

**Grande Prairie Regional Tourism Association
Meeting Minutes – March 27, 2024 at 9:00am**

Attendance

Board Members: Sandi Neville (President), Brian Grant (Vice-President), Kate Potter (Secretary-Treasurer), Ken Witting, Linden Roberts, Kristin Smith, Johnathan Clarkson, Cyndi Corbett, Paulette Butler, Grant Berg, Steve Zimmerman, Rebecca Ketchum, Dave Anderson (left at 9:30am), Sheila Gilmour (left at 9:55am), Kreg Alde (left at 9:55am)

Staff: Doug Anderson

Regrets: Renee Charbonneau, Bill Smith, Lenore Tochor

1. Call to Order & Quorum Determination

- 1.1 Meeting called to order at 9:02am
- 1.2 Quorum established
- 1.3 S. Neville chaired

2. Approval of Agenda

2.1 Motion to approve the agenda – Cyndi Corbett – APPROVED

3. Financial Presentation

3.1 Presented by Doug Anderson

- 2023 year end financial statements were completed and are ready to go to the auditor
- in the interim budget, the DMF administrative fee was adjusted so this needs to go to the DMF for approval
- there are 20 unpaid memberships from 2023
- discussion: we need to ensure that our process for sending membership renewals is adequate and works for both us and the members; consider postal service & email options

3.2 Motion to accept the financial presentation for information – Cyndi Corbett – APPROVED

4. Committee Reports

4.1. DMF Committee

4.1.1 Report by Paulette Butler

- \$2500.00 approved for the Grande Prairie Chamber of Commerce for regional radio advertising for the Peace Regional Energy Show

- \$5000.00 approved for GrandeCon for hotel rooms (\$2,000.00) and regional radio advertising (\$3,000.00)
- \$5,000.00 approved for North Peace Bracket Racing for hotel rooms (\$1,000), regional radio advertising (\$2,000.00), and marketing/other advertising (\$2,000.00)
- \$2,500.00 approved for the Grande Prairie Curling Club for marketing
- \$5,000.00 approved for Hard 8 Roughstock Rodeo Productions for marketing (\$4,000.00) and hotel rooms (\$1,000.00)
- \$5,000 approved for Canadian Motorcycle Tourism Association for hotel rooms
- discussion: we need to have a better understanding of the relationship between GPRTA & the DMF

4.1.2 Motion to accept the DMF Report and approve the list for payment – Paulette Butler, seconded by Brian Grant – APPROVED

4.2 Membership Committee

4.2.1 Report by Sandi Neville

- current practice is that new membership be approved by the board prior to acceptance, is there a reason for this?
- discussion: if the applicant meets the criteria, they should be approved automatically; if the applicant represents values contrary to GPRTA, we need a policy to address this
- this will be brought forward to the Governance Committee when they review the bylaws

5. Bylaw Review – Article 5.5.4 Removal of a Board Member

5.1 Any Board Member not in attendance to three (3) consecutive regular scheduled meetings or any three (3) meetings in a 6 month period, will be sent notification of concern that their appointee may be rescinded by resolution at the next scheduled meeting. If there is not a satisfactory response within fourteen (14) days, then the member may be removed from the Board by a resolution of the Board

- discussion of changes

5.2 Motion to update Article 5.5.4 as amended – Steve Zimmerman – APPROVED

Any Board Member not in attendance to three (3) consecutive regular scheduled meetings or any three (3) meetings in a 6 month period **without satisfactory notice**, will be sent notification of concern that their appointee may be rescinded by resolution at the next scheduled meeting. If there is not a satisfactory response within fourteen (14) days, then the member may be removed from the Board by a resolution of the Board

EMERGENT ADDED DISCUSSION: Staff Questions

- A. Previous Meeting Minutes – these are not yet ready but will come forward to the April 2024 meeting
- B. Rotary Summer Tour Compensation – recommendation that compensation for the tour guide be increased to match the bus driver (approx. \$8 per tour) be presented to the City of Grande Prairie; recommendation that the Rotary book the City of Grande Prairie bus rather than a school bus as the costs seem to be similar (as per Councillor Grant Berg's information)
- C. NPBRA Car Show/Food & Beverage Expo/Peace Regional Energy Show – discussion: do we have a strategy regarding trade show engagement, how do we determine the return on the investment, what is the point of doing the shows
Motion to suspend attending any trade shows pending a strategy review by the Executive Director and the Board of Directors – Brian Grant – APPROVED

6. Next Meeting

- 6.1 April 24, 2024 in person at The Delta Hotel (Grande Prairie) or by zoom

7. In-Camera Session re: HR Committee Recommendation

- 7.1 Motion to enter in-camera session at 10:25am – Grant Berg – APPROVED**
- 7.2 Motion to exit in-camera sessions at 10:51am – Brian Grant – APPROVED**
- 7.3 Motion to receive the recommendation of the HR Committee and direct the HR Committee to proceed with negotiations for a 3-year contract to hire the candidate, and that the HR Committee present the resulting contract to the board for approval – Paulette Butler – APPROVED**

8. Adjourn

- 8.1 Meeting adjourned at 10:54am