



**Attendance:**

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

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

**Staff:** Ken Loudon, Kimberly Kimpe

**Regrets:** Johnathan Clarkson (Past President), Bruce Black, Grant Berg, Steve Zimmerman, Hetti Huls

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

- 1.1. Meeting called to order at 4:02 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 – All in favor**

**3. Approval of the Agenda**

- 3.1. Addition to Item 5 New Business – Introduction of newly appointed municipal representatives.
- 3.2. **Motion to accept the agenda with the addition – C. Corbett -All in favor**

**4. Business Arising from Previous Minutes**

- 4.1. **N/A**

**5. New Business**

- 5.1. Introduction of Newly Appointed Municipal Representatives
  - 5.1.1. County of Grande Prairie – Steve Zimmerman
  - 5.1.2. City of Grande Prairie – Grant Berg
- 5.2. 2023 Budget – C. Corbett/K. Loudon
  - 5.2.1. The Executive Committee met with K. Loudon and K. Kimpe to review the recommended 2023 budget
  - 5.2.2. Town of Wembley Membership is included in the budget as they have shown interest in rejoining the GPRTA, we are just waiting for conformation that is due by mid-November
  - 5.2.3. Projecting 175 paid membership, currently 148 paid members
  - 5.2.4. *K. Dowling – question about a line-item highlighted red* - This is a historical account code we will no longer be using going forward
  - 5.2.5. Forecasting a revenue stream of \$955,343, this includes all contracts including Travel Alberta – Travel Alberta funding is never guaranteed but highly probable.
  - 5.2.6. Marketing and sponsorship are broken out into three aspects; (1) Advertising, (2) Sponsorship and (3) GPRTA-DMF Campaign Expenses – the GPRTA-DMF Campaign Expenses is an allotted amount of funds that the GPRTA-DMF does not need board approval to spend as it will focus strictly on campaigns for the DMF partners that are in alignment with the GPRTA brand. Most of the advertising and

sponsorship is covered by the funding from Travel Alberta. Forecasting for 2023 there are new opportunities for sponsorship that are already budgeted in as well as there is a contingency budgeted amount of \$30,000 for any future opportunities that are not already budget for. Most sponsorship from 2022 will be carried forward for 2023.

5.2.7. Estimated Total Revenue \$955,343, Estimated Total Expenses \$898,866.95 give the GPRTA a contingency income of \$56,476.05.

5.2.8. **Motion to accept the 2023 budget as presented – C. Corbett – Motion – P. Butler – Second – All in Favor**

## 6. Committee Reports

6.1. Membership Recruitment & Care (K. Smith)

6.1.1. Four new member applications for approval.

6.1.1.1. Frontier Eatery

6.1.1.2. Rio Grande Sports Association

6.1.1.3. Skip the Ditches

6.1.1.4. South Peace Centennial Museum

6.1.2. **Motion to approve new membership applications – K. Smith – All in favor**

6.2. Marketing & Branding (C. Corbett)

6.2.1. William Joseph met with the committee to review the last quarter, and review plans going forward, they will be continuing with 1 new blog, and 1 updated blog per month, working on our 2023 budget priorities, social media reach up 63%, social engagements up 10%, even with a website failure up 68% and pageviews up 80%

6.2.2. Marketing committee is looking at the social media platform TikTok and have asked William Joseph to estimate the cost.

6.2.3. Winter is coming up the focus is now on Christmas Festival and Markets, Skiing and Snowboarding, Outdoor Winter Activates, Northern Spirit Light Show and Cozy Urban Getaways.

6.2.4. Reminder to send in all events into the GPRTA so that they can be shared thru us and our social media.

6.2.5. Marketing meeting will be every 2<sup>nd</sup> Tuesday of the month at 10:00am.

6.2.6. K. Loudon has cut William Joseph's budget by approx. \$20,000; William Joseph contract ends June 2024 with the goal of moving towards being more self-sufficient with additional training for staff or hiring of staff

6.3. GPRTA-DMF Committee (P. Butler)

6.3.1. The GPRTA-DMF Committee reviewed a funding application in the amount of \$5,500 for the Peace Region Ag Show taking place March 9 to 11, 2023.

6.3.1.1. **Motion to accept the recommendation from the GPRTA-DMF Committee to support the Peace Region Ag Show for \$5,500. – P. Butler – Motion – C. Corbett – Second – All in favor.**

6.3.2. K. Loudon - Pinty's Grand Slam of Curling recap – \$10,000 Sponsorship, amazing coverage, we had an in-ice logo, digital display, board and banner signage, and a static display with Visitor Guides, Top Things To Do and Air Fresheners, SportsNet made an error with our in-ice logo but made it up with us sending them B-roll footage and sending camera crews to create commercials that were running on SportsNet on live broadcasting. Overall, the attendance was good, waiting on final numbers, the curling teams were very happy and impressed with Grande Prairie. GPRTA gave away tickets for the Finals thru William Joseph and social media and K. Loudon gave away tickets at the Chamber Small Business Awards as well

## 7. President's Report

- 7.1. Attended Executive Budget review meeting, Indigenous Tourism Cultural Awareness workshop, 2024 Children's Festival Organizational meeting, Small Business Week Women in Business Luncheon, GPRTA Marketing Meeting, Pinty's Curling, and met with Christopher Smith of Travel Alberta and the Legacy Group as part of the steering committee for the new Tourism Destination Zones.

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

- 8.1. Travel Alberta and the Canadian Rockies Development planning meeting with the Legacy Group, the province is being restructured into TDZ (Tourism Destination Zones). Our "zone" includes the GPRTA region, Hinton and Jasper, the primary focal point will be the development in Hinton, Grande Cache and Grande Prairie. The target of 2023 is the Legacy Group to build a Strategic Management Plan for the province and some of the regions. Part of the Travel Alberta Funding will cover the plan. We completed the Strategic Marketing Plan, the Strategic Management Plan will focus on asset and product development and helping operators to increase capacity to draw visitors to the regions.
- 8.2. Small Business Sponsorship, we sponsored the Women in Business Luncheon, Rotary Luncheon, Chamber Distinction Awards Reception and Greatest Impact Award. The Grande Prairie Regional Hospital won the Greatest Impact Award. Four GPRTA members were nominated for awards. GPRTA Member Paradis Valley Honey won the Legacy Award.

## **9. Roundtable Discussion**

- 9.1. **L. Roberts** – sitting on the Travel Alberta product development advisor panel, met on Monday with interesting conversations including on how to staff as that is the biggest problem in the tourism industry. Receiving funding from the Tourism Relief Fund to produce an online and in place product. Looking at expanding a committee to create a 5-year plan that will partner with other operators from the GPRTA. Working on a Dino Trail that will link Grande Prairie and Grande Cache
- 9.2. **W. Bosch** – By October 31 the Downtown Association will have the new entrance signage up, ready to launch the new gift card program first week of November, the prominent usage of the cards goes to the Co-Op for groceries and gas. Halloween Walking Parade will be on October 31, starting at 4pm, this is in partnership with the City of Grande Prairie, Vegas Night November 18 with a \$1000 Gift Card Giveaway, there will be no Christmas parade but will be doing the Tree Lighting on November 27, Battle of the Badges Hockey Game, December will see the return of Elf on the Shelf and December 18 is Customer Appreciation.
- 9.3. **C. Corbett** – Friday, October 28 Teen Halloween for 13–17-year-olds, \$5 at the door, December 2 is the Beaverlodge Christmas Craze.
- 9.4. **P. Butler** – excited to start the Grande Winter promotion which is a hotel campaign for the GPRTA-DMF Hotel partners that is in partnership with the Northern Spirit Light Show and Downtown Association. Anyone staying in the months of November and December will receive a free pass to the light show and a \$50 downtown gift card.

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

- 10.1. Wednesday, November 23, 2022, at 4:00pm, Al Robertson Room, Centre 2000

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

- 11.1. N/A

## **12. Adjourn**

- 12.1. Meeting adjourned at 5:16 pm.

## GPRTA Executive Director's Report

### October

- Attended Northern Canadian Rocky's development planning meeting with Travel Alberta & Legacy Group. This was the initial connection to Legacy & discussed the provincial overview restructuring (TDZ).
- Attended the Alberta Chamber of Commerce's "Walking Together Towards the Future" Indigenous Cultural Seminar & the GOA advocacy needs
- Attended the Legacy Group & Travel Alberta TDZ Kick-off
- Attended Hi-Tech's 35-year anniversary celebration & mixer
- Attended the Chamber of Commerce monthly After 5 Mixer
- Weekly Staff mtgs
- Attended the City of GP's 2023 Budget Stakeholders Roundtable & engagement session
- WJ ¼ly mtg
- Attended Indigenous Tourism Association's Cultural Awareness Training all-day workshop
- Presented the GPRTA to the Rotary After 5 Club
- Met with Nicole Nelles from the Gov of AB. Regional Economic Development
- Attended the Chamber of Commerce monthly Board mtg
- Met with Kim Randall & Alana Sieben from Evergreen Park to discuss at a high level, the park's status & where future opportunities exist to increase usage
- Met with the Executive/Finance Committee & reviewed the 2023 GPRTA Budget
- Met with Ryan Townend from WJ Communications
- Coordinated with Sandi to attend the 2024 Children's Festival Organizational Committee mtg
- Met with Kim with Invest GP to review current & upcoming PPRTA Initiatives & established a regular scheduled monthly meeting to exchange focusses & activities
- Attended the GPRTA Marketing mtg
- Attended the County of GP – BSN Open Networking Engagement Event
- Met with Legacy Group to discuss their engagement regarding the development of the GPRTA's Strategic Management Plan. They have agreed to work with us.
- Sponsored Small Business Week Women's In Business Luncheon, Rotary Luncheon, & the Chamber Awards of Distinction Reception. The GPRTA sponsored & I presented the "Greatest Impact Award".
- Set up display at the Coke Centre for the Pinty's Grand Slam of Curling. Worked with Sportsnet to provide video footage of the Region & supported the development of brief commercials to be shown during the event on Sportsnet.