



Attendance:

Board Members: Sandi Neville (President) (Zoom), Cyndi Corbett (Secretary-Treasurer), Brian Grant (Zoom), Bruce Black, Dave Anderson, Duane Didow, Grant Berg, Ken Wittig (Zoom), Kristen Smith (Zoom), Kristeva Dowling (Zoom), Lee Swaile (Zoom), Linden Roberts, Naomi Ducklow (Zoom), Paulette Butler (Zoom), Rebecca Ketchum, Steve Zimmerman, Wendy Bosch,

Municipal Staff: Jenny Daubert (Zoom), Kim Pinnock

Staff: Ken Loudon, Kimberly Kimpe

Regrets: Johnathan Clarkson (Past President), Hetti Huls

1. Call to Order & Quorum Determination

- 1.1. Meeting called to order at 3:01 pm.
- 1.2. Quorum is present
- 1.3. S. Neville chaired.

2. Approval of Consent Items

- 2.1. Minutes from previous meeting
- 2.2. No Financial Report – in the process of completing year end and preparing the file to go to McNabb Lucuk
- 2.3. **Motion to approve the consent items – N Ducklow**

3. Approval of the Agenda

- 3.1. **Motion to approve the agenda – D. Didow**

4. Business Arising from Previous Minutes

- 4.1. **N/A**

5. New Business

- 5.1. New Municipal Board Members
 - 5.1.1. Welcome to Rebecca Ketchum of the Town of Wembley and Ken Wittig of Valleyview.
- 5.2. Travel Alberta Funding Profile for 2023-2024
 - 5.2.1. Travel Alberta has new criteria for the Tourism Destination Zones (TDZ)
 - 5.2.2. Received a letter of commitment for the 2023/2024 year in the amount of \$250,000
 - 5.2.3. Funding parameters have changed – 3 main funding pillars to utilize at our discretion including the amounts we set. One final report will be due at the end, and funds are received at one time up front.
 - 5.2.4. Main pillars are Business Events, Destination Development, Destination Consumer Promotion.
 - 5.2.4.1. Business Events includes supporting the attraction, securing, planning, and hosting of future meeting, conventions, business, sporting and cultural events, this can be in the forms of sponsorships, the key criteria is that it must have economic impact of the region.
 - 5.2.4.2. Destination Development includes production of local destination development plans inclusive or research to enhancement local visitor

experiences and activating signature events and programs that bring vibrance to the local TDZ.

- 5.2.4.3. Destination and Consumer Promotions includes content development, media buy-in, FAM tours, and digital platform enhancements, this could be radio ads, and influencers.
 - 5.2.4.4. Rough outline of the spending is \$90,000 for Business Events, \$100,000 for Destination Development, and \$60,000 for Destination Promotions. The is latitude to move the funds around the pillars.
 - 5.2.4.5. One of the commitments Travel Alberta is going for is to secure multi year funding for 1-, 3- and 5-year strategic plans
 - 5.2.4.6. Travel Alberta negotiated a \$60 million allocation from the Government of Alberta for the budget to lock it in before the election in May.
 - 5.2.4.7. *C. Corbett – if a member has criteria that falls within the parameters do they apply to Travel Alberta or GPRTA?* – The funding will be allotted by GPRTA if we feel it fits with in our strategic plans
 - 5.2.4.8. Legacy Tourism Group will be rolling out our TDZ strategic plan late spring/early summer along with the Travel Alberta TDZ strategic plan. The GPRTA footprint is along Highway 43 to the Highway 16 cut across back to Highway 40 including Hinton and Whitecourt. Northern Alberta has become the hotspot for development.
- 5.3. Growing the North Complimentary Registrations
- 5.3.1. K. Loudon will be a panel host for tourism
 - 5.3.2. Gold Sponsorship at the cost of \$5000
 - 5.3.3. Growing the North will be taking place February 21 to 23 starting with a Chamber Mixer on the 21.
 - 5.3.4. GPRTA will be receiving four complementary registrations. Who would like to attend? S. Neville, N. Ducklow, L. Roberts, P. Butler

6. Committee Reports

- 6.1. Membership Recruitment & Care (K. Smith)
- 6.1.1. Five new member application for approval
 - 6.1.1.1. Coco Fresh Tea and Juice
 - 6.1.1.2. Dream Dance Circus
 - 6.1.1.3. Indian Trail Adventures
 - 6.1.1.4. Vintage Wine and Spirits
 - 6.1.1.5. Wapiti Off Road Association
 - 6.1.2. **Motion to approve new members application – K. Smith – All in favor**
 - 6.1.3. K. Loudon will be presenting to Fox Creek on April 3 for a Municipal Membership
 - 6.1.4. Currently we have approx. 175 members total including Municipal and Contra Members.
- 6.2. Marketing & Branding (C. Corbett)
- 6.2.1. Board agreed to sign a 3-year contract with William Joseph, and we are coming close to the end. K. London renegotiated the 2023 contact amount which is now \$94,500 plus hard cost, paid upfront. William Joseph has added 15% marketing that is approx. \$43,000 value. Once 2023 is up we will only have to negotiate a 6 month contact for 2024.
 - 6.2.2. Talk of using Tik-Tok for marketing the Hidden Gems Gift Shop.
 - 6.2.3. With the Travel Alberta COVID relief grant we purchase a 5x8 trailer to help moving items to trade shows. Preview of the trailer wrap. Once side is the Downtown Core, one side is Klusken Hill sunset, and the rear has our regional stakeholders, GPRTA-DMF participating properties and Keddies trailer whom we bought the trailer from
 - 6.2.4. Branded water bottle by Water Express.

6.3. GPRTA-DMF Committee (P. Butler)

- 6.3.1. Update to the Terms of References regarding the number of times the GPRTA-DMF committee will meet per year. This was changed from minimally 10 times a year to minimally 4 but optimally 10 times per year
- 6.3.2. Spending \$10,000 on spring/summer campaign to promote the participating properties. This is part of the \$40,000 allocated to the GPRTA-DMF

7. President's Report

- 7.1. Attended the ITA Summit in December at the River Cree Resort – an amazing/powerful event and encourage others to take part next year
- 7.2. Online marketing meeting in December and a GPRTA-DMF Committee meeting in January
- 7.3. Attended the TDZ Summit that took place at the Delta in January
- 7.4. Went to Valleyview with K. Loudon to present to council
- 7.5. Attend a Dinosaur Museum Meeting with L. Roberts.

8. Executive Director's Report

- 8.1. ITA Summit statements that were made – “Tourism from an Indigenous standpoint is the new Buffalo”. The Indigenous community feel that tourism is the new economic driver for them. National Geographic did profile on the Top 23 Place in the World to Visit the only Canada Content was from Alberta and its Indigenous Tourism. K. Loudon has been working towards working with the local Indigenous.
- 8.2. *B. Black – question for K. Loudon “have we given any thought to reaching out or inviting to Horse Lake or Sturgeon Lake into our group”?* K. Loudon has been reaching out since joining the GPRTA strategic there is an opportunity to bring collaboration with the local Indigenous Groups– L. Roberts – while working with the Royal Alberta Museum developed an engagement committee that involved First Nations Communities from across Alberta on how they wanted to proceed and gave them a voice. It comes down to how do we get some help with dealing with the barriers at our places of employment for Indigenous, we can't say we want Indigenous Tourism, tell us how to do that, but rather develop our own structures and make them available and listen to those who want to change those structures to make them work for them. G. Berg – I am the one of the first members of Indigenous Tourism Alberta, ITA is still in infancy at about 3 years, here in the region there are now 3 members, there is a lot of opportunity and commitment, we are the stage now that we are inviting people in that have ideas. L. Roberts – we need to step aside and asking how we become facilitators. K. Loudon – the biggest question we should be asking the Indigenous is do they want this and if you do, we would like to come walk with you on this journey. Working with the Friendship Centre on a 4-page editorial in our 2023 Visitor Guide dedicated to the Indigenous story of this area.

9. Roundtable Discussion

- 9.1. **J. Delbert** – was approved for the Tourism Relief funding, will be introducing at the Grande Cache Tourism Centre a virtual reality Dino experience
- 9.2. **S. Zimmerman** – what are the anchor points of the TDZ? – K. Loudon – there were a lot of sticky notes – they will be brought to the steering committees for input, then presented in the final report.
- 9.3. **B. Black** – just want to confirm next Marketing Committee meeting February 7 at 10:00am.
- 9.4. **L. Roberts** – Family Day will be introducing a tortoise pet Mac who is 22 years old, he will be part of the Family Day activities February 18/19/20. Lined up a temporary

display call Dinosaurs Among Us starting in May for 6 months. Looking for ways to capture more activities for families visiting the Museum.

- 9.5. **W. Bosch** – how much marketing are we doing in Jasper? K. Loudon – National Parks information centers will not display our guides as the focus is on the National Park. What about big billboards and reviving the Big Horn Highway? Street Performers will not be receiving from ATB this year after 22 years. Bring in approx. 18,000 people to the region. This year there will be a ticketed adult show. Will be looking for new sponsors.
- 9.6. **D. Anderson** – Stompede will be May 31 to June 4 with a parade Saturday or Sunday before Stompede, April 1 is the Tarp Sale/Gala at the Tara Centre.
- 9.7. **C. Corbett** – local artist Lori Quesnel will have an exhibit at the Beaverlodge Art and Cultural Centre January 29 to February 23 the theme is Evolution.

10. Date of Next Meeting

- 10.1. Next schedule meeting would be during the Growing the North Conference
- 10.2. No meeting will take place in February
- 10.3. Doodle poll will be sent out to determine next meeting time in March on either Tuesday, March 21 or Thursday, March 23

11. In-Camera Session

- 11.1. **N/A**

12. Adjourn

- 12.1. Meeting adjourned at 4:31pm

GPRTA Executive Director's Report

November

- Weekly Staff Mtgs
- Attended the GTN Organizational Mtg
- Attended Weekly Rotary Mtgs
- Met with Karna G from Sprouts Connect to discuss current/ongoing possibilities & roles
- Met with Jim Barr from Seekers Media

December

- Met with WJ to discuss 2023 budget & recommendations
- Attended the Chamber of Commerce AGM
- Met with Cecelia Goncalves-Neath from the G.O.A. to discuss regional concerns
- WJ Bi-weekly Mtg
- Attended the BREI Conference Organizational Committee Mtg with the County of GP
- Hosted the GPRTA Staff Xmas Party at Padrino's
- Attended the Indigenous Tourism Alberta's summit at River Cree Edmonton with Sandi N.
- Met with Julia Hanson from the Delta to discuss the GPRTA/DMF
- Attended T.A. Stakeholder Working Group-Engagement Sessions
- Attended the GPRTA Marketing-Branding Committee Mtg
- Met with AirDNA to discuss potential coordination of properties
- Attended a GPRTA/DMF conversation with Evergreen Park
- Attended the GPRTA Executive Mtg
- Set up & attended the GPRTA BOD Xmas Party at the Stanford Inn
- Attended Invest GP Monthly Mtg
- Attended the GPRTA/DMF Committee Mtg
- Participated in Centre 2000 potluck luncheon

Xmas Vacation Dec 21st – Jan 3rd

January

- Attended the GPRTA Marketing-Branding Committee Mtg
- Weekly Staff Mtgs
- Participated in the Opening Ceremonies of the Master's Best of Alberta Curling Championships & sang "O Canada"
- Attended the GTN Organizational Mtg
- Met with Tanya Oliver GP Chamber to discuss LMP Grant Application for GTN
- Set up & attended the GPRTA's TDZ Development Workshop with T.A. & Legacy Tourism Group
- 2-day tour of the region with David Goldstein & Legacy Tourism Group
- Met with WJ for our Monthly Mtg
- Attended the GTN Organizational Mtg now weekly
- Attended Invest GP Monthly Mtg
- Travelled to Valleyview with Sandi & presented to Town Council – Joined!

- Met with Linden R. from PJCDM to discuss current & future opportunities
- Attended the GPRTA/DMF Committee Mtg
- Travelled to Hinton to attend T.A. Tourism Town Hall & met with regional stakeholders & operators in the Northern Rockies TDZ
- Attended the Chamber of Commerce's Monthly Business Mixer at Nitehawk
- Met with Renee C. from CMTA to discuss marketing opportunities