



GPRTA Board Meeting

Meeting Minutes

Thursday, March 23, 2023, at 4:00 pm

Al Robertson Room Boardroom Centre 2000, and via Zoom

Attendance:

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

Municipal Staff: Kim Pinnock (Zoom)

Staff: Ken Loudon, Kimberly Kimpe

Regrets: Johnathan Clarkson (Past President), Brian Grant, Bruce Black, Kristeva Dowling, Lee Swaile, Hetti Huls, Jenny Daubert

1. Call to Order & Quorum Determination

- 1.1. Meeting called to order at 4:01 pm.
- 1.2. Quorum is present
- 1.3. S. Neville chaired.

2. Approval of Consent Items

- 2.1. Minutes from previous meeting
- 2.2. Balance Sheet February 2023
- 2.3. **Motion to approve the consent items – W. Bosch**

3. Approval of the Agenda

- 3.1. **Motion to approve the agenda – P. Butler**

4. Business Arising from Previous Minutes

- 4.1. N/A

5. New Business

5.1. TDZ Update

- 5.1.1. Held steering committee meeting in January and had one schedule for February, unfortunately not many were able to attend, and this was a pivotal one that was to finalize the streaming and narrowing down of the key opportunities. Meeting was moved to March to finalize the draft with it ready for review by week's end.
- 5.1.2. The launch is postponed until April 27. The launch will be at the Delta from 8:30 to 12:00 with a lunch to follow.
- 5.1.3. Travel Alberta has delayed the launch of their strategic plan until after the election.
- 5.1.4. Pre-draft has been viewed by Travel Alberta and in conjunction with their plan, the complementary parallels, and differentials between the two Travel Alberta stated that our plan strategic plans is one of the best DMO strategic management plans they have seen and are impressed with how in sync it is with Travel Alberta's bigger picture with the TDZ.
- 5.1.5. Five of the 8 main pillar of the plan include Ag Tourism, Sports Tourism, Festivals, Events, and the Dino Museum.
- 5.1.6. After the roll out of the new strategic plan a restructure of the GPRTA organization will be needed, that will include the rewriting of our Mission and Vision statement, rewriting of job descriptions and hiring or contacting of addition staff, like

- a Destination Management Assistant. Looking at moving Helen to strictly design and marketing and hiring someone to replace the front-end management and to focus on sales of membership and Visitor Guide advertising.
- 5.1.7. Travel Alberta has committed to 2 years of funding and have allowance for hiring or contacting of staff. Travel Alberta does recognize that more funding is going to be required to implement the provincial TDZ strategic plans. Travel Alberta hopes to double the GDP for Alberta Tourism by 2035
- 5.1.8. Presenting to Fox Creek Council April 3 to join the GPRTA, as the MD of Greenview will no longer paying for their municipality.
- 5.1.9. The new TDZ is the Northern Rockies and is the second largest land mass with the most diversity. It captures the GPRTA footprint, Whitecourt, Mayerthorpe, up to hwy 16 back to Edson, Hinton, up to Jasper.
- 5.2. Board Volunteers for Upcoming Trade Shows
 - 5.2.1. Upcoming Trade Show
 - 5.2.1.1. Fort St John April 14-17
 - 5.2.1.2. NPBRA Car Show April 21-23 – GPRTA is the Celebrity Sponsor, will need board volunteers for the booth as K. Loudon will be away, we will have a 10x20 booth with K. Kimpe's race car on loan to the GPRTA for display with pop up banners and swag. Tickets are available for the Friday Celebrity Dinner and the Saturday Awards Gala and admission tickets to the show. N. Ducklow volunteered. ****Action Item – K. Kimpe will email out a sign-up sheet for volunteers and tickets.****
 - 5.2.1.3. Yellowknife Chamber May 10-16
 - 5.2.1.4. Dawson Creek May 26-28
 - 5.2.2. Asking for member promotional material. If offering any special, please specify which show on the offer. If material is need contact Helen, requires a two-week turn around after final proof approval.

6. Committee Reports

- 6.1. Membership Recruitment & Care (K. Smith)
 - 6.1.1. 9 new members for approval
 - 6.1.1.1. Grande Prairie Highland Games Association
 - 6.1.1.2. Red Willow Outfitters
 - 6.1.1.3. C.O.C.O Plowing Match – Wanham Plowing Match
 - 6.1.1.4. Venture Out Rentals
 - 6.1.1.5. Sew Delightful Studio
 - 6.1.1.6. 92 Beverage Co.
 - 6.1.1.7. Riverside Guest Ranch
 - 6.1.1.8. Shade Tree Chocolate
 - 6.1.1.9. Quality Inn
 - 6.1.2. **Motion to approve new members application – K. Smith – All in favor**
- 6.2. Marketing & Branding (C. Corbett)
 - 6.2.1. Had William Joseph quarterly report at last committee meeting – will send out WJ Presentation
 - 6.2.2. Visitor Guide is out, this year includes more than 2 pages of indigenous content, Helen did a stellar job on the design layout. Profit of approx. \$7500 from advertising sales.
- 6.3. GPRTA-DMF Committee (P. Butler)
 - 6.3.1. Recommendation to the Board – To support the Rough Stock Rodeo Production in the amount of \$5000 broken down into \$3000 in room night stays and \$2000 in advertising. The event is the Hard 8 Rodeo that is a youth amateur rodeo for young up and comers and will take place April 8 and 9 at Evergreen Park.

6.3.1.1. Motion to accept the recommendation from the GPRTA-DMF Committee to support the Rough Stock Rodeo Production in the amount \$5000. – S. Zimmerman – Motion – Second – N. Ducklow – All in favor.

6.3.2. Sidenote from K. Loudon – Travel Alberta is engaging with Alberta Hotel and Lodging Association and the Provincial Government to look at DMF regulations in the province. Currently 2 provinces within Canada do not regulate the collection of these funds. Currently in Grande Prairie there is 8 DMFs. If a mandate comes down from the province and Travel Alberta any monies collected under DMF will be remitted to an accredited DMO. GPRTA would be one of these accredited DMOs.

7. President's Report

- 7.1. Attended the Calgary Outdoor Adventure Show, handed out close to 2000 bags, biggest question was regarding Bear Creek Folk Festival
- 7.2. Will be attending the Fort St John, Yellowknife, and Dawson Creek trade shows
- 7.3. Attended the TIAA Summit in February, had a chance to speak with Alberta political parties' leaders, and Tourism is a high priority for both.

8. Executive Director's Report

- 8.1. Hosted a breakout session at Growing the North regarding Tourism, was one of the biggest sessions with over 100+ in the room
- 8.2. Met with Todd Loewen regarding tourism priorities.
- 8.3. Two major accomplishments – received the Queen's Jubilee Award and complete NWP non-profit management course.

9. Roundtable Discussion

- 9.1. C. Corbett – April 28-30 Hunt Mania Show at the Beaverlodge Arena.
- 9.2. K. Wittig – fund raising for local golf course for club house renovations, will share information as it becomes available.
- 9.3. K. Pinnock – n/a
- 9.4. R. Ketchum – met with Legacy Group, Wembley's FCSS director is retiring
- 9.5. W. Bosch – still trying to raise fund for street performers
- 9.6. D. Didow – second mine in Grande Cache will be starting construction end of August and employee approx. 150 people, southside of Grande Cache highway 40 will see improvements start.
- 9.7. G. Berg – City of Grande Prairie release the City Guide. Attended RMA advocacy summit in Edmonton - Tourism is 2nd behind Oil and Gas. Attend the International Indigenous Tourism conference in Winnipeg
- 9.8. L. Roberts – Dino Trail has officially launch, 4 different sites, started with QR codes, working on website with linking to Wembley, Explore PG, Tumbler Ridge, and Grande Cache. Working on acquiring a second bus.

10. Date of Next Meeting

- 10.1. Wednesday, April 26, 2023

11. In-Camera Session

- 11.1. N/A

12. Adjourn

- 12.1. Meeting adjourned at 5:27pm.

GPRTA Executive Director's Report

January

- Attended the GTN Committee Mtg
- Attended the GP Airport & EIA Mixer
- Attended MLA Travis Toews Pre-Budget presentation
- Met with Jim Barr – Seekers Explore NWAB Campaign
- Attended Travel Alberta NR Steering Committee Mtg
- Coordinated & hosted the GTN Breakout Session with T.A., T.I.A.A.
- Weekly staff Mtgs
- Met with Jim Barr – Seekers Explore NWAB Campaign
- Coordinated & hosted the GTN Breakout Session with ITA & EIA organizational Mtg
- Attended Weekly Rotary Mtgs

February

- Met with WJ Quarterly Planning Mtg
- Attended Canada Day Committee Mtg
- Met with Jordan Tidey new Ecc. Dev County of GP
- Executive Mtg with MLA Todd Loewen
- Attended Centre 2000 Tenant Mtg
- Met with Crystal Scott – NPBRA
- Met with Renee Charbonneau – CMTA
- Attended a lunch Mtg with Invest GP Office: Travel Trade Pitch, City, County & MD
- Attended GPCOS PowWow Mtg
- Attended the GTN Committee Mtg
- Met with Ryan Semchuk - Canalta Properties – re: DMF Partnership

Personal Note: Receive the Queen Elizabeth II Platinum Jubilee Medal

- Attended Monthly Connect with Invest GP

Personal Note: Completed NWP Non Profit Management Course

- Attended the County's BSN Committee Mtg
- Attended the GPRTA - Marketing Committee Mtg
- Attended the GPRTA - DMF Committee Mtg
- Attended The UPS Love Local Draw
- Met with Jim Barr – Seekers Explore NWAB Campaign
- Met with Chad Boon – NWPolytech
- Met with the County of Grande Prairie re: 2023 Exploring Western Canada Campaign
- Met with Jim DeHart & Rod Taylor – Legacy Tourism Group
- Met with Jim Barr – Seekers Explore NWAB Campaign
- Attended the GTN Committee Mtg
- Set Up for GTN – Tara Centre
- Met with Kamie Currie – Prairie's Can

- Attended Chamber Mixer – Tara Centre
- Attended the GTN Conference
- Hosted morning Breakout Session on Day 2 of GTN “Tourism Priorities of the North” with Jon Mamela Travel Alberta, Darren Reeder Tourism Industry Assoc. Alberta, Shae Bird Indigenous Tourism Alberta, Denna Dow Edmonton International Airport
- Attended the Suicide Prevention Reception & Update
- Attended Travel Alberta NorthStar & Constellation Mtg in Edmonton
- Attended the two-day TIAA Advocacy Summit in Edmonton

March

- Participated in the City of GP Rebrand Interview & Data gathering process
- Met with Minhas Group re: DMF & the Jeep
- Met in person with Legacy Tourism Group Steering Committee workshop at The Dela
- Breakfast Mtg with Jim & Rod
- Met with WJ for monthly connect
- Met with Darren Reeder TIAA regarding Fall 1-Day Advocacy Summit sponsorship & AB day on the Hill
- Set up at Tara Centre for Peace County Ag Show
- Performed “O Canada” for the U15 Alberta Curling Provincials & brought greetings from the GPRTA
- Met with Mayor Clayton & other Community reps regarding the rebrand as well as to introduce their new Chief Investment Officer Jeff Harrop
- Had an individual Mtg with Jeff Harrop, Kim Pinnock & Ainsley Miller re: the GPRTA & Organizational structure
- Met with Jordan Tidey County of GP re: Exploring Western Canada Campaign
- Peace Country Ag Show
- Monthly Invest GP Mtg with Kim Pinnock
- Attended the GPRTA- Marketing Mtg
- Met with Daine Montgomery to participate in the filming of “Why GP” video
- Met with Caralee Parr with 2DayFM re: Western Canadian Assoc of Broadcasters Convention
- Met with Nolan Dyck – MLA Candidate
- Met with Tanya Oliver re: Chamber Champions Program
- Attended the Calgary Outdoor Adventure & Travel Show
- Attended the GPRTA – DMF Committee Mtg
- Met with Jim Barr – Seekers Explore NWAB Campaign
- Met with the County of GP, Travel Alberta & GOA re: Red Willow Falls Development Program
- Met with Jessica Schoepp – 92 Beverage CO. re: Membership & cross-marketing
- Met with Jeff Harrop CIO City of GP
- Met with Jim Barr – Seekers Explore NWAB Campaign
- Attended City of GP PowWow Committee Mtg