



GPRTA Board Meeting
MEETING AGENDA
Wednesday, April 26, 2023, at 4:00 pm
Community Foundations Room Boardroom Centre
2000, and via Zoom

Attendance:

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

Municipal Staff: Kim Pinnock, Jenny Daubert (Zoom)

Staff: Ken Loudon, Kimberly Kimpe

Regrets: Johnathan Clarkson (Past President), Kristeva Dowling, Paulette Butler, Rebecca Ketchum, Hetti Huls,

1. Call to Order & Quorum Determination

- 1.1. Meeting called to order at 4:03pm
- 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 March 2023
- 2.3. **Motion to approve the consent items – W. Bosch**

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. TDZ Update
 - 5.1.1. Launch will be Thursday April 27 at 8:30am at the Delta Hotel, expecting approximately 90 people
 - 5.1.2. Jim and Rod of Legacy Tourism Group will be presenting our new strategic plan
 - 5.1.3. Special guests include Minister Todd Loewen, Minister Travis Toews, Premier Danielle Smith, Christopher Smith of Travel Alberta
 - 5.1.4. Premier Danielle Smith, Minister Todd Loewen and Minister Travis Toews will be conducting a fireside chat with a Q & A session
 - 5.1.5. Lunch will be served at 12:00pm.
- 5.2. NPBRA Car Show Review
 - 5.2.1. Used Travel Alberta funds for the Celebrity Sponsorship
 - 5.2.2. Thank you to Board members who were in attendance and/or worked the booth
 - 5.2.3. Very successful with approximately 7500 plus in attendance, most were locals, but many had friends and or family planning to visit over the summer
 - 5.2.4. 2nd largest indoor car in Alberta
 - 5.2.5. Vendor booth was in a prominent spot that allowed great visibility
 - 5.2.6. Media coverage was excellent, all radio ads mentioned GPRTA as the Celebrity Sponsor

- 5.2.7. C. Corbett – was it worth it in the end to sponsor? – Yes
- 5.2.8. W. Bosch – can we get the matrix from organizers? – Yes, we can request that information
- 5.3. GPRTA AGM and Call for Nominations
 - 5.3.1. Save the Date email has been sent out
 - 5.3.2. 3 elected positions will be coming to term – K. Dowling, L. Swaile and N. Ducklow – if they allow their name to stand it will be on a two-year term
 - 5.3.3. June 21 at Nitehawk Year-Round Adventure Park, this is also Indigenous Day, working with Open Road Adventures and other Indigenous to showcase their culture.
 - 5.3.4. The supper will be a casual BBQ with hot dogs and burgers
- 5.4. Bylaws & Policy Review
 - 5.4.1. Bylaws Review
 - 5.4.1.1. Reviewed and updated into modern languages
 - 5.4.1.2. 2.1 Definitions – updated President to Chair, there after any reference to President will be updated to Chair
 - 5.4.1.3. 3.1 Classification of Members – remove Supporter
 - 5.4.1.4. 3.1.4 – removal of the definition of Supporter
 - 5.4.1.5. 3.2.3 removal of Supporter
 - 5.4.1.6. 5.1 The Board of Directors – 5.1.1 change of “The Executive Director reports to and is responsible to the Board of Directors” to state “is responsible to the Executive”
 - 5.4.1.7. 5.8.2 – change of language “if there is not an eligible” and removal of “is eligible”
 - 5.4.1.8. 9.1 – addition of “or position”
 - 5.4.1.9. **Motion to accept bylaws changes as presented – C. Corbett – Motion – B. Grant – Second – All in favor**
 - 5.4.2. Policy Review
 - 5.4.2.1. Change of wording though out – President to Chair
 - 5.4.2.2. B-3 1.1 change Hotels to Accommodation and removal of Accommodation Non-DMF
 - 5.4.2.3. B-3 1.2 addition of Wembley, Valleyview and Fox Creek
 - 5.4.2.4. B-10 1.5 change of the wording “Ad-Hoc” to “Board Succession & Development Special Committee” and change of wording “There will be no entertainment of nomination from the floor at the AGM” to “Nomination from the floor will not be entertained at the AGM”
 - 5.4.2.5. B-11 1.1 removal of some standing committees to special committees
 - 5.4.2.6. B-14 change from DMF to more clarified GPRTA-DMF
 - 5.4.2.7. S-1 removal of Board of Directors to just state Executive to align with Bylaws
 - 5.4.2.8. S-2 change of wording to “all Regional Stakeholders” eliminating the listing of the Municipal Stakeholders
 - 5.4.2.9. **Motion to accept the policy changes as presented – C. Corbett – Motion – S. Zimmerman – Second – All in favor**
- 5.5. Sandi Neville – Volunteer Award Presentation
 - 5.5.1. S. Neville was nominated for Volunteer Award with the hard work during her first year as president.

6. Committee Reports

- 6.1. Membership Recruitment & Care (K. Smith)
 - 6.1.1. 3 new member applications for approval
 - 6.1.1.1. Rock 97.7
 - 6.1.1.2. Paradise Inn & Suites Valleyview

- 6.1.1.3. Wapiti River Race Club**
- 6.1.2. Motion to approve new members application – K. Smith – All in favor.**

6.2. Marketing & Branding (C. Corbett)

- 6.2.1. Meeting on April 11, quorum was not reached, this had been the second committee meeting where quorum was not reached, email has been sent to the committee members regarding attendance
- 6.2.2. The Committee approved a \$5000 spend on the Grande Prairie and District Chamber of Commerce Chamber Champion Partnership Sponsorship
- 6.2.3. Discussion was held with the Grande Prairie Stompede officials, past concerns regarding the GPRTA Sponsorships were cleared up, and moving forward with a better working relationship between the GP Stompede and GPRTA. This year the GP Stompede customized a sponsorship package that included the Bull Riding and Art Expo. The funds used for this sponsorship will be covered under the Travel Alberta Funding we received. GPRTA has ordered a flag for the Stompede to use.
- 6.2.4. Recommendation to the Board to sponsor the Grande Prairie Stompede in the amount of \$10,000 for the Bull Riding and Art Expo.**
- 6.2.5. Motion to accept the Marketing Committee Recommendation to sponsor the Grande Prairie Stompede. C. Corbett – Motion – W. Bosch – Second – All in favor**

6.3. GPRTA-DMF Committee (P. Butler)

- 6.3.1. No report

7. President's Report

- 7.1. Presenting to Fox Creek municipality
- 7.2. Attended Marketing Committee Meeting
- 7.3. Attended Fort St. John Trade Show
- 7.4. Attended meeting with the MD of Greenview in Grande Cache
- 7.5. Attended the NPBRA Car Show Celebrity Dinner and worked the booth on Saturday.

8. Executive Director's Report

- 8.1. Met with Trevor Denis and Dave Anderson of the GP Stompede regarding historical relationship, moving forward on a positive note where promises made are promises kept with a custom sponsorship package for the GPRTA
- 8.2. Spoke with Sarah Card regarding Bear Creek Folkfest, all sponsorships for the Folkfest are covered, but will be setting up a 10x10 tent on site for the GPRTA to have a presence at the Folkfest offering Visitor Services. Even with our summer staff we will be looking for board volunteers as well to help man the booth.
- 8.3. GPRTA in partnership with the City of Grande Prairie Indigenous Relations Advisor Warren Nekurak, the Art Gallery and the Grande Prairie Friendship Centre will be bringing back Grande Prairie Pow-Wow Day on June 24 this is the weekend after the Warrior Races
- 8.4. The RCMP Musical Ride will be taking place on June 10 and 11, 2023

9. Roundtable Discussion

- 9.1. J. Daubert – received TRF funding for VR Dino exhibit, tourism center in Grande Cache has started renovations for the VR Dino exhibit
- 9.2. L. Roberts – late February early March pushed Geo-Fencing in targeted areas with advertising and pod cast, feed back was very good. In that time frame, 68 times the average of national hits, 98% full pod casts and clicks through to website. Plan to keep it going until July 30 to include the Dino Trail. Working on adding links to other partners like hotels or the GPRTA. Partnered with Rodgers Media Rock 97.7. BBC London will be featuring Museum, MD of Greenview, and County of Grande Prairie with Emily about

Dinos in the Area for the Walking with Dinosaurs series. AGM will be held on June 2 at 7pm.

- 9.3. C. Corbett – Town of Beaverlodge will be sponsoring the Street Performers. Recognition to Wembley on moving forward with redesigning of the town to incorporate and linking the Dinosaur Museum thru out the Town of Wembley.
- 9.4. W. Bosch – Wembley and Sexsmith will also be sponsoring the Street Performers all three communities will also have Street Performers in their towns to provide a “teaser” performance leading up to the Street Performers weekend in Grande Prairie. May 27 at 11AM will be the Grande Prairie Stompede parade thru the Downtown core. The Summer Buskers program will be back there will be 42 shows. Participating in Canada Day. Experience GP will be hosting a concert again this year. City of GP is the 3rd busiest City per capita for restaurants.
- 9.5. S. Zimmerman – Trooper will be playing in LaGlace on June 10th.
- 9.6.

10. Date of Next Meeting

- 10.1. Wednesday, May 24, 2023, 4:00pm at the Stanford Hotels and Suites.

11. In-Camera Session

- 11.1. N/A

12. Adjourn

- 12.1. Meeting adjourned at 5:21 pm

GPRTA Executive Director's Report

March

- Attended Travis Toews 2023 Budget presentation at Centre 2000
- Attended Dan Boucher, Dept. Minister of Parks, Forestry & Tourism presentation with Travel Alberta's Northstar & Constellation group
- Met with the organizers of the Women's Show to discuss cross marketing & promotion
- Hosted a steering committee meeting with Legacy Tourism Group & 21 regional stakeholders & operators
- Held a meeting with Christopher Smith, Travel Alberta re: 2023 funding contract
- Met with Stuart Karol & Lisa from W.J. here at Centre 2000
- Weekly Staff mtgs
- Met with the President of the Stompede Association, Dave Anderson & Sandi Neville to discuss the 2023 Stompede & the GPRTA's sponsorship involvement
- Attended Weekly Rotary mtgs
- Delivered "About the Region" & "Top Things To Do-Spring" to all 20 member hotels
- Hosted a mtg with Jim Barr & Explore NWAB with potential partner collaborators on the 2023 campaign
- Met with the Chamber of discuss the 2023 Tenant Lease Agreement
- Submitted the Travel Alberta's Covid Relief Final Report

April

- Presented to Fox Creek Municipal Council with Sandi on the GPRTA Membership
- Hosted a mtg with Jim Barr re: Regional Festival & Vendors Rally with our Stakeholders & Operators
- Met with Karna from GP Regional Spots Connection to discuss enhancing bid packaging
- Participated in the BREI Conference Steering Committee (June 21-23)
- Weekly Staff mtgs
- Attended the GPRTA's Marketing & Branding mtg
- Weekly Rotary mtgs
- Met with representative from Minhas Group to discuss the Jeep & participation in the DMF
- Attended the GPTWP & City of GP Planning Committee for the GP Powwow Days (June 24/25)
- Met with Sarah Card to discuss 2023 Bear Creek Folk Festival & the GPRTA's participation
- Participated in the Fort St. John Regional Trade Show with Sandi
- Attended the MD of Greenview's Council mtg on Tourism in Grande Cache
- Hosted a mtg with Jim Barr re: Regional Festival & Vendors Rally with our Stakeholders & Operators
- Met with W.J & Helen for our Quarterly Planning mtg
- Set up for the NPBRA Spring Show Spectacular Show at Tara Centre
- Attended Rotary District Conference in Jasper
- Coordinated Staff & Board to manage the Trade Show
- Met with Legacy Tourism Group to further discuss & prep our Strategic Management Plan
- Met with Jenny Weaver from 2DayFM to discuss ad buys for the GPRTA
- Met with Renee Charbonneau from MCTA to discuss a tourism opportunity
- Finalized details for the GPRTA's Strategic Management Plan roll-out on Thursday