grande Prairie

6.1.2. **Motion to approve new membership application – W. Bosch – Motion – All in favor**

6.1.3. Total members to date is 160, 3 more applications went out this week and are waiting to be returned, the target for year end is 200 members total.

6.1.4. We will be starting the 2023 Visitor Guide advertising opportunities email in October so that the Visitor Guide is shelf ready for beginning of March. We have found the push for Visitor Guide Advertising helps with memberships

6.1.5. The list for potential new members sits at approximately 50 with a goal of 175 paid members for 2023, this will not include the Municipal or Contra memberships.

6.1.6. We are on the last quarter of the year, any members that join now will receive 15 months for the price of 12.

6.1.7. B. Grant – can the board help to sell membership? – Yes, as board members, you are encouraged to help with leads to new members.

6.1.8. \*\*Action Item – K. Loudon to bring membership packages to next board meeting for members to help sell memberships.\*\*

6.1.9. B. Grant would like to join the Membership Recruitment & Care Committee

6.2. Marketing & Branding (C. Corbett)

6.2.1. Did not have a committee meeting

6.3. GPRTA-DMF Committee (P. Butler)

6.3.1. K. Loudon reported for P. Butler

6.3.2. Currently the GPRTA-DMF Committee is reviewing a couple funding request, K. Loudon has been tasked with acquiring more information for the GPRTA-DMF Committee, no recommendations at this time

6.3.3. Pinty's Grand Slam of Curling will be taking place October 18 to 23 with an expected 450 curlers and their entourage from around the world. The GPRTA Logo with Sandman and Delta will be very prominent on the home end behind the hack line. Ticket package will be forthcoming. There will be no formal opening ceremonies until the finals. There will be an opportunity for a booth display at the Coca-Cola Centre.

**7. President's Report**

- 7.1. K. Loudon and S. Neville presented to the City of Grande Prairie Counsel, this now means that the City, County and Wembley are completed, will be setting up presentation to the MD of Greenview, Beaverlodge and Sexsmith if they would like.
- 7.2. Was present at the Veteran's Memorial Garden for the plaque unveiling for First Responders, Ukraine Internment Camps, and Residential Schools

## **8. Executive Director's Report**

- 8.1. Held many conversations with the likes of Seeker's Media, and Travel Alberta
- 8.2. The Tourism Destination Zones for the Province have been restructured, September 29 there is a meeting regarding the development of a management strategic plan and setting in place steering committees to deal with each zone individually then a side conversation with the consulting company developing the provincial strategic plan, then any zones that want a regional plan developed for them.

## **9. Roundtable Discussion**

- 9.1. **C. Corbett** – The Town of Beaverlodge painted a sidewalk on 4<sup>th</sup> Ave and 10<sup>th</sup> Street for National Truth and Reconciliation Day, Oct 28 from 7 to 11pm at the Community Centre there will be a Halloween Dance for 13- to 17-year-olds with a cost of \$5
- 9.2. **L. Roberts** – The museum is a finalist for the Canadian Association of Science Centres Cascade Awards. The award will be presented on October 13. Working with a group of paleontologists from the state that is currently funding raising to bring 40 people up for 4 days. The tour could include rafting, a tour bus to Grande Cache, jet boat tour, paleo-for-a-day and a kid's camp. This will be a prototype tour and looking for ideas to add so that the museum can offer multi-day activities that are outside of the museum, and would include discount pricing on other activities, recommendation for camping and hotels or other partnerships. A pilot program next year will be a Tour Bus to Grande Cache and back that will be a geology tour. Partnering with the America Museum of Natural History to do a mini exhibit about Dinosaurs Among Us
- 9.3. **B. Black** – waiting to hear about the Marketing Meeting
- 9.4. **W. Bosch** – Halloween event on October 31 in partnership with the City of Grande Prairie. November 18<sup>th</sup> is Vegas Night. Santa Clause Parade will not be going forward this year but there will be a tree lighting and events at the Bonnett's Centre. Still working with Seeker's Media to finish up promotion video.
- 9.5. **K. Loudon** – received a phone call from Wembley, they are wanting to return to the GPRTA in 2023.
- 9.6. **R. Dodd** - this is her last meeting she will be leaving on Maternity in October, Kim Pinnock will be taking over. The Rural Renewal Stream application has opened again, this is a program that helps local employers facing challenges with immigrant employees becoming permanent residence.

## **10. Date of Next Meeting**

- 10.1. Wednesday, October 26, 2022, at 4:00pm, Stanford Inn & Suites, Grande Prairie

## **11. In-Camera Session**

- 11.1. N/A

## **12. Adjourn**

- 12.1. Meeting adjourned at 5:06pm.

## **GPRTA Executive Director's Report**

### **September**

- Attended the monthly DMF Committee meeting
- Attended the Chamber of Commerce & City of GP Council meeting
- Summer Students & staff end of summer dinner celebration
- Met with Renee C from CMTA
- Attended weekly Rotary mtgs
- Attended the Chamber of Commerce After 5 Business mixer
- Participated in the Rotary Community Golf Tournament fundraiser
- Held weekly staff mtgs
- Met with Cindy P from Minhas Group regarding DMF
- Mtg with Jim Barr & ExploreNWAB catch up
- Attended the Chamber of Commerce Board mtg
- Attend the bi-weekly mtgs with W.J.
- Presented to the City of GP & Council with Sandy
- Attended the ACC mtg with Justice Minister Shandro
- Attended the Chamber's Ribbon Cutting at IG Wealth Management's new location
- Met with Liz & Shawna from Ballard Group regarding the Labour Market Shortage issue
- Attended the CMTA's grand opening & ribbon cutting for the new First Responders, Ukraine Interment Camp, & Residential School plaques with Sandy
- Attended the DTA's Strategic Directions/Promotions Committee mtg
- Met with W.J. on 2023 Budget projections
- Sandy & I met with the Chair & E.D. of the Chamber to discuss collaboration on the Regional Workforce Development Strat Action Plan
- Attended the Grand Opening of the local CBC office at the library
- Attended the BSN Job Fair at the Tara Centre
- Engaged in a call with Jim Barr & Johnathan regarding SkiNorthAB 2023
- Attended the GPRTA-DMF Committee mtg
- Attended the GTN 2023 Committee organizational mtg
- Met with Vania Hidber from Skip The Ditches on membership & benefits
- Attended the Pinty's Grand Slam of Curling Kick-off at the GP Curling Club with Kevin Martin
- Attended a mtg with Gina Goldie from Wild Blue Yonder re: Product Development Training Programs
- Met with Danielle from Jadfit
- Attended the grand opening of the GP Composite High School