



**GPRTA Board Meeting
MEETING MINUTES
Wednesday, June 1, 2022, at 5:00 pm
Grande Prairie Airport and via Zoom**

Attendance:

Board Members: Johnathan Clarkson (Chair), Sandi Neville (Vice Chair), Cyndi Corbett (Secretary-Treasurer), Brian Grant, Danny Roy (Alt – Zoom), Dave Anderson, Gladys Blackmore (Zoom), Joanne Peckham, Karen Rosvold (Zoom), Kate Potter (Alt), Paulette Butler Wendy Bosch

Municipal Staff: Hetti Huls, Jenny Daubert

Staff: Ken Loudon, Kimberly Kimpe

Regrets: Bruce Black (Alt Sent), Duane Didow, Linden Roberts, Kristen Smith (Alt Sent), Rebecca Dodd

1. Call to Order & Quorum Determination

- 1.1. Meeting called to order at 5:13pm – J. Clarkson
- 1.2. Quorum is present

2. Delegation

- 2.1. **Christopher Smith – Travel Alberta**

3. Approval of the Agenda

- 3.1. **Motion to approve the agenda – W. Bosch**

4. Approval of Minutes from Previous Meeting

- 4.1. **Motion to approve the previous meeting minutes – P. Butler**

5. Business Arising from Previous Minutes

- 5.1. **N/A**

6. New Business

6.1. Governance

6.1.1. Changes to policies

6.1.1.1. Addition of policy B-10 1.5 – *All nominations to the board will follow an application process which will be vetted by the Board. All submission will cease 10 days prior to the AGM. There will be no entertainment of nominations from the floor at the AGM.*

6.1.1.2. Motion to approve the addition of policy of B-10 1.5 – Motion – C. Corbett – Second – S. Neville – All in favor

6.1.2. Changes to Bylaws

6.1.2.1. Change 2.1.17 – *“in Good Standing in reference to the DMF Committee means a member who had paid their GPRTA annual membership and their DMF Remittance is up to date.”*

6.1.2.2. Change to The Annual General Meeting - 4.2.4 *“Quorum – Attendance of 25 eligible voting members shall constitute quorum.”*

6.1.2.3. Change to Special General Meeting of the Society - 4.3.4 *“Quorum – Attendance of 25 eligible voting members shall constitute quorum.”*

6.1.2.4. Change to Election of the Board of Directors – 5.4.1 – *“Only Elected members shall hold the office of President and Vice President.”*

- 6.1.2.5. Change to Election of the Board of Directors 5.4.6 - *“The position of Past President is a voting position for one year only but may remain on the Board until such a time a new Past President is appointed.”*
- 6.1.2.6. Change to Establishing Committees 5.8.2 addition of *“in good standings”*
- 6.1.2.7. Change to Establishing Committees 5.8.3 addition of *“in good standings”*
- 6.1.2.8. **Motion to bring the updated amendments to the Bylaws to the AGM for member approval – Motion – C. Corbett – Second – P. Butler**
- 6.2. **Tourism Marketing Event – Wednesday June 8, 2022, Delta Marriott Hotel**
 - 6.2.1. Hosting with William Joseph a Tourism Week seminar at the Delta Hotel on June 9th at 2:30 pm. K. Loudon has sent out an email invite to the members. One of the mandates of the GPRTA is to offer educational opportunity to members to enhance their marketing and offer value added products.
- 6.3. **WASP Open House – Tuesday, June 7, 2022**
 - 6.3.1. Invited to the WASP open house, table is free, K. Loudon will send out an email to the board to find volunteers to represent GPRTA. The open house runs from 5:00 to 6:30 pm.

7. Committee Reports

- 7.1. Board Development & Succession (S. Neville)
 - 7.1.1. 6 nominations have been received for the board. Under accommodation we have 2, Naomi Ducklow from the Best Western and Ashley Kierstead from the Hampton Inn & Suites, only one can fill the vacant position on the board. The other nomination includes – Lee Swaile of OMG! Cupcake, Kristeva Dowling of Stolen Harvest Meadery, Gina Goldie of Wild Blue Yonder and Renee Charbonneau of Canadian Motorcycle Tourism Association.
 - 7.1.2. Dave Anderson of Buckwild and Brain Grant of the Grande Prairie Airport will be letting their names stand.
 - 7.1.3. There is both one- and two-year terms to bring the board back into alignment.
 - 7.1.4. Amendment to agenda item 6.1.1.1 – change in the policy B-10 1.5 – *All nominations to the board will follow an application process which will be vetted by the Board Development and Succession Committee and approved by the Board. All submission will cease 10 days prior to the AGM. There will be no entertainment of nominations from the floor at the AGM.”*
 - 7.1.4.1. **Motion to approve the amendment of policy of B-10 1.5 – Motion – CW. Bosch – Second – B. Grant – All in favor**
- 7.2. Finance (K. Loudon/C. Corbett)
 - 7.2.1. Main account \$198,177.39 GPRTA-DMF account \$255,361.66 Total Cash \$419,569.48. Total current assets \$73,911.80 total current liabilities \$69,542.38. Outstanding accounts receivable includes the County of Grande Prairie for their membership and VIC contact, presentation has been made to the County Council on April 28. Month of April over spends include swag. Membership is still going. 80% growth in membership since K. Loudon started.
- 7.3. Membership Recruitment & Care (K. Smith)
 - 7.3.1. Two new members for approval
 - 7.3.1.1. Crackmasters Grande Prairie
 - 7.3.1.2. Grande Prairie Pride Society
 - 7.3.1.3. **Motion to accept new member application to GPRTA – S. Neville – All in favor**
- 7.4. Marketing & Branding (J. Peckham)
 - 7.4.1. No recommendations.
 - 7.4.2. Jim Barr/Seeker’s Media project on hold until the Travel Alberta funding is finalized.

7.4.3. This is J. Peckham's last meeting, J. Clarkson presented her with a gift for her time on the board.

7.5. DMF Committee (P. Butler)

7.5.1. Committee vetted several funding requests. W. Bosch abstained and removed herself from the Committee report and vote due to conflict of interest.

7.5.2. Recommendations from the GPRTA-DMF Committee

7.5.2.1. To support the East Coast Garden Party with up to \$24,000 in room night stays at the Sandman and Delta Hotel paid directly to the hotels. Approximately 184 room nights at \$117.50 per night plus tax.

7.5.2.2. To support the Downtown Association Summer Buskers program in the amount of \$3,000. The Buskers program ask was \$4,515 but was previously budgeted in at \$3,000 and committee felt it was best to remain on budget.

7.5.2.3. Motion to accept the recommendation from the GPRTA-DMF Committee – Motion – C. Corbett – Second – D. Anderson – All in favor.

7.5.3. W. Bosch returned to meeting.

8. President's Report

8.1. No president's report

9. Executive Director's Report

9.1. Attended the Tourism Industry Association of Alberta Advocacy Summit in Edmonton was able to make a presentation to Honorable Randy Boissonnault PC MP, Minister of Tourism and Associate Minister of Finance to advocate about the loss in economic impact from travelers going from Jasper to the Yukon thru BC.

9.2. Tourism is the 2nd market export from Alberta next to Oil and Gas, annual tourism is almost a 7 billion dollars, due to COVID between 23,000 and 25,000 jobs and 5 billion dollars lost.

10. Roundtable Discussion

10.1. **W. Bosch** – Street Performers July 22 to 24, looking for volunteers for setup and take down. Grande Con July 15 to 17, GP Nite Market, 4 weekends over the summer. GP Farmer's Market looking at hosting street markets.

10.2. **K. Potter** – Chautauqua Days June 4-5 in Sexsmith, this is also the kickoff the Farmer's Market.

10.3. **C. Corbet** – K. Potter reported for – June 4 2nd Annual Town Garage Sale, June 10 Art Walk, June 7 WASP Open House, and June 24 Circus Funtastic.

10.4. **J. Clarkson** – June 5 2nd Annual Aztec Family Golf with carnival, Pride Month started June 1, with sidewalk painting with BBQ, Friday sold out teen dance, Saturday Family Carnival with Party in White.

11. Date of Next Meeting

11.1. **AGM June 22 at Kleskun Hill**

12. In-Camera Session

12.1. **N/A**

13. Adjourn

13.1. Meeting adjourned at 7:22 pm.

GPRTA Executive Director's Report

May 2022

- Presented to the County of GP Committee of the Whole on GPRTA update
- Setup & worked the NPBRA 2-day Spring Car Show Spectacular
- Attended the Chamber of commerce Spring Showcase at the Jackpot Bar & Grill
- Ensured Travel Alberta's Covid Relief Final Report submitted
- Met with Holly Sorgen, Community Futures for a presentation by Jason Schreiner from EOS
- Met with WJ regarding DMF Summer Campaign
- Met with Christopher Smith & James Leppan, Travel Alberta presentation on the new Constellation Corridor Outline
- Emceed the Travel Alberta/T.I.A.A. Tourism Town Hall at the Delta. Well attended with over 70 participants in attendance
- Attended weekly Rotary meetings
- Traveled to YK (2 days)
- YK Trade Show set up
- YK 2 Day Mother's Day Trade Show
- Travel to GP (2 Days)
- Met with Johnathan, Sandi & Paulette re: 2019-2022 DMF Stompede Contract review
- Met with Jim Barr – ExploreNW & Johnathan to discuss current changes with T.A. Funding
- Met with Jim Barr & Alana Bergeron-Mighty Peace re: Travel Alberta funding & new parameters
- Attended WJ bi-weekly meetings
- Attended the GPRTA Marketing Meeting
- Held weekly staff meeting
- Attended the NWP Strategic Plan presentation
- Met with Leigh Abra from E-Bus & their upcoming return to providing services to GP & regional Marketing
- Met with W.J. & 2DayFM Jenny Weaver to review Radio Summer program
- Attended the PRES Golf Tournament – Sponsored Hole 7 Deck & Dog Hole
- Participated in the PRES with Sandman & the Delta
- Attended the PJCDM AGM
- Attended the Stompede Parade
- Met with Terry & Doris from McNabb & Lucuk LLP regarding the unreconciled DMF postings from 2019-2022 & established new accounting protocols moving forward
- Presented to the Swan City Rotary Club on the GPRTA
- Set up a static display at the Stompede grounds in the Pavilion
- Set up the Rotary Bus Tour test day with all 5 Rotary Clubs & First Student. They will commence June 1st & run to Aug 30th every Tuesday, Wednesday & Thursday from 6:30-8:30pm leaving from Centre 2000
- Attended the Chamber of Commerce After 5 Business mixer at the Art Gallery of GP
- Represented the GPRTA at The City of GP quarterly Mayors & CAOs Mid-Size City Mayor's Caucus at the Montrose Cultural Centre
- Attended the T.I.A.A. 2-day Advocacy Summit in Edmonton